

## **Functional Drinks in India**

Industry Report | 2024-11-21 | 42 pages | MarketLine

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### **Report description:**

Functional Drinks in India

#### Summary

Functional Drinks in India industry profile provides top-line qualitative and quantitative summary information including: market size (value 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

- The functional drinks market consists of retail sale of sports drinks and energy drinks. Sports drinks are defined as drinks with performance-enhancing properties, described as 'isotonic', 'hypertonic' or 'hypotonic'. Energy drinks are defined as those with energy-enhancing properties; mainly carbonated and containing stimulants such as caffeine, taurine, guarana, glucuronolactone, yerba mate, along with glucose syrup (corn syrup) and maltodextrin. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2023 exchange rates.
- The Indian Functional Drinks market had total revenues of \$3,408.1 million in 2023, representing a compound annual growth rate (CAGR) of 48.6% between 2018 and 2023.
- Market consumption volume increased with a CAGR of 42% between 2018 and 2023, to reach a total of 1,375.9 million liters in 2023.
- The performance of the market is forecast to decelerate, with an anticipated CAGR of 19.5% for the five-year period 2023-28, which is expected to drive the market to a value of \$8,318.0 million by the end of 2028.

#### Scope

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- Save time carrying out entry-level research by identifying the size, growth, and leading players in the functional drinks market in India
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the functional drinks market in India
- Leading company profiles reveal details of key functional drinks market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the India functional drinks market with five year forecasts

#### Reasons to Buy

- What was the size of the India functional drinks market by value in 2023?
- What will be the size of the India functional drinks market in 2028?
- What factors are affecting the strength of competition in the India functional drinks market?
- How has the market performed over the last five years?
- How large is India's functional drinks market in relation to its regional counterparts?

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