

## Juice in India

Market Direction | 2025-01-15 | 31 pages | Euromonitor

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### **Report description:**

Juice is expected to maintain solid off-trade and on-trade growth in both volume and current value terms in 2024, with increases for all categories. However, soaring temperatures have exacerbated the perishable nature of fruits and vegetables, driving up costs and fuelling inflation. This, coupled with rising transportation, packaging, and labour costs, is further intensifying inflationary pressures. In response, juice manufacturers, particularly those specialising in juice drinks, the dominant...

Euromonitor International's Juice in India report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2020-2024), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution, packaging or pricing issues. Forecasts to 2029 illustrate how the market is set to change.

Product coverage: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

- \* Get a detailed picture of the Juice market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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The price war in carbonates makes these more attractive to consumers, impacting sales of nectars

Regulations guide consumer choice in juice in India

##### PROSPECTS AND OPPORTUNITIES

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Companies expand and alter their production capacity to meet the rising demand

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