

Soft Drinks in India

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Report description:

Soft drinks in India is set to maintain double-digit volume and current value growth both off-trade and on-trade in 2024, with increases anticipated by all measures across all categories. Several factors have been contributing to this robust growth, including per capita consumption rising from a low base, a youthful demographic, widespread electrification, and a warm climate. India's per capita consumption of soft drinks stands at 22 litres, which is significantly lower than the global average o...

Euromonitor International's Soft Drinks 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: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports Drinks.

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

Why buy this report?

- * Get a detailed picture of the Soft Drinks 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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Quick commerce model benefits bottled water across urban centres in India

Companies come up with sustainable packaging solutions to tackle the plastic problem

PROSPECTS AND OPPORTUNITIES

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Gatorade holds a commanding share amongst a relatively small number of players

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Coca-Cola has explored divergent strategies for sports drinks over the years, and it has settled for a volume over value approach

PROSPECTS AND OPPORTUNITIES

Coca-Cola's mass marketing will hinder the competition's ability to increase prices during the forecast period

Growth potential due to rising health consciousness and Fit India

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Concern about and regulation of caffeine prevents stronger uptake of energy drinks

High prices limit sales of energy drinks

PROSPECTS AND OPPORTUNITIES

India's young and gaming demographics will continue to drive the growth of energy drinks during the forecast period

Sting, as an economic alternative, will continue to drive sales

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KEY DATA FINDINGS

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Pioma Industries leads concentrates, supported by fortification, product development, affordability, and accessibility

Supply chain issues and inflation pose challenges, and concern over hyperlocal delivery players

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PROSPECTS AND OPPORTUNITIES

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