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India Alcoholic Beverages Market By Type (Beer, Wine, Spirits, Ciders, Flavored Alcoholic Beverages (FABs), Others), By Alcohol Content (High, Medium, Low), By Packaging (Aluminium Cans/Tins, Pouch Packaging, Glass Bottles, Plastic Bottles, Others), By Sales Channel (Supermarkets/Hypermarkets, Convenience Stores, Specialty Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

Market Report | 2025-04-30 | 82 pages | TechSci Research

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Report description:

Market Overview
The India Alcoholic Beverages Market was valued at USD 65.84 billion in 2024 and is projected to reach USD 98.01 billion by 2030, growing at a CAGR of 6.91% during the forecast period. Alcoholic beverages remain one of the top revenue-generating sectors for many Indian states. However, the market faces complexities due to the lack of a unified and transparent tax system, which challenges alignment with broader initiatives like "Make in India" and export growth. State governments maintain strict control over the entire alcohol supply chain-including production, distribution, and retail-under distinct excise policies that vary widely. These policies are frequently updated, often without predictability, resulting in regulatory uncertainty that complicates investment planning for manufacturers and distillers.
Key Market Drivers
Rising Disposable Income and Changing Lifestyles
The increase in disposable income and evolving consumer lifestyles are major contributors to the expansion of the India alcoholic beverages market. Economic growth over recent years has boosted household incomes, enabling greater spending on premium and non-essential goods, including alcoholic products. As more individuals move into the middle and upper-middle-income

segments, there is a notable shift toward lifestyle-oriented consumption. Urbanization and exposure to global social trends have normalized alcohol consumption, especially in metropolitan areas where alcohol is integrated into social and entertainment settings. The country's large youth population-particularly Millennials and Gen Z-is more open to experimenting with diverse alcohol categories, favoring premium, craft, and imported labels. This demographic shift is accelerating the move away from mass-market beverages toward higher-quality alternatives. India's young and expanding workforce, combined with a significant share of the population entering legal drinking age, creates a favorable environment for sustained market growth.

Key Market Challenges

Stringent Regulatory Environment and High Taxation

A major challenge facing the India alcoholic beverages industry is its highly regulated and fragmented legal framework. With alcohol regulation falling under state jurisdiction, each state imposes its own rules on manufacturing, distribution, and retail, leading to considerable disparities and market inefficiencies. High taxation-including excise duties and value-added taxes-further elevates retail prices, reducing affordability and limiting consumer access to premium or imported products. The variation in tax rates and regulatory structures between states adds complexity and compliance costs for producers and distributors. In some regions, prohibition laws restrict alcohol sales altogether, curbing potential market expansion. Frequent and unpredictable policy changes, including shifts in legal drinking age and advertising restrictions, create an unstable business environment for alcohol companies, impeding long-term planning and innovation.

Key Market Trends

Premiumization and Craft Beverages

A key trend shaping the India alcoholic beverages market is the rise in premiumization and demand for craft offerings. Urban consumers are increasingly drawn to high-quality, distinctive alcoholic beverages, favoring taste, craftsmanship, and exclusivity over volume. The popularity of craft beer is growing rapidly, with microbreweries flourishing in cities such as Bangalore, Delhi, and Mumbai, offering artisanal brews tailored to evolving consumer palates. Craft distilleries producing premium small-batch whiskey, gin, and rum are also gaining recognition. This trend is fueled by rising incomes, exposure to global brands, and a cultural shift toward experiential drinking. Wine consumption is also on the rise, supported by tasting events, wine festivals, and vineyard tourism. Among affluent consumers, imported wines and luxury whiskey brands have become symbols of status, further propelling the premium segment. Overall, the growing interest in unique, high-end alcohol products is redefining consumption patterns and driving product innovation.

Key Market Players

- Anheuser-Busch InBev SA/NV
- Arbor Brewing Company India
- Carlsberg India Private Limited
- B9 Beverages Private Limited
- Devans Modern Breweries Ltd.
- Globus Spirits Limited
- Radico Khaitan Limited
- Pernod Ricard India Private Ltd.
- Suntory Group
- Som Distilleries and Breweries Limited

Report Scope:

In this report, the India Alcoholic Beverages Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

- India Alcoholic Beverages Market, By Type:

o Beer
o Wine
o Spirits
o Ciders
o Flavored Alcoholic Beverages (FABs)

o Others
- India Alcoholic Beverages Market, By Alcohol Content:
o High
o Medium
o Low
- India Alcoholic Beverages Market, By Packaging:
o Aluminium Cans/Tins
o Pouch Packaging
o Glass Bottles
o Plastic Bottles
o Others
- India Alcoholic Beverages Market, By Sales Channel:
o Supermarkets/Hypermarkets
o Convenience Stores
o Specialty Stores
o Online
o Others
- India Alcoholic Beverages Market, By Region:
o North
o South
o East
o West

Competitive Landscape
Company Profiles: Detailed analysis of the major companies presents in the India Alcoholic Beverages Market.
Available Customizations:
India Alcoholic Beverages Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:
Company Information
- Detailed analysis and profiling of additional market players (up to five).

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