

India Soft Drinks Market Report and Forecast 2025-2034

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Report description:

The India soft drinks market reached USD 5.50 Billion in 2024. The market is expected to grow at a CAGR of 7.03% between 2025 and 2034, reaching USD 10.85 Billion by 2034.

India Soft Drinks Market Growth

Carbonated beverages are driving growth in the India soft drinks market, as many consumers enjoy the fizzy sensation and the unique taste imparted by carbon dioxide.

Carbonated beverages are characterised by their effervescence and offer a wide array of flavours. Colas, lemon-lime sodas, and sparkling waters are popular choices among consumers, specifically those who are looking for a refreshing and bubbly drink experience. With their versatility and ability to be enjoyed on their own or as mixers in cocktails, carbonated soft drinks maintain a significant presence in the market, appealing to a broad target audience.

On October 4, 2023, Coca-Cola India launched 100% recycled PET bottles for its Coca-Cola carbonated beverages segments. These bottles will be available in 250 ml and 750 ml pack sizes across various Indian markets. These bottles were another step in Coca-Cola India's sustainability journey, following the earlier launch of PET bottles for its Kinley packaged drinking water brand.

The non-carbonated segment of the soft drinks market targets consumers who are looking for beverages without fizz. Fruit juices, iced teas, sports drinks, and functional beverages fall into this category, providing consumers with options for drinks containing natural flavours and certain health benefits. These beverages often capitalise on trends such as wellness and hydration, boasting nutritional enhancements that consumers need. They are specifically appealing to health-conscious individuals and those seeking a smoother beverage experience.

India Soft Drinks Market Segmentation

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India Soft Drinks Market Report and Forecast 2025-2034 offers a detailed analysis of the market based on the following segments:

Market Breakup by Product Type

- Carbonated
- Non-Carbonated
- Energy and Sports Drinks

Market Breakup by Type

- Low/No Calorie
- Regular

Market Breakup by Packaging

- Plastic Bottles
- Metal Cans
- Glass Bottles
- Board Cartons and Boxes
- Others

Market Breakup by Distribution Channel

- Hypermarkets/Supermarkets
- Convenience Stores
- HoReCa
- Online Channels
- Others

Market Breakup by Region

- North India
- East and Central India
- West India
- South India

India Soft Drinks Market Share

Based on the distribution channel, the soft drink market is divided into hypermarkets, supermarkets, and convenience stores. Hypermarkets and supermarkets offer a one-stop solution for consumers, providing extensive variety at good discounts. Over the forecast period, soft drink products are expected to emerge as an important market segment and are expected to grow due to increased urbanisation, changes in lifestyles, and increased consumption of caffeinated and carbonated drinks.

Leading Companies in the India Soft Drinks Market

The report provides a detailed analysis of the following key players in the market, covering their competitive landscape and the latest developments like mergers and acquisitions, investments, and capacity expansion.

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- PepsiCo, Inc.
- The Coca-Cola Company
- Red Bull GmbH
- Monster Beverage Corporation
- Nestle S.A.
- HAMMER NUTRITION INDIA B.V.
- PRIME Hydration, LLC
- Reliance Industries Limited
- Parle Agro Pvt. Ltd.,
- NAM VIET FOODS & BEVERAGE JSC
- Others

Major players in the soft drinks market strategically operate in high-density areas like hotels, restaurants, and cafes to bolster brand visibility and recognition. These placements serve to address immediate consumer needs within the hospitality sector, driving increased foot traffic and sales. By offering a diverse range of soft drink options in these establishments, major players can effectively promote their products to a varied audience within the HoReCa sector.

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