



Coffee in India

March 2026

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Coffee in India - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Coffee seeing widespread adoption by India's youthful population

INDUSTRY PERFORMANCE

Changes to the Goods and Services Tax (GST) drive demand for coffee in India

Young demographic driving a boom in coffee sales in India

WHAT'S NEXT?

Companies are expected to focus on affluent consumers by integrating a forward supply chain and leveraging e-commerce platforms

Café culture set to remain a key growth driver for coffee in India

Quick commerce set to play a pivotal role in driving coffee sales across urban areas

COMPETITIVE LANDSCAPE

Nestlé launches first Nespresso store in India

Players absorb costs and employ shrinkflation to limit price increases

CHANNELS

Q-commerce putting pressure on small local grocers

Players vary their product offerings across different sales channels

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Hot Drinks in India - Industry Overview

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Youthful population and cut in GST are key growth drivers in 2025

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INDUSTRY PERFORMANCE

Hot drinks sees strong growth buoyed by a young, modern and urban population

Search for new experiences fuels premiumisation in the market

Cut in GST makes coffee and other hot drinks more affordable

WHAT'S NEXT

Rising cost of key ingredients could disrupt the market

Geopolitical uncertainty casts a shadow over the future of hot drinks

Health and wellness concerns set to shape the future direction of the market

COMPETITIVE LANDSCAPE

Nestlé making significant gains in coffee

Hindustan Unilever remains on top following aggressive expansion policy

CHANNELS

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Kirana stores remain vital to sales with brands adapting their strategies to reflect this

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