



**Euromonitor
International**

Soft Drinks in India

January 2025

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DISCLAIMER

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Bottled water sees growth amidst water scarcity and health concerns, but not without its own set of challenges

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

Health awareness will continue to drive growth of bottled water over the forecast period

Players in still bottled water unable to make pricing adjustments due to regional and counterfeit products

State governments actively work to reduce pollution caused by single-use plastics, particularly smaller pack sizes

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[Carbonates in India](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Electrification, value over volume approach, and explosion of quick commerce drive sales of carbonates in India

Stakeholders in carbonates seek tax reduction

Success of Reliance Consumer Products prompts Coca-Cola India and PepsiCo India Holdings to explore the launch of more affordable options

PROSPECTS AND OPPORTUNITIES

Carbonates set to maintain solid growth potential

Movements in bottling and distribution likely to contribute to growth

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Concentrates in India

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth is maintained for concentrates, although at a slow pace compared with overall soft drinks

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

PROSPECTS AND OPPORTUNITIES

Solid growth expected, but challenge from inflation and other soft drinks

Versatility in various applications and the focus on rural consumers set to underpin growth in concentrates

Players will have to highlight functional ingredients and inclusion of natural ingredients

CATEGORY DATA

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Juice in India

KEY DATA FINDINGS

2024 DEVELOPMENTS

Juice, particularly juice drinks, is dominated by smaller pack sizes

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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RTD Tea in India

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth continues for RTD tea, although sales are low within overall soft drinks
Hindustan Unilever maintains its dominance despite rising competition
Although a fledgling category, carbonated RTD tea and kombucha sees exceptional growth, fuelled by health benefits

PROSPECTS AND OPPORTUNITIES

Kombucha set to see the strongest performance moving forward
Carbonated tea and kombucha likely to see changes in the competitive landscape
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Energy Drinks in India

KEY DATA FINDINGS

2024 DEVELOPMENTS

PepsiCo India's Sting has successfully democratised energy drinks, previously perceived as a premium category
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

Small pack sizes and PET packaging will continue to dominate during the forecast period

CATEGORY DATA

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Sports Drinks in India

KEY DATA FINDINGS

2024 DEVELOPMENTS

Perception of sports drinks, combined with a lack of reduced sugar alternatives, limits the growth potential

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

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

Forecast period could be an opportune time for the launch of healthier variants

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