



# Juice in India

March 2026

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## Juice in India - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Growth supported by health trend, innovation and tax cuts

#### INDUSTRY PERFORMANCE

Juice continues to grow on the back better-for-you juices and rural demand  
Blurring of traditional category boundaries as juices incorporate functional elements  
GST rate change for juice aids short-term growth

#### WHAT'S NEXT?

Geopolitical conflict and rising inflation may impact demand  
Young consumer base nudges companies to focus on healthier products and sustainable practices  
Blurring of category lines: the next big opportunity for juice players

#### COMPETITIVE LANDSCAPE

Manufacturers focus on premiumisation, health-conscious innovation, and rural expansion

#### CHANNELS

Quick commerce capitalises on impulse-driven consumer behaviour and high-velocity distribution

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## Soft Drinks in India - Industry Overview

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Robust growth supported by low per capita consumption

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#### INDUSTRY PERFORMANCE

Rising health awareness drives shift to health-oriented products  
Intense price competition

#### WHAT'S NEXT?

Low base, young demographic, and macroeconomic growth support sales  
Increased cost of importing raw materials

#### COMPETITIVE LANDSCAPE

PepsiCo and Coca-Cola prioritise brand-building and promoting a circular economy  
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