



# Juice in India

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Table of Contents

## 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

#### CATEGORY DATA

Table 1 - Off-trade Sales of Juice by Category: Volume 2020-2025

Table 2 - Off-trade Sales of Juice by Category: Value 2020-2025

Table 3 - Off-trade Sales of Juice by Category: % Volume Growth 2020-2025

Table 4 - Off-trade Sales of Juice by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Off-trade Juice: % Volume 2021-2025

Table 6 - LBN Brand Shares of Off-trade Juice: % Volume 2022-2025

Table 7 - NBO Company Shares of Off-trade Juice: % Value 2021-2025

Table 8 - LBN Brand Shares of Off-trade Juice: % Value 2022-2025

Table 9 - Forecast Off-trade Sales of Juice by Category: Volume 2025-2030

Table 10 - Forecast Off-trade Sales of Juice by Category: Value 2025-2030

Table 11 - Forecast Off-trade Sales of Juice by Category: % Volume Growth 2025-2030

Table 12 - Forecast Off-trade Sales of Juice by Category: % Value Growth 2025-2030

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[Soft Drinks in India - Industry Overview](#)

### EXECUTIVE SUMMARY

Robust growth supported by low per capita consumption

### KEY DATA FINDINGS

#### 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  
Competitive landscape disrupted by Reliance Consumer Products and niche players

## CHANNELS

Quick commerce is redefining the marketing landscape for soft drinks  
Foodservice vs retail split

## MARKET DATA

Table 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025  
Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025  
Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025  
Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025  
Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2025  
Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2025  
Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2025  
Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2025  
Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025  
Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025  
Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2020-2025  
Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025  
Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2020-2025  
Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2020-2025  
Table 27 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2021-2025  
Table 28 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2022-2025  
Table 29 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2021-2025  
Table 30 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2022-2025  
Table 31 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2025  
Table 32 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2022-2025  
Table 33 - NBO Company Shares of Off-trade Soft Drinks: % Value 2021-2025  
Table 34 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2022-2025  
Table 35 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2020-2025  
Table 36 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2020-2025  
Table 37 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2020-2025  
Table 38 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2025  
Table 39 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2025-2030  
Table 40 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2025-2030  
Table 41 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2025-2030  
Table 42 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2025-2030  
Table 43 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2025-2030  
Table 44 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2025-2030  
Table 45 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2025-2030  
Table 46 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2025-2030  
Table 47 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2025-2030  
Table 48 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2025-2030

## APPENDIX

Fountain sales in India

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## SOURCES

Summary 1 - Research Sources

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