

# Hot Drinks in India

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**Table of Contents** 

#### Hot Drinks in India

#### **EXECUTIVE SUMMARY**

Hot drinks in 2024: The big picture

2024 key trend

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for hot drinks?

#### MARKET DATA

- Table 1 Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2019-2024
- Table 2 Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2019-2024
- Table 3 Retail Sales of Hot Drinks by Category: Volume 2019-2024
- Table 4 Retail Sales of Hot Drinks by Category: Value 2019-2024
- Table 5 Retail Sales of Hot Drinks by Category: % Volume Growth 2019-2024
- Table 6 Retail Sales of Hot Drinks by Category: % Value Growth 2019-2024
- Table 7 Foodservice Sales of Hot Drinks by Category: Volume 2019-2024
- Table 8 Foodservice Sales of Hot Drinks by Category: % Volume Growth 2019-2024
- Table 9 Total Sales of Hot Drinks by Category: Total Volume 2019-2024
- Table 10 Total Sales of Hot Drinks by Category: % Total Volume Growth 2019-2024
- Table 11 NBO Company Shares of Hot Drinks: % Retail Value 2020-2024
- Table 12 LBN Brand Shares of Hot Drinks: % Retail Value 2021-2024
- Table 13 Penetration of Private Label in Hot Drinks by Category: % Retail Value 2019-2024
- Table 14 Retail Distribution of Hot Drinks by Format: % Volume 2019-2024
- Table 15 Retail Distribution of Hot Drinks by Format and Category: % Volume 2024
- Table 16 Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2024-2029
- Table 17 Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2024-2029
- Table 18 Forecast Retail Sales of Hot Drinks by Category: Volume 2024-2029
- Table 19 Forecast Retail Sales of Hot Drinks by Category: Value 2024-2029
- Table 20 Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2024-2029
- Table 21 Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2024-2029
- Table 22 Forecast Foodservice Sales of Hot Drinks by Category: Volume 2024-2029
- Table 23 Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2024-2029
- Table 24 Forecast Total Sales of Hot Drinks by Category: Total Volume 2024-2029
- Table 25 Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2024-2029

## **DISCLAIMER**

## **SOURCES**

Summary 1 - Research Sources

#### Coffee in India

### KEY DATA FINDINGS

# 2024 DEVELOPMENTS

Young demographic and the quest for caffeine drives a boom in coffee in India

Tata Consumer Products focuses solely on premiumisation, whereas Nestlé and Hindustan Unilever take a more holistic approach Rising commodity prices continue to curb consumer demand

## PROSPECTS AND OPPORTUNITIES

Companies are expected to focus on affluent consumers by integrating a forward supply chain and leveraging e-commerce platforms Coffee players aim to separate their product offerings across different sales channels to support small local grocers A rising café culture allows consumers to experiment with flavours and formats

#### **CATEGORY DATA**

- Table 26 Retail Sales of Coffee by Category: Volume 2019-2024
- Table 27 Retail Sales of Coffee by Category: Value 2019-2024
- Table 28 Retail Sales of Coffee by Category: % Volume Growth 2019-2024
- Table 29 Retail Sales of Coffee by Category: % Value Growth 2019-2024
- Table 30 Retail Sales of Fresh Ground Coffee Pods by Hard vs Soft: % Volume 2019-2024
- Table 31 NBO Company Shares of Coffee: % Retail Value 2020-2024
- Table 32 LBN Brand Shares of Coffee: % Retail Value 2021-2024
- Table 33 Forecast Retail Sales of Coffee by Category: Volume 2024-2029
- Table 34 Forecast Retail Sales of Coffee by Category: Value 2024-2029
- Table 35 Forecast Retail Sales of Coffee by Category: % Volume Growth 2024-2029
- Table 36 Forecast Retail Sales of Coffee by Category: % Value Growth 2024-2029

#### Tea in India

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

India's tea consumption is on the rise, driven by the appeal of novel flavours, varied formats and natural ingredients

Tata Consumer Products leverages affordability and new product launches to effectively cater to the growing health and wellness trend

Tea inflation continues to impact the profitability of companies

#### PROSPECTS AND OPPORTUNITIES

Key players to continue to focus on health and wellness and newer consumer groups as growth avenues in the forecast period Companies to continue to leverage the power of social media for their premium assortments

#### **CATEGORY DATA**

- Table 37 Retail Sales of Tea by Category: Volume 2019-2024
- Table 38 Retail Sales of Tea by Category: Value 2019-2024
- Table 39 Retail Sales of Tea by Category: % Volume Growth 2019-2024
- Table 40 Retail Sales of Tea by Category: % Value Growth 2019-2024
- Table 41 NBO Company Shares of Tea: % Retail Value 2020-2024
- Table 42 LBN Brand Shares of Tea: % Retail Value 2021-2024
- Table 43 Forecast Retail Sales of Tea by Category: Volume 2024-2029
- Table 44 Forecast Retail Sales of Tea by Category: Value 2024-2029
- Table 45 Forecast Retail Sales of Tea by Category: % Volume Growth 2024-2029
- Table 46 Forecast Retail Sales of Tea by Category: % Value Growth 2024-2029

#### Other Hot Drinks in India

## KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

A large young demographic underpins the popularity of malt-based hot drinks in India

Hindustan Unilever dominates the competitive landscape on the back of accessibility and brand/product line extensions Demand for other hot drinks through e-commerce faces a setback

## PROSPECTS AND OPPORTUNITIES

Malt-based hot drinks players can help to alleviate India's child malnutrition problem

Growing focus on the delicate balance between nutrition and palatability and the need for grounded marketing

## **CATEGORY DATA**

Table 47 - Retail Sales of Other Hot Drinks by Category: Volume 2019-2024

- Table 48 Retail Sales of Other Hot Drinks by Category: Value 2019-2024
- Table 49 Retail Sales of Other Hot Drinks by Category: % Volume Growth 2019-2024
- Table 50 Retail Sales of Other Hot Drinks by Category: % Value Growth 2019-2024
- Table 51 NBO Company Shares of Other Hot Drinks: % Retail Value 2020-2024
- Table 52 LBN Brand Shares of Other Hot Drinks: % Retail Value 2021-2024
- Table 53 Forecast Retail Sales of Other Hot Drinks by Category: Volume 2024-2029
- Table 54 Forecast Retail Sales of Other Hot Drinks by Category: Value 2024-2029
- Table 55 Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2024-2029
- Table 56 Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2024-2029

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