



Concentrates in India

March 2026

Table of Contents

Concentrates in India - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Further growth of affordable concentrates

INDUSTRY PERFORMANCE

Affordability drives concentrates sales

Manufacturers focus on health-oriented product innovation

WHAT'S NEXT?

A challenging operating environment

Companies will continue to focus on functionality and fortification for growth

COMPETITIVE LANDSCAPE

Pioma Industries' Rasna maintains its lead in 2025

Supply chain issues and inflation pose challenges for players

CHANNELS

Concern over hyperlocal delivery players

CATEGORY DATA

Table 1 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2020-2025

Table 2 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2020-2025

Table 3 - Off-trade Sales of Concentrates by Category: Value 2020-2025

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

Table 5 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2022-2025

Table 6 - NBO Company Shares of Off-trade Concentrates: % Value 2021-2025

Table 7 - LBN Brand Shares of Off-trade Concentrates: % Value 2022-2025

Table 8 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2021-2025

Table 9 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2022-2025

Table 10 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2021-2025

Table 11 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2022-2025

Table 12 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2025-2030

Table 13 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2025-2030

Table 14 - Forecast Off-trade Sales of Concentrates by Category: Value 2025-2030

Table 15 - Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2025-2030

DISCLAIMER

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 16 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025
Table 17 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025
Table 18 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025
Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025
Table 20 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2025
Table 21 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2025
Table 22 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2025
Table 23 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2025
Table 24 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025
Table 25 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025
Table 26 - Off-trade Sales of Soft Drinks by Category: Value 2020-2025
Table 27 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025
Table 28 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2020-2025
Table 29 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2020-2025
Table 30 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2021-2025
Table 31 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2022-2025
Table 32 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2021-2025
Table 33 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2022-2025
Table 34 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2025
Table 35 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2022-2025
Table 36 - NBO Company Shares of Off-trade Soft Drinks: % Value 2021-2025
Table 37 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2022-2025
Table 38 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2020-2025
Table 39 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2020-2025
Table 40 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2020-2025
Table 41 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2025
Table 42 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2025-2030
Table 43 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2025-2030
Table 44 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2025-2030
Table 45 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2025-2030
Table 46 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2025-2030
Table 47 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2025-2030
Table 48 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2025-2030
Table 49 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2025-2030
Table 50 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2025-2030
Table 51 - 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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