



# Energy Drinks in India

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## Energy Drinks in India - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Fast-paced urban lifestyles make energy drinks a functional staple

#### INDUSTRY PERFORMANCE

Further expansion with the arrival of affordable brands

Evolving challenges, including stricter FSSAI regulations

#### WHAT'S NEXT?

Challenging environment due to geopolitical instability in the Middle East

Small pack sizes and PET packaging will continue to dominate

#### COMPETITIVE LANDSCAPE

Reliance's entry intensifies competition in the economy segment

Sting maintains its lead having democratised the category

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Quick commerce remains the fastest growing channel

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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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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

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