



Euromonitor
International

RTD Tea in India

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Table of Contents

RTD Tea in India - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growth continues for RTD tea in 2025

INDUSTRY PERFORMANCE

Health trend, convenience and innovation drive growth of RTD tea

RTD tea remains a key area of investment for established and emerging players

WHAT'S NEXT?

Geopolitical instability in the Middle East and the resultant inflation set to impact volumes

Carbonated RTD tea set to be the fastest growing category

COMPETITIVE LANDSCAPE

Hindustan Unilever dominates with its extensive distribution network

CHANNELS

Rapid expansion of quick commerce

CATEGORY DATA

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

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

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

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

Table 5 - Leading Flavours for Off-trade RTD Tea: % Volume 2020-2025

Table 6 - NBO Company Shares of Off-trade RTD Tea: % Volume 2021-2025

Table 7 - LBN Brand Shares of Off-trade RTD Tea: % Volume 2022-2025

Table 8 - NBO Company Shares of Off-trade RTD Tea: % Value 2021-2025

Table 9 - LBN Brand Shares of Off-trade RTD Tea: % Value 2022-2025

Table 10 - Forecast Off-trade Sales of RTD Tea by Category: Volume 2025-2030

Table 11 - Forecast Off-trade Sales of RTD Tea by Category: Value 2025-2030

Table 12 - Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2025-2030

Table 13 - Forecast Off-trade Sales of RTD Tea 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 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025

Table 15 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025

Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025

Table 17 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025

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 (as sold) by Category: % Volume 2025

Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2025

Table 21 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2025

Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025

Table 23 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025

Table 24 - Off-trade Sales of Soft Drinks by Category: Value 2020-2025

Table 25 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025

Table 26 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2020-2025

Table 27 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2020-2025

Table 28 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2021-2025

Table 29 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2022-2025

Table 30 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2021-2025

Table 31 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2022-2025

Table 32 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2025

Table 33 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2022-2025

Table 34 - NBO Company Shares of Off-trade Soft Drinks: % Value 2021-2025

Table 35 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2022-2025

Table 36 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2020-2025

Table 37 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2020-2025

Table 38 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2020-2025

Table 39 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2025

Table 40 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2025-2030

Table 41 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2025-2030

Table 42 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2025-2030

Table 43 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2025-2030

Table 44 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2025-2030

Table 45 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2025-2030

Table 46 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2025-2030

Table 47 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2025-2030

Table 48 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2025-2030

Table 49 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2025-2030

APPENDIX

Fountain sales in India

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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