



Sports Drinks in India

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Sports Drinks in India - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Evolving market with rising health awareness and sports participation

INDUSTRY PERFORMANCE

Focus on active lifestyles drives growth of sports drinks

Category faces a significant headwind following the September 2025 tax revision

WHAT'S NEXT?

Geopolitical instability and persistent inflation create a challenging operating environment

Shifting consumer behaviour in response to tightened household budgets

COMPETITIVE LANDSCAPE

PepsiCo leads with high-impact marketing strategies

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KEY DATA FINDINGS

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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

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