



Rtds in India

January 2026

Table of Contents

Rtds in India - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Young demographic and convenience trend drive sales of RTDs in India

Bacardi-Martini retains its dominance, assisted by launch of new options

Hard seltzer fails to attract Indian consumers

PROSPECTS AND OPPORTUNITIES

Inflation and taxation remain the biggest challenges for RTDs

Spirit-based RTDs likely to grow, but face increased competition from other variants

CATEGORY DATA

Table 1 - Sales of RTDs by Category: Total Volume 2019-2024

Table 2 - Sales of RTDs by Category: Total Value 2019-2024

Table 3 - Sales of RTDs by Category: % Total Volume Growth 2019-2024

Table 4 - Sales of RTDs by Category: % Total Value Growth 2019-2024

Table 5 - Sales of RTDs by Off-trade vs On-trade: Volume 2019-2024

Table 6 - Sales of RTDs by Off-trade vs On-trade: Value 2019-2024

Table 7 - Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2019-2024

Table 8 - Sales of RTDs by Off-trade vs On-trade: % Value Growth 2019-2024

Table 9 - GBO Company Shares of RTDs: % Total Volume 2020-2024

Table 10 - NBO Company Shares of RTDs: % Total Volume 2020-2024

Table 11 - LBN Brand Shares of RTDs: % Total Volume 2021-2024

Table 12 - Forecast Sales of RTDs by Category: Total Volume 2024-2029

Table 13 - Forecast Sales of RTDs by Category: Total Value 2024-2029

Table 14 - Forecast Sales of RTDs by Category: % Total Volume Growth 2024-2029

Table 15 - Forecast Sales of RTDs by Category: % Total Value Growth 2024-2029

Alcoholic Drinks in India - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2024: The big picture

2024 key trends

Competitive landscape

Retail developments

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

TAXATION AND DUTY LEVIES

Summary 1 - Taxation and Duty Levies on Alcoholic Drinks 2024

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 16 - Retail Consumer Expenditure on Alcoholic Drinks 2019-2024

MARKET DATA

Table 17 - Sales of Alcoholic Drinks by Category: Total Volume 2019-2024

Table 18 - Sales of Alcoholic Drinks by Category: Total Value 2019-2024

Table 19 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2019-2024

Table 20 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2019-2024

Table 21 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2024

Table 22 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2024

Table 23 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2024

Table 24 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2024

Table 25 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2020-2024

Table 26 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2019-2024

Table 27 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2024

Table 28 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2024-2029

Table 29 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2024-2029

Table 30 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2024-2029

Table 31 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 2 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/rtds-in-india/report.