



# HW Soft Drinks in India

January 2026

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## HW Soft Drinks in India - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Variety of health claims are evident in soft drinks

#### INDUSTRY PERFORMANCE

Legislative changes to juice labelling impacts claims

Good source of minerals gains traction in energy and sports drinks

Better for you claims gain traction in soft drinks

#### WHAT'S NEXT

Rising obesity and health concerns are prompting closer scrutiny of ingredients

Natural trend is set to gain traction in carbonates

Players aim to make functional/fortified sports drinks more widely accessible

#### CATEGORY DATA

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[Health and Wellness in India - Industry Overview](#)

#### EXECUTIVE SUMMARY

Growing consumer interest is transforming the health and wellness industry

#### INDUSTRY PERFORMANCE

Health claims rise in response to concerns

Labelling regulations have wide-ranging impact

#### WHAT'S NEXT

Health and wellness to remain in the spotlight

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