



Innovation: Food and Beverage in India

June 2024

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INTRODUCTION

Scope

Monitoring innovation for business growth

INNOVATION IN FOOD AND BEVERAGE

In-country launches dominate as consumers appreciate local brands and flavours

Launches offer health and sustainability features to align with rising consumer demands

New launches in India in 2023: Packaged food

Demand for healthier snacks drives innovation in packaged food

New launches in India in 2023: Hot drinks

Tea with functional benefits and beauty claims grows in popularity

New launches in India in 2023: Pet care

New product launches in pet food focus on functional benefits and pet lifecycles

New launches in India in 2023: Soft drinks

Consumers seek taste experiences and local, natural ingredients in juice

New launches in India in 2023: Alcoholic drinks

Innovation in drinks blurs the category lines, cocktail culture drives innovation in taste

Indian retailers lead new launches, offering wellness-centric products to consumers

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Passport Innovation methodology

Euromonitor Innovation definitions

Passport Innovation industry coverage

Passport Innovation country coverage

Passport Innovation retailer coverage

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