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Indian Non-Alcoholic Beverages Market Outlook to 2015 - Rising Health Consciousness among Consumers

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Abstracts

The report titled “Indian Non-Alcoholic Beverages Market Outlook to 2015 – Rising Health Consciousness among Consumers” provides a comprehensive analysis on Indian non-alcoholic beverages market. The report discusses in details various aspects such as market size of bottled water, carbonated soft drinks, coffee, juice (unpackaged and packaged juice), tea and energy drinks segment on the basis of consumption, per capita consumption, market segmentation, competitive landscape of the major players operating in the country. The report also entails the SWOT analysis of non-alcoholic beverage market in India.

The future projections are presented along with the cause and effect relationship between the market and several industry and macro-economic indicators providing an insight on the prospects in the Indian non-alcoholic beverages industry.

The non-alcoholic beverage market in India has witnessed a mixed growth in the recent past. The industry has registered a growth rate of 11.3% in 2010. The total consumption for FY’2010 stood at ~ million liters with the per capita consumption of ~ liters as compared to ~ million liters of total consumption and ~ liters of per capita consumption in FY’2009.

The Indian non-alcoholic beverage market has been dominated by the bottled water segment with a market share of ~% in FY’2010 followed by soft drinks with ~% and tea with ~%. The consumption for bottled water in India has increased over the years and is one of the emerging markets. The growing insufficiency of pure and safe water and rising water borne diseases has influenced the demand for packaged water.

India is the tenth largest consumer of bottled water in the world with the consumption level of ~ million litres growing at a CAGR of 17.5% in the last 5 years. The bottled water market is estimated to have more than ~ brands, of which a major portion is held by the local players (inclusive of the cottage industry). Even, the big players which dominated this market segment are facing the pressure of maintaining their position in the market

In the year 2010, the carbonated soft drinks market has registered value sales of USD ~ million with a growth rate of 16.6% in comparison to USD ~ million in 2009. This growth has been the result of the rising disposable income and rapidly rising preference amongst the youth. The soft drinks industry has been influenced by the rapidly rising demand in the households and fast food joints.

The Indian tea market is one of the oldest markets in the non alcoholic beverage industry and has a prominent place in the Indian economy. The tea production has grown at a steady growth rate of 1% in the last 5 years from ~ million kilograms in FY'2005 to ~ million kilograms in FY'2010.

It is estimated tea bag consumption in India will increased to ~ tonnes per annum in FY'2011 with an annual growth rate of over 21%. In the long run, the tea bag consumption will register an exceptional growth and will cross the benchmark of ~ tonnes per annum consumption by FY'2015.

The juice industry in India is widely covered by the unpackaged segment of the market in which local stores and road-side juice shops play a vital role. As of FY'2010, ~% of the market was covered by the unpackaged segment which is comparatively much higher than ~% of the market which is held by the packaged juices. In FY'2010, Dabur's Real with a ~% market share continues to lead the Indian Packaged juice market followed by PepsiCo's Tropicana with ~% and Parle's Frooti and Coca-Cola's Maaza with ~% and ~% respectively.

The Indian coffee market is passing through an evolutionary phase where consumers' preference towards out-of home consumption is developing. The exceptional growth of out-of -home consumption of coffee in the coffee chains has been triggered by the young adults. The retail coffee market in India is majorly dominated by Cafe Coffee Day with ~ chains across India followed by Barista with ~ coffee serving chains and Cost Coffee with ~ chains.

The energy drinks market is a growing and an emerging market in India. The market

has huge potential to grow with several players presently operating in the industry such as Red Bull, Cloud 9, XXX, Burn and others. In FY'2010, Red Bull leads the market with ~% followed by Cloud 9 and XXX with ~% and ~% respectively. However, Coca Cola's Burn along with other players constitutes the remaining ~% of the market.

Key Topics Covered in the Report:

The market size of Indian non-alcoholic beverage industry and its segments including bottled water, carbonated soft drinks, juice (Packaged and Unpackaged juice), tea, coffee and energy drinks on the basis of consumption and per capita consumption

Market segmentation of the Indian non-alcoholic drinks industry and its segments

Recent trends and developments in the industry and in its segments

Competitive landscape of the various players operating in the country in packaged drinking and Natural Mineral Water category, carbonated soft drinks, juice, tea, coffee, coffee retail and energy drinks markets

Future outlook and projections along with the cause and effect relationship between the market and industry factors on bottled water, carbonated soft drinks, juice (Packaged and Unpackaged juice), tea, coffee and energy drinks consumption and per capita consumption in India

SWOT analysis of the Indian non-alcoholic beverage industry

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