

Better For You Beverages in India

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Abstracts

In 2021, the central government did not implement a nationwide lockdown in India. However, most state governments implemented lockdowns to curb the spread of COVID-19 during the second wave caused by the Delta variant. The restrictions enforced by state governments in 2021 were scattered and less severe than those seen in 2020. However, the lockdowns and resultant limitations on movement continued to hamper the recovery of out-of-home consumption of reduced sugar carbonates. The second wave star...

Euromonitor International's Better For You Beverages in India report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: BFY Reduced Caffeine Beverages, BFY Reduced Fat Beverages, BFY Reduced Sugar Beverages.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Better For You Beverages market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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BETTER FOR YOU BEVERAGES IN INDIA

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The adoption of sweeteners is low because artificial sweeteners dominate consumer choice

Carbonates continue to see a steady decline in sugar content

PROSPECTS AND OPPORTUNITIES

Stakeholders in reduced sugar carbonates seek tax reduction

Health issues such as obesity and diabetes represent huge potential for the category

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