

# Fortified/Functional Beverages in India

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## Abstracts

For decades, brands' communication has been based on their fortification and use as a nutritional supplement. The message that products are fortified with vitamins and minerals dominates commercials and product packaging for other hot drinks. Popular brands were aware that as they catered to a broad consumer base, with different cohorts having individual needs, there was a need for product line extension. Therefore, over the years they have amassed a healthy mix of product line extensions to tar...

Euromonitor International's Fortified/Functional 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:** FF Hot Drinks, FF Soft Drinks.

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

## Why buy this report?

Get a detailed picture of the Fortified/Functional 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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Brands in other hot drinks use fortification and product line extension for life-stage nutrition and other specific needs

Most concentrates players, including the leader, Pioma Industries, change their formulations to fortify their products

Lack of outdoor events, particularly sports, prevents high per capita consumption of FF sports drinks

#### PROSPECTS AND OPPORTUNITIES

Caffeine concerns may limit the growth potential of FF energy drinks

Communication for concentrates will continue to be focused around functional references

Concerns around the efficacy of prominent other hot drinks brands, including FF other hot drinks, continue to linger

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