

Hot Drinks in India

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Abstracts

India boasts a significant demographic, with a youthful population comprising 327 million millennials and 377 million Generation Z individuals. This demographic, combined with widespread and affordable internet access and rapid urbanisation, has cultivated an informed and aspirational consumer base, positioning India as a market of immense potential. However, in 2023, there was a notable decline in demand in rural areas. Unpredictable weather conditions disrupted the supply chain, particularly a...

Euromonitor International's Hot Drinks in India report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Coffee, Other Hot Drinks, Tea.

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

Why buy this report?

Get a detailed picture of the Hot Drinks 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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Tea, being an agricultural commodity, faces varied macroeconomic challenges, leading to downtrading

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A low base coupled with a young demographic drives the consumption of coffee in India

Tata Consumer Products focuses solely on premiumisation, whereas Nestlé and Hindustan Unilever take a more holistic approach

Inflation in coffee, an agricultural commodity, continues to hamper demand, mainly in

rural areas

PROSPECTS AND OPPORTUNITIES

Rising caf? culture allows consumers to experiment with flavours and formats, which seeps through the retail business

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