

HW Soft Drinks in India

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Abstracts

Over the last few years, The Coca-Cola Co has been trying to diversify by introducing a host of health and wellness beverages and reducing its dependence on sugary carbonated drinks. For instance, it is working on reducing the sugar content of its 330ml cans from 35g to 6g, and over the last few years it has expanded its “zero” portfolio in India. The company has identified hydration as the next growth area. It is launching products through brand extensions, by leveraging the equity of its legac...

Euromonitor International's HW Soft Drinks 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: HW Asian Speciality Drinks, HW Bottled Water, HW Carbonates, HW Concentrates, HW Energy Drinks, HW Juice, HW RTD Coffee, HW RTD Tea, HW Soft Drinks by Type, HW Sports 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 HW Soft 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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The Coca-Cola Co focuses on brand extensions and distribution for its health and wellness products

As consumers look for products they believe can help maintain their health, natural leads health and wellness soft drinks in 2022

Rising demand for brain health and memory in health and wellness soft drinks, with Evian making a dynamic entrance

PROSPECTS AND OPPORTUNITIES

Adoption of natural sweeteners across soft drinks is expected to increase, buoyed by local production of monk fruit

With consumers looking to fortified drinks to maintain their health, rising demand for good source of minerals is expected

Keto expected to see gains, as more consumers follow a specialised diet to boost their metabolism

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HEALTH AND WELLNESS IN INDIA

EXECUTIVE SUMMARY

Overview

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