

Naturally Healthy Beverages in India

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Abstracts

Traditionally, malt-based products targeted the masses, highlighting their importance as a nutritional supplement. At the same time, chocolate-based flavoured powdered drinks were mainly offered as indulgent products catering to urban consumers. Many new brands, some home-grown and others imported, seeped into the market in the last few years, extending sugar-free drinking chocolate. Some of these brands started by selling coffee or tea, but then diversified into other hot drinks. Country Bean,...

Euromonitor International's Naturally Healthy 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: NH Hot Drinks, NH 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 Naturally Healthy 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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New entrants extend chocolate-based flavoured powdered drinks, driving demand for NH other hot drinks

NH 100% juice is an area of opportunity; however, not without its own set of challenges

E-commerce comes to the rescue for NH bottled water companies previously targeting institutional sales

PROSPECTS AND OPPORTUNITIES

India has a severe malnutrition issue, which is a massive opportunity for brands operating in the NH other hot drinks space

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