

# Organic Beverages in India

<https://marketpublishers.com/r/O135570DF62EN.html>

Date: January 2023

Pages: 29

Price: US\$ 990.00 (Single User License)

ID: O135570DF62EN

## Abstracts

Major players continue to allocate resources to e-commerce and ramp up their online presence, as it became one of the most sought-after channels during the pandemic. Instead of offering their products through marketplaces, prominent companies prefer the D2C route. Organic products, on average, are priced higher, and high margins facilitate the use of these platforms. Unlike marketplaces, the D2C route also helps companies collect and analyse customer data. D2C platforms also enable companies to...

Euromonitor International's Organic 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:** Organic Hot Drinks, Organic 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 Organic 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.

## Contents

### ORGANIC BEVERAGES IN INDIA

#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

E-commerce, particularly D2C, is the preferred channel for organic tea amongst consumers

Inflation on agricultural commodities continues to hinder the potential of organic tea

Although organic fruit/vegetable juice remains dominated by organic nectars, the emergence of organic 100% juice brands is seen

#### PROSPECTS AND OPPORTUNITIES

Darjeeling tea gardens face a host of external challenges, affecting their operations and output

Social media to be used extensively by organic tea companies for premium product assortment

Independent and small farmers remain cautious of going organic, and face challenges in getting optimum value for their produce

#### CATEGORY DATA

Table 1 Sales of Organic Beverages by Category: Value 2016-2021

Table 2 Sales of Organic Beverages by Category: % Value Growth 2016-2021

Table 3 NBO Company Shares of Organic Beverages: % Value 2017-2021

Table 4 LBN Brand Shares of Organic Beverages: % Value 2018-2021

Table 5 Distribution of Organic Beverages by Format: % Value 2016-2021

Table 6 Forecast Sales of Organic Beverages by Category: Value 2021-2026

Table 7 Forecast Sales of Organic Beverages by Category: % Value Growth 2021-2026

### HEALTH AND WELLNESS IN INDIA

#### EXECUTIVE SUMMARY

Health and wellness in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for health and wellness?

#### MARKET DATA

Table 8 Sales of Health and Wellness by Type: Value 2016-2021

Table 9 Sales of Health and Wellness by Type: % Value Growth 2016-2021

Table 10 Sales of Health and Wellness by Category: Value 2016-2021

Table 11 Sales of Health and Wellness by Category: % Value Growth 2016-2021

Table 12 Sales of Health and Wellness by Prime Positioning: Value 2016-2021

Table 13 Sales of Health and Wellness by Prime Positioning: % Value Growth

2016-2021

Table 14 NBO Company Shares of Health and Wellness: % Value 2017-2021

Table 15 LBN Brand Shares of Health and Wellness: % Value 2018-2021

Table 16 Distribution of Health and Wellness by Format: % Value 2016-2021

Table 17 Distribution of Health and Wellness by Format and Category: % Value 2021

Table 18 Forecast Sales of Health and Wellness by Type: Value 2021-2026

Table 19 Forecast Sales of Health and Wellness by Type: % Value Growth 2021-2026

Table 20 Forecast Sales of Health and Wellness by Category: Value 2021-2026

Table 21 Forecast Sales of Health and Wellness by Category: % Value Growth

2021-2026

Table 22 Forecast Sales of Health and Wellness by Prime Positioning: Value 2021-2026

Table 23 Forecast Sales of Health and Wellness by Prime Positioning: % Value Growth

2021-2026

DISCLAIMER

SOURCES

Summary 1 Research Sources

## I would like to order

Product name: Organic Beverages in India

Product link: <https://marketpublishers.com/r/O135570DF62EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/O135570DF62EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970