

Organic Beverages in India

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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.

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