

Extra Neutral Alcohol (ENA) Market in India: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2018-2023

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Abstracts

Extra Neutral alcohol, or ENA, is a colourless food-grade alcohol without any impurities. It has neutral smell and taste, and typically contains 96% alcohol by volume (ABV). ENA is derived from various sources – sugar cane molasses, grains, etc. It is used in the production of alcoholic beverages such as whisky, vodka, gin, cane, liqueurs, and alcoholic fruit beverages and aperitifs. Apart from this, it also serves as an essential ingredient in the manufacturing of several cosmetics and personal care products, such as perfume, toiletries, cologne, hair spray, air fresheners, detergents, etc. As a good solvent, it is used in the production of some lacquers, paints and ink for the printing industry, besides being used in pharmaceutical products in products such as antiseptics, drug, syrups, medicated sprays, etc. IMARC Group's latest report titled, "Extra Neutral Alcohol (ENA) Market in India: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2018-2023", finds that the ENA market in India reached a volume of 2.7 Billion Litre in 2017, exhibiting a CAGR of around 6.1% during 2010-2017.

The market for ENA has gained momentum in the past few years majorly as a result of increasing consumption of alcohol in the region. In India, almost 90% of ENA is used for potable alcohol, which accounts for an annual production capacity of nearly 2.7 Billion Litres. These figures are further expected to increase owing to a rise in the demand for potable alcohol due to increasing disposable incomes, changing attitude towards drinking, western influence, and a gradual shift from country liquor to Indian Made Foreign Liquor (IMFL). According to the report, the market is further projected to reach a volume of 3.8 Billion Litres by 2023.

The report has segmented the market on the basis of major applications, covering potable alcohol, flavours and fragrances, pharmaceuticals, and household. On a



regional-basis, the report analyses the production and consumption of ENA in all the states of India. Presently, Punjab represents the largest producer, accounting for nearly a fifth of the total production in India. The report has also analysed the competitive landscape of the market, and provides information about the 50 major manufacturers of ENA including their plant and production details.

This report provides a deep insight into the Indian ENA industry covering all its essential aspects. It is a must-read for entrepreneurs, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Indian Extra Neutral Alcohol (ENA) industry in any manner.

Key Aspects Analysed:

Trends and dynamics in the ENA market.

State wise production and consumption of ENA.

Market break up by end-use.

Key drivers/restraints and their impact on the current and future market scenario.

Examination of the competitive landscape.

ENA Applications Covered in This Report:

Potable Alcohol
Flavours and Fragrances
Pharmaceuticals
Household

Major Regions Covered in This Report:

All States of India

Focus of the Analysis:

Overview
Historical and current market scenario
Market trends



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