

Non Alcoholic Beverages Industry in India – SWOT Analysis

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Abstracts

Overview

With the rising health consciousness among Indians, focus is increasingly shifting towards healthier eating and drinking habits.

Asia Pacific (APAC) is today, the largest global market for non-alcoholic beverages. India stands among the largest consumers of non alcoholic beverages in Asia. With the increase in urbanization and economic development across the country, growth projections are quite high in this segment.

The growth of the Indian non-alcoholic beverage industry from FY'2005-FY'2011 has largely been due to the increasing inflow of Foreign Direct Investments (FDIs). After the liberalization of trade policies, foreign investments have started to flow into the Indian markets.

The non alcoholic beverage industry is expected to rise tremendously due to presence of strong consumer base in India.

Scope of the report

Industry at a glance

Contains a study of the major internal and external factors affecting the industry in the form of a SWOT framework

Reasons to buy

Gain insight into the industry in terms of the opportunities and threats that will augment and restrict its growth

Get knowledge about the forte of the industry which will help it to ride in the lead

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