

India Alcoholic Beverages Market By Type (Beer, Wine, Spirits, Ciders, Flavored Alcoholic Beverages (FABs), Others), By Alcohol Content (High, Medium, Low), By Packaging (Aluminium Cans/Tins, Pouch Packaging, Glass Bottles, Plastic Bottles, Others), By Sales Channel (Supermarkets/Hypermarkets, Convenience Stores, Specialty Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

<https://marketpublishers.com/r/I4D987786F0BEN.html>

Date: April 2025

Pages: 82

Price: US\$ 3,500.00 (Single User License)

ID: I4D987786F0BEN

Abstracts

The India Alcoholic Beverages Market was valued at USD 65.84 billion in 2024 and is projected to reach USD 98.01 billion by 2030, growing at a CAGR of 6.91% during the forecast period. Alcoholic beverages remain one of the top revenue-generating sectors for many Indian states. However, the market faces complexities due to the lack of a unified and transparent tax system, which challenges alignment with broader initiatives like 'Make in India' and export growth. State governments maintain strict control over the entire alcohol supply chain—including production, distribution, and retail—under distinct excise policies that vary widely. These policies are frequently updated, often without predictability, resulting in regulatory uncertainty that complicates investment planning for manufacturers and distillers.

Key Market Drivers

Rising Disposable Income and Changing Lifestyles

The increase in disposable income and evolving consumer lifestyles are major

contributors to the expansion of the India alcoholic beverages market. Economic growth over recent years has boosted household incomes, enabling greater spending on premium and non-essential goods, including alcoholic products. As more individuals move into the middle and upper-middle-income segments, there is a notable shift toward lifestyle-oriented consumption. Urbanization and exposure to global social trends have normalized alcohol consumption, especially in metropolitan areas where alcohol is integrated into social and entertainment settings. The country's large youth population—particularly Millennials and Gen Z—is more open to experimenting with diverse alcohol categories, favoring premium, craft, and imported labels. This demographic shift is accelerating the move away from mass-market beverages toward higher-quality alternatives. India's young and expanding workforce, combined with a significant share of the population entering legal drinking age, creates a favorable environment for sustained market growth.

Key Market Challenges

Stringent Regulatory Environment and High Taxation

A major challenge facing the India alcoholic beverages industry is its highly regulated and fragmented legal framework. With alcohol regulation falling under state jurisdiction, each state imposes its own rules on manufacturing, distribution, and retail, leading to considerable disparities and market inefficiencies. High taxation—including excise duties and value-added taxes—further elevates retail prices, reducing affordability and limiting consumer access to premium or imported products. The variation in tax rates and regulatory structures between states adds complexity and compliance costs for producers and distributors. In some regions, prohibition laws restrict alcohol sales altogether, curbing potential market expansion. Frequent and unpredictable policy changes, including shifts in legal drinking age and advertising restrictions, create an unstable business environment for alcohol companies, impeding long-term planning and innovation.

Key Market Trends

Premiumization and Craft Beverages

A key trend shaping the India alcoholic beverages market is the rise in premiumization and demand for craft offerings. Urban consumers are increasingly drawn to high-quality, distinctive alcoholic beverages, favoring taste, craftsmanship, and exclusivity over volume. The popularity of craft beer is growing rapidly, with microbreweries

flourishing in cities such as Bangalore, Delhi, and Mumbai, offering artisanal brews tailored to evolving consumer palates. Craft distilleries producing premium small-batch whiskey, gin, and rum are also gaining recognition. This trend is fueled by rising incomes, exposure to global brands, and a cultural shift toward experiential drinking. Wine consumption is also on the rise, supported by tasting events, wine festivals, and vineyard tourism. Among affluent consumers, imported wines and luxury whiskey brands have become symbols of status, further propelling the premium segment. Overall, the growing interest in unique, high-end alcohol products is redefining consumption patterns and driving product innovation.

Key Market Players

Anheuser-Busch InBev SA/NV

Arbor Brewing Company India

Carlsberg India Private Limited

B9 Beverages Private Limited

Devans Modern Breweries Ltd.

Globus Spirits Limited

Radiant Khaitan Limited

Pernod Ricard India Private Ltd.

Suntory Group

Som Distilleries and Breweries Limited

Report Scope:

In this report, the India Alcoholic Beverages Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

India Alcoholic Beverages Market, By Type:

Beer

Wine

Spirits

Ciders

Flavored Alcoholic Beverages (FABs)

Others

India Alcoholic Beverages Market, By Alcohol Content:

High

Medium

Low

India Alcoholic Beverages Market, By Packaging:

Aluminium Cans/Tins

Pouch Packaging

Glass Bottles

Plastic Bottles

Others

India Alcoholic Beverages Market, By Sales Channel:

Supermarkets/Hypermarkets

Convenience Stores

Specialty Stores

Online

Others

India Alcoholic Beverages Market, By Region:

North

South

East

West

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the India Alcoholic Beverages Market.

Available Customizations:

India Alcoholic Beverages Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER

- 4.1. Brand Awareness
- 4.2. Factor Influencing Availing Decision

5. INDIA ALCOHOLIC BEVERAGES MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By Type (Beer, Wine, Spirits, Ciders, Flavored Alcoholic Beverages (FABs), Others)

5.2.2. By Alcohol Content (High, Medium, Low)

5.2.3. By Packaging (Aluminium Cans/Tins, Pouch Packaging, Glass Bottles, Plastic Bottles, Others)

5.2.4. By Sales Channel (Supermarkets/Hypermarkets, Convenience Stores, Specialty Stores, Online, Others)

5.2.5. By Region

5.2.6. By Company (2024)

5.3. Market Map

6. INDIA BEER MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Alcohol Content

6.2.2. By Packaging

6.2.3. By Sales Channel

7. INDIA WINE MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Alcohol Content

7.2.2. By Packaging

7.2.3. By Sales Channel

8. INDIA CIDERS MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Alcohol Content

8.2.2. By Packaging

8.2.3. By Sales Channel

9. INDIA SPIRITS MARKET OUTLOOK

9.1. Market Size & Forecast

9.1.1. By Value

9.2. Market Share & Forecast

9.2.1. By Alcohol Content

9.2.2. By Packaging

9.2.3. By Sales Channel

10. INDIA FLAVORED ALCOHOLIC BEVERAGES (FABS) MARKET OUTLOOK

10.1. Market Size & Forecast

10.1.1. By Value

10.2. Market Share & Forecast

10.2.1. By Alcohol Content

10.2.2. By Packaging

10.2.3. By Sales Channel

11. MARKET DYNAMICS

11.1. Drivers

11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

12.1. Merger & Acquisition (If Any)

12.2. Product Launches (If Any)

12.3. Recent Developments

13. PORTERS FIVE FORCES ANALYSIS

13.1. Competition in the Industry

13.2. Potential of New Entrants

13.3. Power of Suppliers

13.4. Power of Customers

13.5. Threat of Substitute Products

14. INDIA ECONOMIC PROFILE

15. POLICY & REGULATORY LANDSCAPE

16. COMPETITIVE LANDSCAPE

16.1. Company Profiles

16.1.1. Anheuser-Busch InBev SA/NV

16.1.1.1. Business Overview

16.1.1.2. Company Snapshot

16.1.1.3. Products & Services

16.1.1.4. Financials (As Per Availability)

16.1.1.5. Key Market Focus & Geographical Presence

16.1.1.6. Recent Developments

16.1.1.7. Key Management Personnel

16.1.2. Arbor Brewing Company India

16.1.3. Carlsberg India Private Limited

16.1.4. B9 Beverages Private Limited

16.1.5. Devans Modern Breweries Ltd.

16.1.6. Globus Spirits Limited

16.1.7. Radico Khaitan Limited

16.1.8. Pernod Ricard India Private Ltd.

16.1.9. Suntory Group

16.1.10. Som Distilleries and Breweries Limited

16.1.11. Ascent Meditech Ltd.

17. STRATEGIC RECOMMENDATIONS

18. ABOUT US & DISCLAIMER

I would like to order

Product name: India Alcoholic Beverages Market By Type (Beer, Wine, Spirits, Ciders, Flavored Alcoholic Beverages (FABs), Others), By Alcohol Content (High, Medium, Low), By Packaging (Aluminium Cans/Tins, Pouch Packaging, Glass Bottles, Plastic Bottles, Others), By Sales Channel (Supermarkets/Hypermarkets, Convenience Stores, Specialty Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

Product link: <https://marketpublishers.com/r/l4D987786F0BEN.html>

Price: US\$ 3,500.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/l4D987786F0BEN.html>