

# **India Flavored Syrup Market By Flavor Type (Chocolate, Fruit, Coffee, Vanilla, Herb & Seasonings, Others), By Nature (Organic, Regular), By Application (Food & Beverages, Bakery & Confectionery, Dairy & Frozen Dessert, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F**

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## **Abstracts**

The India Flavored Syrup Market was valued at USD 2.11 Billion in 2024 and is projected to reach USD 3.98 Billion by 2030, growing at a CAGR of 6.23% during the forecast period. The market is witnessing notable growth due to evolving consumer tastes and an increasing preference for unique and exotic flavors in beverages, desserts, and baked goods. The rapid expansion of the foodservice industry, particularly cafes, quick-service restaurants, and dessert parlors, is contributing to heightened demand for flavored syrups. According to the National Restaurant Association of India's 2024 Food Services Report, India's food services sector is valued at USD 0.067 trillion, with quick-service restaurant chains alone worth USD 789.53 million. Rising health awareness has also steered consumer interest toward syrups made from natural ingredients, encouraging manufacturers to innovate with clean-label options. Additionally, rising disposable incomes, increased urbanization, and the proliferation of e-commerce platforms have enhanced consumer access to premium syrup varieties, bolstering overall market growth.

### **Key Market Drivers**

#### **Rising Consumption of Beverages Across the Region**

The increasing beverage consumption across India is a significant growth driver for the

flavored syrup market. Beverage innovation in categories like mocktails, milkshakes, iced teas, and specialty coffees is expanding, leading to greater use of flavored syrups as key ingredients. As of 2023, alcoholic beverage consumption in India exceeded five billion liters, and projections for 2024 estimate this figure to rise to 6.21 billion liters. This surge, alongside the proliferation of cafes, QSRs, and beverage-centric menus, has elevated syrup usage for flavor enhancement. Additionally, global trends and digital media exposure are influencing consumer experimentation with new flavors, particularly among younger demographics. Health-focused consumers are also driving demand for natural and low-sugar syrups. Urban growth, increasing disposable incomes, and online retail availability are expanding consumer reach, making flavored syrups more accessible and increasing their popularity across the country.

## Key Market Challenges

### Fluctuating Prices of Raw Material

The volatility in raw material prices presents a critical challenge for the India Flavored Syrup Market. Essential inputs such as sugar, fruits, sweeteners, and natural extracts are subject to fluctuating costs influenced by environmental factors, agricultural yield variability, and global supply chain instability. Weather disruptions can affect crop supply, while geopolitical developments may hinder ingredient imports, both of which can escalate production costs. This cost unpredictability affects profit margins, especially for smaller manufacturers with limited ability to absorb such expenses. Additionally, the use of premium ingredients in natural or organic syrups intensifies cost pressures. Sustained pricing challenges could limit product availability, discourage innovation, or result in price hikes that affect market competitiveness.

## Key Market Trends

### Rising Demand for Organic Flavor

The growing demand for organic flavors is reshaping the India Flavored Syrup Market, supported by increased health consciousness and a shift toward clean-label products. India is the world's leading producer of organic food, providing a robust foundation for organic syrup formulation. Consumers are increasingly aware of potential health concerns linked to artificial additives, prompting interest in syrups derived from organic fruits, herbs, and botanicals. This trend has encouraged brands to expand their product lines with natural and organic offerings, appealing to health-conscious

buyers and those seeking premium flavor experiences. The focus on organic formulations is also fostering product innovation and helping brands align with emerging consumer preferences for sustainable and transparent food ingredients.

### Key Market Players

Monin India Private Ltd

Fringe Paper International

Hershey India Private Limited

S.S Food Products

Gujrat Cooperative Milk Marketing Federation Limited

Kerry Group plc

Concord Foods, LLC

Ghirardelli Chocolate Company

Nestle S.A.

Sonoma Syrup Co.

### Report Scope:

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

India Flavored Syrup Market, By Flavor Type:

Chocolate

Fruit

Coffee

Vanilla

Herb & Seasonings

Others

India Flavored Syrup Market, By Nature:

Organic

Regular

India Flavored Syrup Market, By Application:

Food & Beverages

Bakery & Confectionery

Dairy & Frozen Dessert

Others

India Flavored Syrup Market, By Region:

North

South

East

West

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India Flavored Syrup Market.

*India Flavored Syrup Market By Flavor Type (Chocolate, Fruit, Coffee, Vanilla, Herb & Seasonings, Others), By...*

### Available Customizations:

India Flavored Syrup 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).

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