

India Mocktail Syrups Market, By Flavor (Sweetened, Unsweetened), By Packaging (Glass Bottles, Plastic Bottles), By Sales Channel (Supermarkets/Hypermarkets, Convenience Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

Indian mocktail syrups market was valued at USD 289.56 million in 2024 and is projected to reach USD 419.38 million by 2030, growing at a compound annual growth rate (CAGR) of 6.37% during the forecast period. The market is experiencing strong momentum, driven by a growing preference for non-alcoholic beverages, increasing health awareness, and the expansion of the café and restaurant culture across urban centers. Consumer demand is shifting towards premium, exotic, and naturally derived fruit-based syrups, supported by ongoing innovations in flavor profiles and packaging formats. The rise of e-commerce platforms and the proliferation of modern retail outlets have further accelerated market penetration. Moreover, evolving consumer lifestyles, increasing urbanization, and exposure to global beverage trends are contributing to the sustained growth of this sector.

Key Market Drivers

Health Awareness and Rising Demand for Non-Alcoholic Alternatives

Growing health consciousness among Indian consumers is a significant factor driving the adoption of mocktail syrups. In 2024, India's wellness market is projected to grow at a steady pace of 5%, underpinned by increasing awareness of lifestyle-related conditions such as obesity, diabetes, and alcohol-related health risks. As a result,

consumers are turning toward non-alcoholic beverages that offer indulgent flavors without compromising on health.

Mocktail syrups—often formulated with natural fruit extracts, herbs, and organic sweeteners—are increasingly perceived as healthier, guilt-free alternatives to traditional alcoholic drinks. The rising demand for low-calorie and sugar-free beverage options has prompted manufacturers to develop innovative, health-focused formulations. This trend is amplified by the influence of social media and wellness influencers who advocate for mindful consumption habits. Consequently, brands are actively adapting their offerings to align with consumer preferences for premium, alcohol-free beverage experiences, supporting sustained market growth.

Key Market Challenges

Intense Competition and Market Fragmentation

The Indian mocktail syrups market is characterized by intense competition and a high degree of fragmentation. A wide range of players—including established global brands, artisanal producers, and private-label manufacturers—are vying for market share. This competitive landscape makes brand differentiation particularly challenging.

Price sensitivity is another critical concern, as a large portion of the Indian consumer base prioritizes cost over premium ingredients. Local and regional producers often offer more affordable alternatives, triggering price-based competition and narrowing profit margins for larger or premium brands. Furthermore, the presence of counterfeit and substandard products undermines consumer trust, impacting long-term brand loyalty and market stability. To remain competitive, companies must invest in robust branding strategies, continuous product innovation, and the development of strong distribution channels to effectively reach and retain their target audience.

Key Market Trends

Rising Interest in Premium and Artisanal Syrups

A growing trend in the Indian mocktail syrups market is the increasing demand for premium and artisanal products. Consumers are becoming more discerning, seeking syrups crafted from natural ingredients, organic sweeteners, and botanical infusions, with a preference for formulations free from artificial additives and preservatives.

This shift is strongly influenced by the global craft beverage movement, where mixology and gourmet non-alcoholic drinks have gained widespread appeal. In response, several premium brands are focusing on small-batch production, unique flavor combinations—such as hibiscus-lavender or mango-chili—and sustainable, eco-friendly packaging to attract health-conscious and quality-oriented consumers.

In addition, there is growing interest in syrups that offer functional health benefits, including immune support or digestive wellness, further fueling demand for artisanal and wellness-oriented options. As consumers continue to seek authenticity, quality, and elevated beverage experiences—whether at home or in upscale cafés—this trend toward craft and premium syrups is expected to gain even more traction in the coming years.

Key Market Players

Raw Earth Food & Beverages Pvt Ltd

Nutaste Food Labs Pvt Ltd

Fruitaco India

Malas Farms & Foods

Kerry Group PLC

Food Service India Pvt. Ltd.

Manama Farms & Foods

Guruji Enterprises Private Limited

Newtrition Plus Health And Wellness Private Limited

Switten Health Foods Private Limited

Report Scope:

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

India Mocktail Syrups Market, By Flavor (Sweetened, Unsweetened), By Packaging (Glass Bottles, Plastic Bottles...

India Mocktail Syrups Market, By Flavor:

Sweetened

Unsweetened

India Mocktail Syrups Market, By Flavor:

Glass Bottles

Plastic Bottles

India Mocktail Syrups Market, By Sales Channel:

Supermarkets/Hypermarkets

Convenience Stores

Online

Others

India Mocktail Syrups Market, By Region:

North

West

South

East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the India Mocktail Syrups Market.

Available Customizations:

India Mocktail Syrups Market, By Flavor (Sweetened, Unsweetened), By Packaging (Glass Bottles, Plastic Bottles...

India Mocktail Syrups 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. Market 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 ANALYSIS

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

5. INDIA MOCKTAIL SYRUPS MARKET OUTLOOK

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

5.2. Market Share & Forecast

5.2.1. By Flavor (Sweetened, Unsweetened)

5.2.2. By Packaging (Glass Bottles, Plastic Bottles)

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

5.2.4. By Region

5.2.5. By Company (2024)

5.3. Market Map

6. INDIA SWEETENED MOCKTAIL SYRUPS MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Packaging

6.2.2. By Sales Channel

7. INDIA UNSWEETENED MOCKTAIL SYRUPS MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Packaging

7.2.2. By Sales Channel

8. MARKET DYNAMICS

8.1. Drivers

8.2. Challenges

9. MARKET TRENDS & DEVELOPMENTS

9.1. Merger & Acquisition (If Any)

9.2. Product Launches (If Any)

9.3. Recent Developments

10. INDIA ECONOMIC PROFILE

11. POLICY & REGULATORY LANDSCAPE

12. COMPETITIVE LANDSCAPE

12.1. Company Profiles

- 12.1.1. Raw Earth Food & Beverages Pvt Ltd
 - 12.1.1.1. Business Overview
 - 12.1.1.2. Company Snapshot
 - 12.1.1.3. Products & Services
 - 12.1.1.4. Financials (As Per Availability)
 - 12.1.1.5. Key Market Focus & Geographical Presence
 - 12.1.1.6. Recent Developments
 - 12.1.1.7. Key Management Personnel
- 12.1.2. Nutaste Food Labs Pvt Ltd
- 12.1.3. Fruitaco India
- 12.1.4. Malas Farms & Foods
- 12.1.5. Kerry Group PLC
- 12.1.6. Food Service India Pvt. Ltd.
- 12.1.7. Manama Farms & Foods
- 12.1.8. Guruji Enterprises Private Limited
- 12.1.9. Newtrition Plus Health And Wellness Private Limited
- 12.1.10. Switten Health Foods Private Limited

13. STRATEGIC RECOMMENDATIONS

14. ABOUT US & DISCLAIMER

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