

India Non-Alcoholic Beverages Market By Product Type (Carbonated Beverage, Non-Carbonated Beverage), By Packaging Type (Bottles, Cans, Others (Tetra packs, etc.)), By Package Size (Below 250ml, 250ml–1Liters, and Above 1Liters), By Distribution Channel (Departmental Stores, Supermarket/Hypermarket, Convenience stores, Online, and Others (Pharmacies, etc.)), By Region, Competition, Forecast & Opportunities, 2029

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Abstracts

India non-alcoholic beverages market is growing at a robust growth rate owing to surge in sales through online platforms, increasing demand for non-fizzy drinks, and availability of wide range of products. Furthermore, there are extensive marketing strategies used by various brands and strong endorsements from movie stars that are the main driving force for soft drinks in India. In addition, the changing taste and preferences of consumers as well as increasing hydration awareness has led to an increase in the consumption of non-alcoholic beverages.

India Non-Alcoholic Beverages Market Scope

The India non-alcoholic beverages market is growing at a faster rate due to shift towards healthier and functional beverage options in India. With a population of over 1.4 billion, non-alcoholic beverages market has a large consumer base and numerous opportunities for market penetration and expansion in India. The Indian non-alcoholic beverages market includes a wide range of beverages such as carbonated soft drinks, fruit juices, packaged water, energy drinks, teas, coffees, and functional beverages.

India has the potential to become a hub for non-alcoholic beverage market due to easy availability of raw materials, labor force, and political support to facilitate domestic food processing. Bottled water and carbonated soft drinks still dominate the non-alcoholic beverages market, with growing markets for juices, energy drinks, tea, milk, coffee drinks and organic drinks.

India Non-Alcoholic Beverages Market Overview

The non-alcoholic beverages market has made lot of progress in last few decades. In the 1970s and his 1980s, only few Indian companies entered the market, but in the 1990s many multinationals such as Coca-Cola and Pepsi reentered the market. Since then, various Indian companies and foreign multinationals have tried to gain a foothold in the rapidly expanding market.

The leading market players in the non-alcoholic beverages market in India are looking for different ways to create strong beverage brands. India is a crucial market for many players who want to build strong beverage brands. There has been a surge in foreign investments and partnerships in the food and beverage industry in India. This indicates that the product offerings of both multinational companies and domestic companies are going to grow significantly.

India Non-Alcoholic Beverages Market Drivers

The non-alcoholic beverage market is growing at a faster rate in India. The favorable demographics, low per capita consumption, long summers, and increased spending on packaged goods make this market attractive. The demand for non-alcoholic beverages is expected to grow in the years, due to the growing demand in this sector. India has one of the largest and fastest growing middle class populations in the world. India's total consumption expenditure increased from USD 1.1 trillion in 2010 to 2.25 trillion in 2021, while the number of wealthy and emerging households is expected to grow from 48 million to over 100 million. This coupled with continued innovation in product packaging and sizes to improve product affordability, drive the growth rate of non-alcoholic beverages market. Thus, increased consumption expenditure and product innovation will fuel the market growth of India non-alcoholic beverages.

India Non-Alcoholic Beverages Market Trends

The non-carbonated beverages have emerged as one of the fastest growing segments

of the non-alcoholic beverage market in India over the past decade. India's bottled mineral water market grew 27% per year during 2018-21 period. Majority of the market of non-carbonated beverages segment is dominated by top five companies such as Bisleri, PepsiCo, Coca-Cola, Pearl, and Dabur. Bottled and prepackaged water was once considered a luxury and was available only while traveling, but is now widely available across the country. The increase in mineral water consumption is mainly due to increasing health awareness, increasing number of tourists, and easy availability of mineral water. There is a new variation called flavored water that takes over the luxury of bottled mineral water. The target group is people who prefer a healthy lifestyle and prefer to drink water infused with vitamins or natural flavors and extracts of basil, lemon, mint, orange, hibiscus or any fruit. O'cean, Blue, Qua, etc. are brands that offer this category. Thus, preference for healthy lifestyle will fuel the non-alcoholic beverage market during forecasted period.

India Non-Alcoholic Beverages Market Challenges

Non-alcoholic beverages market is highly competitive in India due to presence of various domestic and international market players. The companies face various challenges due to availability of counterfeit products in India. These counterfeit products share the same product name, packaging, graphics, color scheme, and even the same name and address as the original manufacturer. These products look similar to the real products, except for the rightful owner of the real product or brand.

Furthermore, the carbonated drink market is witnessing slowdown due to increasing consumer awareness about healthy drinks. The excessive use of sugar in beverages is increasing consumer awareness regarding health effects such as diabetes that are caused due to excessive consumption of non-alcoholic beverages, which is a factor that is restraining the India non-alcoholic beverages market.

Market Opportunities

The increase in foreign investment and collaboration in the Indian food and beverage industry indicates a significant increase in the supply of food and beverages from both multinational and domestic companies. The consumers in India are becoming increasingly open to new flavors and global beverage options. The fusion drinks that combine traditional Indian flavors with international flavors can engage wide range of new consumers. The fruit-infused teas, herbal tea/coffee, fusion-inspired mocktails, and flavored sodas are examples of innovative products in the category of non-alcoholic beverages. Thus, both established and new entrants to the industry see ample

opportunity in India's non-alcoholic beverage market.

Moreover, with the increasing number of internet users, the popularity of online shopping channels is growing rapidly. The companies are expanding their portfolios to reach key segments of their target market in India. The companies that are growing and expanding their product portfolio can consider selling their products through online sales channels as they are one of the most preferred purchasing methods. Thus, building online presence through various marketing strategies and brand positioning will create various opportunities for companies of India non-alcoholic beverages market.

Market Segmentation

The India Non-Alcoholic Beverages market is segmented based on product type, packaging type, package size, distribution channel and region. Based on product type the market is segmented into carbonated beverage and non-carbonated beverage. Based on packaging, the market is bottles, cans and others. Based on package size the market is segmented into below 250ml, 250ml–1liters and above 1liters. Based on distribution channel the market is segmented into departmental stores, supermarket/hypermarket, convenience stores, online and others. Based on region, the market is divided into North, South, East, West.

Company Profiles

Dabur India Limited, ITC Limited, Manpasand Beverages Limited, Nestle India Limited, Bisleri International Private Limited, Coca-Cola India Private Limited, Hector Beverages Private Limited, Parle Agro Pvt. Ltd, PepsiCo Holdings India Private Limited, Red Bull India Private Limited are some of the major players in the India non-alcoholic beverages market.

Report Scope:

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

India Non-Alcoholic Beverages Market, By Product Type:

Carbonated Beverage

Non-Carbonated Beverage

India Non-Alcoholic Beverages Market, By Packaging Type:

Bottles

Cans

Others (Tetra packs, etc.)

India Non-Alcoholic Beverages Market, By Package Size:

Below 250ml

250ml–1Liters

Above 1Liters

India Non-Alcoholic Beverages Market, By Distribution Channel:

Departmental Stores

Supermarket/Hypermarket

Convenience stores

Online

Others (Pharmacies etc.)

India Non-Alcoholic Beverages Market, By Region:

North

West

South

East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in India non-alcoholic beverages market.

Available Customizations:

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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