

# Carbonates in India

April 2024

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# Carbonates in India - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Major players focus on building brands and expanding reach

Low per capita consumption and local competition drive volume-over-value approach of Coca-Cola and PepsiCo Stakeholders in carbonates seek tax reduction

# PROSPECTS AND OPPORTUNITIES

Players expect rural areas to deliver growth over the forecast period

Sugar becomes significant point of contention for carbonates players and the primary obstacle to greater uptake

## **CATEGORY DATA**

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