

Innovation: Food and Beverage in India

November 2023

Table of Contents

INTRODUCTION

Scope

Passport Innovation overview

Euromonitor Innovation definitions

INNOVATION IN FOOD AND BEVERAGE

Over 70% of detected food and beverage launches in India in 2022 were global premieres

Increasing health consciousness in India helps shape product innovation in 2022

New launches in India in 2022: Soft Drinks and Hot Drinks

New launches in India in 2022: Packaged Food, Alcoholic Drinks, Pet Care

New juice brands launched in India in 2022 in response to the need for lower sugar content

Nourish Vitals offers a natural juice product to meet demand for immunity juices

Nourish Vitals Neem Leaf Juice first launched in India through retailer Nykaa

Players adapt traditionally indulgent goods to have healthier positionings

Choko La launches sugar-free Dark Chocolate aligning with health trends

Choko La Dark was first seen globally in India during 2022

Bigbasket is the go-to retailer for launching new products online in India

APPENDIX

Passport innovation methodology

Passport innovation industry coverage

Passport innovation country coverage

Passport innovation retailer coverage

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/innovation-food-and-beverage-in-india/report.