



Euromonitor
International

Other Hot Drinks in India

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Other Hot Drinks in India - Category analysis

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2025 DEVELOPMENTS

Drop in GST supports growth but health concerns persist

INDUSTRY PERFORMANCE

Other hot drinks benefits from decline in GST and an expanding customer base

Sugar content and a shifting regulatory landscape impact demand

WHAT'S NEXT?

Rising prices is expected to be the primary challenge for the category

Malnutrition concerns should sustain demand for malt-based hot drinks

Taste versus nutritional value

COMPETITIVE LANDSCAPE

Hindustan Unilever maintains its lead with ongoing investment in line extensions

Focus shifts to portfolio diversification

CHANNELS

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Q-commerce thriving but new directive presents new obstacle

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Hot Drinks in India - Industry Overview

EXECUTIVE SUMMARY

Youthful population and cut in GST are key growth drivers in 2025

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Hot drinks sees strong growth buoyed by a young, modern and urban population

Search for new experiences fuels premiumisation in the market

Cut in GST makes coffee and other hot drinks more affordable

WHAT'S NEXT

Rising cost of key ingredients could disrupt the market

Geopolitical uncertainty casts a shadow over the future of hot drinks

Health and wellness concerns set to shape the future direction of the market

COMPETITIVE LANDSCAPE

Nestlé making significant gains in coffee

Hindustan Unilever remains on top following aggressive expansion policy

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