Coffee in India - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Nestlé expands its portfolio to address the nascent shift in consumer preferences
Tata Consumer Products builds on its fledgling retail coffee business and consolidates its foodservice business
Competition heats up across foodservice, with established players bullish in their expansion, and the rise of new entrants

PROSPECTS AND OPPORTUNITIES

The D2C model, initially adopted by start-ups, has gained prominence and become mainstream
Easing of commodity inflation and COVID-19 impact bode well for coffee during the forecast period
Foodservice sales of coffee set to be fuelled by a range of alliances

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Hot Drinks in India - Industry Overview

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SOURCES

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