Euromonitor International

Soft Drinks in India

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EXECUTIVE SUMMARY

Robust growth supported by low per capita consumption

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Rising health awareness drives shift to health-oriented products
Intense price competition

WHAT'S NEXT?

Low base, young demographic, and macroeconomic growth support sales
Increased cost of importing raw materials

COMPETITIVE LANDSCAPE

PepsiCo and Coca-Cola prioritise brand-building and promoting a circular economy
Competitive landscape disrupted by Reliance Consumer Products and niche players

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Quick commerce is redefining the marketing landscape for soft drinks
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Rising health awareness, urbanisation, and increasing preference for branded water drive strong growth in 2025

INDUSTRY PERFORMANCE

Growth fuelled by rising awareness of waterborne diseases and distrust of tap water
Reliance’s entry and a significant reduction in GST trigger an intense price war

PROSPECTS AND OPPORTUNITIES

Impact of geopolitical instability and rising inflation
Environmental concerns, regulation and high operational costs limit the category

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INDUSTRY PERFORMANCE

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Rapid expansion of quick commerce

WHAT'S NEXT?

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WHAT'S NEXT?

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Blurring of traditional category boundaries as juices incorporate functional elements

GST rate change for juice aids short-term growth

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Geopolitical conflict and rising inflation may impact demand

Young consumer base nudges companies to focus on healthier products and sustainable practices

Blurring of category lines: the next big opportunity for juice players

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RTD Tea in India

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Health trend, convenience and innovation drive growth of RTD tea
RTD tea remains a key area of investment for established and emerging players

WHAT'S NEXT?

Geopolitical instability in the Middle East and the resultant inflation set to impact volumes
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INDUSTRY PERFORMANCE

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Evolving challenges, including stricter FSSAI regulations

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Focus on active lifestyles drives growth of sports drinks
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