

# Cafés/Bars in India

April 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Evolving social norms and the proliferation of outlets drive strong growth for bars/pubs  
Intensifying competition amongst specialist coffee shops spurs unique strategies to drive demand  
Food plays an equally important role as drink in cafés/bars in India

#### PROSPECTS AND OPPORTUNITIES

Polarisation in specialist coffee and tea shops to influence competition between brands  
Eat-in will remain the dominant source of sales for cafés/bars in India  
Premiumisation, coupled with conducive regulatory changes, set to support growth for bars/pubs

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