



**Euromonitor
International**

Wine in India

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Millennials and a low consumer base drive category growth in 2024
Samant Soma Wines leads wine thanks to extensive product range and strong focus on wine tourism
India is witnessing demand for imported wines from various countries

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Alcoholic Drinks in India - Industry Overview

EXECUTIVE SUMMARY

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Competitive landscape
Retail developments
On-trade vs off-trade split

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MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

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