Juice in India
April 2024
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Juice in India - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS
Young demographics, access to fruits, and hot weather drive sales of juice in India
Functionality remains at the core of new launches
The lingering effects of regulation changes have marginal impact on sales of juice

PROSPECTS AND OPPORTUNITIES
Smaller pack sizes set to gain traction over the forecast period
Juice can target opportunity arising from blurring of category lines

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