



Euromonitor  
International

# Carbonates in India

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Prolonged demand for carbonates in 2025

### INDUSTRY PERFORMANCE

Warm weather continues to drive carbonates sales in 2025

Rapid expansion of quick commerce

### WHAT'S NEXT?

Inflation exacerbated by geopolitical conditions puts pressure on the bottom line of carbonates players

Tax change in 2025 not expected to have significant impact on sales

Companies adjust their sugar free portfolios in response to the rise of diabetes

### COMPETITIVE LANDSCAPE

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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

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