



Euromonitor
International

Concentrates in India

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Concentrates in India - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Further growth of affordable concentrates

INDUSTRY PERFORMANCE

Affordability drives concentrates sales

Manufacturers focus on health-oriented product innovation

WHAT'S NEXT?

A challenging operating environment

Companies will continue to focus on functionality and fortification for growth

COMPETITIVE LANDSCAPE

Pioma Industries' Rasna maintains its lead in 2025

Supply chain issues and inflation pose challenges for players

CHANNELS

Concern over hyperlocal delivery players

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Soft Drinks in India - Industry Overview

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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
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