



Innovation: Food and Beverage in India

October 2025

Table of Contents

INTRODUCTION

Snapshot of NPD activity across food and beverage categories in India

INNOVATION IN PACKAGED FOOD

Ice cream and biscuits drive packaged food NPD momentum in India

New ice cream launches retain their share in total category assortment

Key attributes: A focus on clean ingredients and added health benefits

The rising health awareness shapes product innovation in India

INNOVATION IN SOFT DRINKS

Innovation in soft drinks focuses on affordability and wellness

NPDs in energy drinks nearly double their share in total category assortment

Key attributes: Most new soft drinks focus on better hydration and low sugar content

Raw Pressery leads innovation across different soft drinks categories

INNOVATION IN PET CARE

Growing pet ownership and premiumisation drives NPD in pet food

NPD activity affected by economic pressure and high inactivity rates

Key attributes: Health claims are led by added functional benefits

Bark Out Loud expands treats line with fortified and functional product

INNOVATION IN HOT DRINKS

Innovation in hot drinks centres around new flavours and added functionality

NPDs in hot drinks declined and struggled with retention in 2024

Key attributes: Health claims focus on functionality and reduced sugar intake

Flavour experimentation and functionality shapes new hot drink launches

INNOVATION IN ALCOHOLIC DRINKS

Limited number of new launches detected due to restricted alcohol sales online

Tipsy Tiger's non-alcoholic cocktail mixers detected on e-commerce

APPENDIX

Monitoring innovation for business growth

Passport Innovation: Methodology

Passport Innovation: What's covered?

Passport Innovation retailer coverage

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