



# Coffee in India

February 2024

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## Coffee in India - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

A low base coupled with a young demographic drives the consumption of coffee in India

Tata Consumer Products focuses solely on premiumisation, whereas Nestlé and Hindustan Unilever take a more holistic approach

Inflation in coffee, an agricultural commodity, continues to hamper demand, mainly in rural areas

#### PROSPECTS AND OPPORTUNITIES

Rising café culture allows consumers to experiment with flavours and formats, which seeps through the retail business

Easing of inflation is essential for the volume growth of coffee in the forecast period

E-commerce will continue to gain ground among channels as the demand for premium and speciality coffee is on the rise

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