

Energy Drinks in India

April 2024

Table of Contents

Energy Drinks in India - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

PepsiCo and Coca-Cola leverage economies of scale and mass marketing

Mass marketing and robust distribution catapult Sting to leading position

Category remains underpenetrated due to caffeine concerns, formulation and price

PROSPECTS AND OPPORTUNITIES

Economic alternative of Sting also opens up category to new consumer groups Affordable options will continue to dominate consumption over forecast period

CATEGORY DATA

Table 1 - Off-trade Sales of Energy Drinks: Volume 2018-2023

Table 2 - Off-trade Sales of Energy Drinks: Value 2018-2023

Table 3 - Off-trade Sales of Energy Drinks: % Volume Growth 2018-2023

Table 4 - Off-trade Sales of Energy Drinks: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Off-trade Energy Drinks: % Volume 2019-2023

Table 6 - LBN Brand Shares of Off-trade Energy Drinks: % Volume 2020-2023

Table 7 - NBO Company Shares of Off-trade Energy Drinks: % Value 2019-2023

Table 8 - LBN Brand Shares of Off-trade Energy Drinks: % Value 2020-2023

Table 9 - Forecast Off-trade Sales of Energy Drinks: Volume 2023-2028

Table 10 - Forecast Off-trade Sales of Energy Drinks: Value 2023-2028

Table 11 - Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028

Table 12 - Forecast Off-trade Sales of Energy Drinks: % Value Growth 2023-2028

Soft Drinks in India - Industry Overview

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022

Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022

Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 25 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2019-2023

Table 26 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2020-2023

Table 27 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2019-2023

Table 28 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2020-2023

- Table 29 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023
- Table 30 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023
- Table 31 NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023
- Table 32 LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023
- Table 33 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023
- Table 34 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023
- Table 35 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028
- Table 36 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028
- Table 37 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028
- Table 38 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028
- Table 39 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028
- Table 40 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028
- Table 41 Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028
- Table 42 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

APPENDIX

Fountain sales in India

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
 trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
 country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/energy-drinks-in-india/report.