



Tea in India

March 2026

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Tea in India - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Tea remains an important staple

INDUSTRY PERFORMANCE

Premiumisation a growing feature of the market

Tea consumption across India rises as commodity inflation eases

WHAT'S NEXT?

Health and wellness trend expected to shape the tea market

Rising costs expected to place significant pressure on manufacturers' bottom lines

Companies will leverage the power of social media for their premium assortments

COMPETITIVE LANDSCAPE

Tata focuses on wellness-oriented launches to cement its lead in tea

Players use hyperlocal and vernacular marketing to attract sales

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Quick commerce a growing feature of an increasingly digital market

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Hot Drinks in India - Industry Overview

EXECUTIVE SUMMARY

Youthful population and cut in GST are key growth drivers in 2025

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INDUSTRY PERFORMANCE

Hot drinks sees strong growth buoyed by a young, modern and urban population

Search for new experiences fuels premiumisation in the market

Cut in GST makes coffee and other hot drinks more affordable

WHAT'S NEXT

Rising cost of key ingredients could disrupt the market

Geopolitical uncertainty casts a shadow over the future of hot drinks

Health and wellness concerns set to shape the future direction of the market

COMPETITIVE LANDSCAPE

Nestlé making significant gains in coffee

Hindustan Unilever remains on top following aggressive expansion policy

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Kirana stores remain vital to sales with brands adapting their strategies to reflect this

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