



Euromonitor
International

Soft Drinks in India

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Table of Contents

EXECUTIVE SUMMARY

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

Competitive landscape disrupted by Reliance Consumer Products and niche players

CHANNELS

Quick commerce is redefining the marketing landscape for soft drinks

Foodservice vs retail split

MARKET DATA

Table 1 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025

Table 2 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025

Table 3 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025

Table 4 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025

Table 5 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2025

Table 6 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2025

Table 7 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2025

Table 8 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2025

Table 9 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025

Table 10 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025

Table 11 - Off-trade Sales of Soft Drinks by Category: Value 2020-2025

Table 12 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025

Table 13 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2020-2025

Table 14 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2020-2025

Table 15 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2021-2025

Table 16 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2022-2025

Table 17 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2021-2025

Table 18 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2022-2025

Table 19 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2025

Table 20 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2022-2025

Table 21 - NBO Company Shares of Off-trade Soft Drinks: % Value 2021-2025

Table 22 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2022-2025

Table 23 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2020-2025

Table 24 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2020-2025

Table 25 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2020-2025

Table 26 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2025

Table 27 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2025-2030

Table 28 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2025-2030

Table 29 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2025-2030

Table 30 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2025-2030

Table 31 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2025-2030

Table 32 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2025-2030

Table 33 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2025-2030

Table 34 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2025-2030

Table 35 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2025-2030

Table 36 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2025-2030

APPENDIX

Fountain sales in India

DISCLAIMER

SOURCES

Summary 1 - Research Sources

[Bottled Water in India](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising health awareness, urbanisation, and increasing preference for branded water drive strong growth in 2025

INDUSTRY PERFORMANCE

Growth fuelled by rising awareness of waterborne diseases and distrust of tap water
Reliance's entry and a significant reduction in GST trigger an intense price war

PROSPECTS AND OPPORTUNITIES

Impact of geopolitical instability and rising inflation
Environmental concerns, regulation and high operational costs limit the category

COMPETITIVE LANDSCAPE

Top players look at premiumisation and bulk water as significant growth avenues
Sustainability emerges as a critical competitive pillar

CHANNELS

Rise of quick commerce fundamentally transforms the bottled water market

CATEGORY DATA

Table 37 - Off-trade Sales of Bottled Water by Category: Volume 2020-2025

Table 38 - Off-trade Sales of Bottled Water by Category: Value 2020-2025

Table 39 - Off-trade Sales of Bottled Water by Category: % Volume Growth 2020-2025

Table 40 - Off-trade Sales of Bottled Water by Category: % Value Growth 2020-2025

Table 41 - NBO Company Shares of Off-trade Bottled Water: % Volume 2021-2025

Table 42 - LBN Brand Shares of Off-trade Bottled Water: % Volume 2022-2025

Table 43 - NBO Company Shares of Off-trade Bottled Water: % Value 2021-2025

Table 44 - LBN Brand Shares of Off-trade Bottled Water: % Value 2022-2025

Table 45 - Forecast Off-trade Sales of Bottled Water by Category: Volume 2025-2030

Table 46 - Forecast Off-trade Sales of Bottled Water by Category: Value 2025-2030

Table 47 - Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2025-2030

Table 48 - Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2025-2030

DISCLAIMER

[Carbonates in India](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Prolonged demand for carbonates in 2025

INDUSTRY PERFORMANCE

Warm weather continues to drive carbonates sales in 2025

Rapid expansion of quick commerce

WHAT'S NEXT?

Inflation exacerbated by geopolitical conditions puts pressure on the bottom line of carbonates players

Tax change in 2025 not expected to have significant impact on sales

Companies adjust their sugar free portfolios in response to the rise of diabetes

COMPETITIVE LANDSCAPE

Reliance Consumer Products consolidates a strong position by prioritising affordability and leveraging its expansive distribution infrastructure

Lahori Zeera evolves into a major market contender

CHANNELS

Quick commerce is redefining the marketing landscape

CATEGORY DATA

Table 49 - Off-trade vs On-trade Sales of Carbonates: Volume 2020-2025

Table 50 - Off-trade vs On-trade Sales of Carbonates: Value 2020-2025

Table 51 - Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2020-2025

Table 52 - Off-trade vs On-trade Sales of Carbonates: % Value Growth 2020-2025

Table 53 - Off-trade Sales of Carbonates by Category: Volume 2020-2025

Table 54 - Off-trade Sales of Carbonates by Category: Value 2020-2025

Table 55 - Off-trade Sales of Carbonates by Category: % Volume Growth 2020-2025

Table 56 - Off-trade Sales of Carbonates by Category: % Value Growth 2020-2025

Table 57 - Total Sales of Carbonates by Fountain On-trade: Volume 2020-2025

Table 58 - Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2020-2025

Table 59 - NBO Company Shares of Off-trade Carbonates: % Volume 2021-2025

Table 60 - LBN Brand Shares of Off-trade Carbonates: % Volume 2022-2025

Table 61 - NBO Company Shares of Off-trade Carbonates: % Value 2021-2025

Table 62 - LBN Brand Shares of Off-trade Carbonates: % Value 2022-2025

Table 63 - Forecast Off-trade Sales of Carbonates by Category: Volume 2025-2030

Table 64 - Forecast Off-trade Sales of Carbonates by Category: Value 2025-2030

Table 65 - Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2025-2030

Table 66 - Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2025-2030

Table 67 - Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2025-2030

Table 68 - Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2025-2030

DISCLAIMER

[Concentrates in India](#)

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

CATEGORY DATA

Table 69 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2020-2025

Table 70 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2020-2025

Table 71 - Off-trade Sales of Concentrates by Category: Value 2020-2025

Table 72 - Off-trade Sales of Concentrates by Category: % Value Growth 2020-2025

Table 73 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2022-2025

Table 74 - NBO Company Shares of Off-trade Concentrates: % Value 2021-2025

Table 75 - LBN Brand Shares of Off-trade Concentrates: % Value 2022-2025

Table 76 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2021-2025

Table 77 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2022-2025

Table 78 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2021-2025

Table 79 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2022-2025

Table 80 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2025-2030

Table 81 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2025-2030

Table 82 - Forecast Off-trade Sales of Concentrates by Category: Value 2025-2030

Table 83 - Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2025-2030

DISCLAIMER

[Juice in India](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growth supported by health trend, innovation and tax cuts

INDUSTRY PERFORMANCE

Juice continues to grow on the back better-for-you juices and rural demand

Blurring of traditional category boundaries as juices incorporate functional elements

GST rate change for juice aids short-term growth

WHAT'S NEXT?

Geopolitical conflict and rising inflation may impact demand

Young consumer base nudges companies to focus on healthier products and sustainable practices

Blurring of category lines: the next big opportunity for juice players

COMPETITIVE LANDSCAPE

Manufacturers focus on premiumisation, health-conscious innovation, and rural expansion

CHANNELS

Quick commerce capitalises on impulse-driven consumer behaviour and high-velocity distribution

CATEGORY DATA

Table 84 - Off-trade Sales of Juice by Category: Volume 2020-2025

Table 85 - Off-trade Sales of Juice by Category: Value 2020-2025

Table 86 - Off-trade Sales of Juice by Category: % Volume Growth 2020-2025

Table 87 - Off-trade Sales of Juice by Category: % Value Growth 2020-2025

Table 88 - NBO Company Shares of Off-trade Juice: % Volume 2021-2025

Table 89 - LBN Brand Shares of Off-trade Juice: % Volume 2022-2025

Table 90 - NBO Company Shares of Off-trade Juice: % Value 2021-2025

Table 91 - LBN Brand Shares of Off-trade Juice: % Value 2022-2025

Table 92 - Forecast Off-trade Sales of Juice by Category: Volume 2025-2030

Table 93 - Forecast Off-trade Sales of Juice by Category: Value 2025-2030

Table 94 - Forecast Off-trade Sales of Juice by Category: % Volume Growth 2025-2030

Table 95 - Forecast Off-trade Sales of Juice by Category: % Value Growth 2025-2030

DISCLAIMER

RTD Tea in India

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growth continues for RTD tea in 2025

INDUSTRY PERFORMANCE

Health trend, convenience and innovation drive growth of RTD tea

RTD tea remains a key area of investment for established and emerging players

WHAT'S NEXT?

Geopolitical instability in the Middle East and the resultant inflation set to impact volumes

Carbonated RTD tea set to be the fastest growing category

COMPETITIVE LANDSCAPE

Hindustan Unilever dominates with its extensive distribution network

CHANNELS

Rapid expansion of quick commerce

CATEGORY DATA

Table 96 - Off-trade Sales of RTD Tea by Category: Volume 2020-2025

Table 97 - Off-trade Sales of RTD Tea by Category: Value 2020-2025

Table 98 - Off-trade Sales of RTD Tea by Category: % Volume Growth 2020-2025

Table 99 - Off-trade Sales of RTD Tea by Category: % Value Growth 2020-2025

Table 100 - Leading Flavours for Off-trade RTD Tea: % Volume 2020-2025

Table 101 - NBO Company Shares of Off-trade RTD Tea: % Volume 2021-2025

Table 102 - LBN Brand Shares of Off-trade RTD Tea: % Volume 2022-2025

Table 103 - NBO Company Shares of Off-trade RTD Tea: % Value 2021-2025

Table 104 - LBN Brand Shares of Off-trade RTD Tea: % Value 2022-2025

Table 105 - Forecast Off-trade Sales of RTD Tea by Category: Volume 2025-2030

Table 106 - Forecast Off-trade Sales of RTD Tea by Category: Value 2025-2030

Table 107 - Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2025-2030

Table 108 - Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2025-2030

DISCLAIMER

Energy Drinks in India

KEY DATA FINDINGS

2025 DEVELOPMENTS

Fast-paced urban lifestyles make energy drinks a functional staple

INDUSTRY PERFORMANCE

Further expansion with the arrival of affordable brands

Evolving challenges, including stricter FSSAI regulations

WHAT'S NEXT?

Challenging environment due to geopolitical instability in the Middle East

Small pack sizes and PET packaging will continue to dominate

COMPETITIVE LANDSCAPE

Reliance's entry intensifies competition in the economy segment

Sting maintains its lead having democratised the category

CHANNELS

Quick commerce remains the fastest growing channel

CATEGORY DATA

Table 109 - Off-trade Sales of Energy Drinks: Volume 2020-2025

Table 110 - Off-trade Sales of Energy Drinks: Value 2020-2025

Table 111 - Off-trade Sales of Energy Drinks: % Volume Growth 2020-2025

Table 112 - Off-trade Sales of Energy Drinks: % Value Growth 2020-2025

Table 113 - NBO Company Shares of Off-trade Energy Drinks: % Volume 2021-2025

Table 114 - LBN Brand Shares of Off-trade Energy Drinks: % Volume 2022-2025

Table 115 - NBO Company Shares of Off-trade Energy Drinks: % Value 2021-2025

Table 116 - LBN Brand Shares of Off-trade Energy Drinks: % Value 2022-2025

Table 117 - Forecast Off-trade Sales of Energy Drinks: Volume 2025-2030

Table 118 - Forecast Off-trade Sales of Energy Drinks: Value 2025-2030

Table 119 - Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2025-2030

Table 120 - Forecast Off-trade Sales of Energy Drinks: % Value Growth 2025-2030

DISCLAIMER

[Sports Drinks in India](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Evolving market with rising health awareness and sports participation

INDUSTRY PERFORMANCE

Focus on active lifestyles drives growth of sports drinks

Category faces a significant headwind following the September 2025 tax revision

WHAT'S NEXT?

Geopolitical instability and persistent inflation create a challenging operating environment

Shifting consumer behaviour in response to tightened household budgets

COMPETITIVE LANDSCAPE

PepsiCo leads with high-impact marketing strategies

CHANNELS

Quick commerce is reshaping the Indian sports drink market

CATEGORY DATA

Table 121 - Off-trade Sales of Sports Drinks: Volume 2020-2025

Table 122 - Off-trade Sales of Sports Drinks: Value 2020-2025

Table 123 - Off-trade Sales of Sports Drinks: % Volume Growth 2020-2025

Table 124 - Off-trade Sales of Sports Drinks: % Value Growth 2020-2025

Table 125 - NBO Company Shares of Off-trade Sports Drinks: % Volume 2021-2025

Table 126 - LBN Brand Shares of Off-trade Sports Drinks: % Volume 2022-2025

Table 127 - NBO Company Shares of Off-trade Sports Drinks: % Value 2021-2025

Table 128 - LBN Brand Shares of Off-trade Sports Drinks: % Value 2022-2025

Table 129 - Forecast Off-trade Sales of Sports Drinks: Volume 2025-2030

Table 130 - Forecast Off-trade Sales of Sports Drinks: Value 2025-2030

Table 131 - Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2025-2030

Table 132 - Forecast Off-trade Sales of Sports Drinks: % Value Growth 2025-2030

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