



Juice in India

March 2026

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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

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Soft Drinks in India - Industry Overview

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

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