



Euromonitor
International

Energy Drinks in India

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Energy Drinks in India - Category analysis

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

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Robust growth supported by low per capita consumption

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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

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