



RTD Tea in India

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RTD Tea in India - Category analysis

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

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Soft Drinks in India - Industry Overview

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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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