



Euromonitor
International

HW Soft Drinks in India

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Variety of health claims are evident in soft drinks

INDUSTRY PERFORMANCE

Legislative changes to juice labelling impacts claims
Good source of minerals gains traction in energy and sports drinks
Better for you claims gain traction in soft drinks

WHAT'S NEXT

Rising obesity and health concerns are prompting closer scrutiny of ingredients
Natural trend is set to gain traction in carbonates
Players aim to make functional/fortified sports drinks more widely accessible

CATEGORY DATA

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Health and Wellness in India - Industry Overview

EXECUTIVE SUMMARY

Growing consumer interest is transforming the health and wellness industry

INDUSTRY PERFORMANCE

Health claims rise in response to concerns
Labelling regulations have wide-ranging impact

WHAT'S NEXT

Health and wellness to remain in the spotlight

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