

HW Hot Drinks in India

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Hindustan Unilever Limited focuses on product line extensions through fortification and accessibility for its other hot drinks brands
Natural leads health and wellness hot drinks in 2022, with leading player Tata revamping its products to emphasise natural ingredients
Probiotic claim grows as consumers look for fortification

PROSPECTS AND OPPORTUNITIES

Darjeeling tea estates, a key contributor to organic tea in India, is facing existential challenges due to commodity pressures
Natural also likely to show most promise in health and wellness hot drinks, as consumers avoid overprocessed beverages
Lactose free expected to rise as consumers look for products for specific dietary requirements

CATEGORY DATA

Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 4 - Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2019-2022

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Table 6 - Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 7 - Company Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 8 - Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2022-2027

Table 9 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2022-2027

Health and Wellness in India - Industry Overview

EXECUTIVE SUMMARY

Overview

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