

# Other Hot Drinks in India

February 2024

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## Other Hot Drinks in India - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Companies restructure strategies in response to shifting rural demand dynamics

Hindustan Unilever dominates the market on the back of accessibility, product line extension and brand extension

Inflation in agricultural commodities hinders volume growth in the first half of 2023

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Malnutrition among children is a big opportunity for malt-based other hot drinks

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