



# Hot Drinks in India

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### DISCLAIMER

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#### 2023 DEVELOPMENTS

A low base coupled with a young demographic drives the consumption of coffee in India

Tata Consumer Products focuses solely on premiumisation, whereas Nestlé and Hindustan Unilever take a more holistic approach

Inflation in coffee, an agricultural commodity, continues to hamper demand, mainly in rural areas

### PROSPECTS AND OPPORTUNITIES

Rising café culture allows consumers to experiment with flavours and formats, which seeps through the retail business

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Prominent companies focus on hyperlocal strategies to cater to a diverse range of customers

Tea, being an agricultural commodity, faces varied macroeconomic challenges, leading to downtrading

Companies continue to leverage the power of social media for their premium product assortments

### PROSPECTS AND OPPORTUNITIES

Hindustan Unilever's new margin model is not received favourably by distributors and may hamper its share

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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

### PROSPECTS AND OPPORTUNITIES

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