

# HW Soft Drinks in India

November 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

The Coca-Cola Co focuses on brand extensions and distribution for its health and wellness products

As consumers look for products they believe can help maintain their health, natural leads health and wellness soft drinks in 2022

Rising demand for brain health and memory in health and wellness soft drinks, with Evian making a dynamic entrance

#### PROSPECTS AND OPPORTUNITIES

Adoption of natural sweeteners across soft drinks is expected to increase, buoyed by local production of monk fruit

With consumers looking to fortified drinks to maintain their health, rising demand for good source of minerals is expected

Keto expected to see gains, as more consumers follow a specialised diet to boost their metabolism

#### CATEGORY DATA

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

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

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

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

### Health and Wellness in India - Industry Overview

#### EXECUTIVE SUMMARY

Overview

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