

# Innovation: Food and Beverage in India

June 2024

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### INTRODUCTION

Scope Monitoring innovation for business growth

#### INNOVATION IN FOOD AND BEVERAGE

In-country launches dominate as consumers appreciate local brands and flavours Launches offer health and sustainability features to align with rising consumer demands New launches in India in 2023: P ackaged food Demand for healthier snacks drives innovation in packaged food New launches in India in 2023: Hot drinks Tea with functional benefits and beauty claims grows in popularity New launches in India in 2023: Pet care New product launches in pet food focus on functional benefits and pet lifecycles New launches in India in 2023: Soft drinks C onsumers seek taste experiences and local, natural ingredients in juice New launches in India in 2023: Alcoholic drinks Innovation in drinks blurs the category lines, cocktail culture drives innovation in taste Indian retailers lead new launches, offering wellness-centric products to consumers

#### APPENDIX

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