

Carbonates in India

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Carbonates in India - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Electrification, value over volume approach, and explosion of quick commerce drive sales of carbonates in India Stakeholders in carbonates seek tax reduction Success of Reliance Consumer Products prompts Coca-Cola India and PepsiCo India Holdings to explore the launch of more affordable options

PROSPECTS AND OPPORTUNITIES

Carbonates set to maintain solid growth potential Movements in bottling and distribution likely to contribute to growth Sugar is a significant point of contention for carbonates players, and the primary obstacle to greater uptake

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Soft Drinks in India - Industry Overview

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