



Concentrates in India

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth is maintained for concentrates, although at a slow pace compared with overall soft drinks
Pioma Industries leads concentrates, supported by fortification, product development, affordability, and accessibility
Supply chain issues and inflation pose challenges, and concern over hyperlocal delivery players

PROSPECTS AND OPPORTUNITIES

Solid growth expected, but challenge from inflation and other soft drinks
Versatility in various applications and the focus on rural consumers set to underpin growth in concentrates
Players will have to highlight functional ingredients and inclusion of natural ingredients

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Soft Drinks in India - Industry Overview

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