Better For You Beverages in India

Description:
Indian consumers are becoming increasingly aware of the ill effects of sugar-based carbonates and caffeine. With the increases in obesity and diabetes the BFY category is expected to record strong growth over the forecast period. With lifestyle diseases and conditions, such as hypertension and diabetes, experiencing an exponential rise in the country, more Indians are opting for healthier options, including fruit juice, fruit-based drinks and nectars.

The Better For You Beverages in India report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2012-2016, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2021 illustrate how the market is set to change.

Product coverage: BFY Reduced Caffeine Beverages, BFY Reduced Fat Beverages, BFY Reduced Sugar Beverages.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?
- Get a detailed picture of the Better For You Beverages market;
- Pinpoint growth sectors and identify factors driving change;
- Understand the competitive environment, the market's major players and leading brands;
- Use five-year forecasts to assess how the market is predicted to develop.

Contents:
- BETTER FOR YOU BEVERAGES IN INDIA

June 2017

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Executive Summary
- Demand for Naturally Healthy Food and Beverages Drives Market Growth in 2016
- Consumers Opt for Naturally Healthy, Avoiding Processed Categories
- Strong Presence of Multinationals in Hw Products During 2016
- Despite the Rise of Modern Grocers, Traditional Retailers Remain in Control
- Health and Wellness Products Set To See Further Growth Over the Forecast Period
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