Fortified/Functional Beverages in India

Description: The fortified/functional beverages category witnessed many challenges towards the end of the review period. In May 2015 the FSSAI ordered the recall of Monster energy drink after finding that it contained a combination of caffeine and ginseng, which supposedly has an opposing effect on the human body. Many other energy drinks brands, such as Tzinga and Cloud 9, were also withdrawn from the market as unsafe for consumption.

The Fortified/Functional 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: FF Hot Drinks, FF Soft Drinks.

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

Why buy this report?
- Get a detailed picture of the Fortified/Functional 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: FORTIFIED/FUNCTIONAL BEVERAGES IN INDIA

June 2017

List of Contents and Tables:

Headlines
Trends
Competitive Landscape
Prospects
Category Data
Table 1 Sales of Fortified/Functional Beverages by Category: Value 2011-2016
Table 2 Sales of Fortified/Functional Beverages by Category: % Value Growth 2011-2016
Table 3 NBO Company Shares of Fortified/Functional Beverages: % Value 2012-2016
Table 4 LBN Brand Shares of Fortified/Functional Beverages: % Value 2013-2016
Table 5 Distribution of Fortified/Functional Beverages by Format: % Value 2011-2016
Table 6 Forecast Sales of Fortified/Functional Beverages by Category: Value 2016-2021
Table 7 Forecast Sales of Fortified/Functional Beverages by Category: % Value Growth 2016-2021
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
Key Trends and Developments
Consumers Favour Naturally Healthy Over Other Forms of Hw Products
Continued Progress of Modern Grocery Retailers
Concern Over High Obesity and Diabetes Rates Boosts Sales of Health and Wellness
Market Data
Table 8 Sales of Health and Wellness by Type: Value 2011-2016
Table 9 Sales of Health and Wellness by Type: % Value Growth 2011-2016
Table 10 Sales of Health and Wellness by Category: Value 2011-2016
Table 11 Sales of Health and Wellness by Category: % Value Growth 2011-2016
Table 12 Sales of Health and Wellness by Prime Positioning: Value 2011-2016
Table 13 Sales of Health and Wellness by Prime Positioning: % Value Growth 2011-2016
Table 14 NBO Company Shares of Health and Wellness: % Value 2012-2016
Table 15 LBN Brand Shares of Health and Wellness: % Value 2013-2016
Table 16 Distribution of Health and Wellness by Format: % Value 2011-2016
Table 17 Distribution of Health and Wellness by Format and Category: % Value 2016
Table 18 Forecast Sales of Health and Wellness by Type: Value 2016-2021
Table 19 Forecast Sales of Health and Wellness by Type: % Value Growth 2016-2021
Table 20 Forecast Sales of Health and Wellness by Category: Value 2016-2021
Table 21 Forecast Sales of Health and Wellness by Category: % Value Growth 2016-2021
Table 22 Forecast Sales of Health and Wellness by Prime Positioning: Value 2016-2021
Table 23 Forecast Sales of Health and Wellness by Prime Positioning: % Value Growth 2016-2021
Appendix
National Legislation
Sources
Summary 1 Research Sources

Ordering:
Order Online - [http://www.researchandmarkets.com/reports/2666850/](http://www.researchandmarkets.com/reports/2666850/)
Order by Fax - using the form below
Order by Post - print the order form below and send to
Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

<table>
<thead>
<tr>
<th>Product Name:</th>
<th>Fortified/Functional Beverages in India</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Address:</td>
<td><a href="http://www.researchandmarkets.com/reports/2666850/">http://www.researchandmarkets.com/reports/2666850/</a></td>
</tr>
<tr>
<td>Office Code:</td>
<td>SC</td>
</tr>
</tbody>
</table>

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User:</td>
<td>USD 759</td>
</tr>
<tr>
<td>Electronic (PDF) - Site License:</td>
<td>USD 1518</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide:</td>
<td>USD 2278</td>
</tr>
</tbody>
</table>

USD 949 - Until Jul 31st 2017
USD 1898 - Until Jul 31st 2017
USD 2847 - Until Jul 31st 2017

* The price quoted above is only valid for 30 days. Please submit your order within that time frame to avail of this price as all prices are subject to change.

Contact Information
Please enter all the information below in BLOCK CAPITALS

<table>
<thead>
<tr>
<th>Title:</th>
<th>Mr</th>
<th>Mrs</th>
<th>Dr</th>
<th>Miss</th>
<th>Ms</th>
<th>Prof</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Last Name:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email Address:</td>
<td>*</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Job Title:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organisation:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Postal / Zip Code:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Country:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phone Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fax Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:

Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by Wire Transfer: Bank details will be provided on the invoice which you will receive after you place your order with us.

If you have a Marketing Code please enter it below:

Marketing Code: ________________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World