

Alcoholic and Non-Alcoholic Beverages, Drinks, Hard and Soft Drinks Processing, Agro food Sector, Distilled Beverage, Carbonated and Non-Carbonated drinks, Beer and Breweries, Caffeinated Beverages, Energy drinks Manufacturing Plant, Detailed Project Repo

Description:

Drinking practices vary substantially among different countries and different masses. But both alcoholic and non-alcoholic beverages are very popular among all ages of people. The alcoholic drinks market is broadly classified into five classes, starting from beers, wines, hard liquors, liqueurs and others. The Indian alcoholic market has been growing rapidly for the last ten years, due to the positive impact of demographic trends and expected changes like rising income levels, changing age profile, changing lifestyles and reduction in beverage prices. Similarly, non-alcoholic drinks market is broadly classified into carbonated drinks, non-carbonated drinks and hot beverages. These include juices, energy drinks, carbonated drinks, tea, coffee and bottled water.

Indian life style has a predilection for fresh fruits and vegetables or those processed at home. There is a sea change. People are now increasingly going in for fresh fruit vending from kiosk fountains which produce instant juices from fresh fruits in the presence of the consumer. Besides this, growing health consciousness among India's young population has brought about a revolution in the Indian non-alcoholic drinks market. Among the fruit juices beverages are Pepsi's Tropicana, nectars (Dabur's Real) and fruit drinks (Frooti and Slice). All these are real, reconstituted from fruit pulps or concentrates. The leading fruit juice brands include Real, Onjus, Tropicana, Frooti, and Jumpin.

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