

## **Media Contacts:**

### **In India**

Shirin Bagga  
+91-22-25182092  
[sbagga@bostonanalytics.com](mailto:sbagga@bostonanalytics.com)

### **In the US**

Kimberlee Luce  
(617) 457-7888  
[kluce@bostonanalytics.com](mailto:kluce@bostonanalytics.com)

**The majority of urban and suburban Indians consume non-alcoholic store bought beverages “less than once a day” suggesting a large untapped market potential. In order to increase consumption and penetration of such beverages however, manufacturers will have to address the two primary reasons why some Indians abstain entirely, that is, health concerns and undesirable taste - as highlighted in Boston Analytics’ survey of 8300 people across 15 cities**

June 1, 2009:

Approximately 120 billion litres of beverages are consumed by Indians every year, but only 5% represent store-bought packaged beverages. The majority of Indian consumers (75%) still consume non-alcoholic store-bought beverages ‘less than once a day’, highlighting a large untapped market opportunity, particularly in the carbonated drinks and juice or juice-based markets (estimated to be worth \$1.5 Billion and \$.25 billion respectively). While consumption frequency decreases with age, it is found to increase with income levels, except in the top-most economic strata of society.

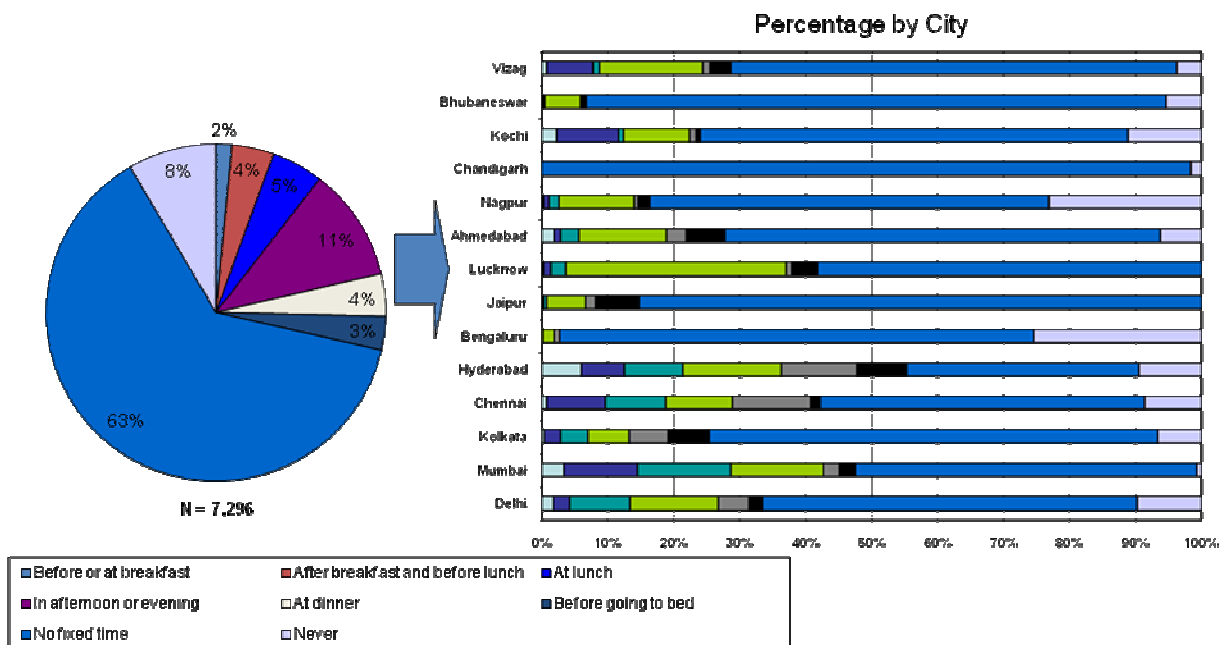
Health concerns remain the primary reason for not consuming non-alcoholic store-bought beverages at all. Yet of the 40+ brands covered in Boston Analytics’ study, none held a definitive position in this regard either positively or negatively.

Boston Analytics’ study also revealed that 29% of those who consume non-alcoholic store bought beverage beverages do so at a fixed time during the day, suggesting that carbonated beverages have become a part of life for a significant portion of the Indian consumer market. Product taste is the primary driver of brand choice for carbonated, juice-based and sports/energy drinks. While consumptions patterns are somewhat similar across different tiered cities, reasons for *not* consuming non-alcoholic store bought beverages vary considerably.

This study has implications for both the marketing and product development of carbonated, juice based and sports/energy drinks. Significant opportunities exist for manufacturers to expand these markets through both greater consumption and greater penetration.

## 29% of urban and suburban Indians regularly consume carbonated drinks at a specific time of the day

### Consumption by Time of Day



Boston Analytics' data is derived from a monthly survey targeting 8,000 respondents across 14 cities across fifteen Indian cities: Delhi, Mumbai, Kolkata, Chennai, Hyderabad, Bangalore, Ahmedabad, Chandigarh, Nagpur, Kochi, Jaipur, Lucknow, Bhubaneswar, and Vishakhapatnam. A stratified sampling process was adopted for this survey, with the strata based on the socio-economic conditions of the respondents in order to ensure a proper representation of the consumer population. All data is collected via face-to-face interviews.