

# India Malted Health Drinks Market Major Manufacturers, Trends, Demand, Share Analysis

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*India Malted Health Drinks Market Overview”, malted drinks market in India is expected to grow with a CAGR of more than 15% over next six years*

PUNE, INDIA, November 16, 2017 /EINPresswire.com/ -- This report gives a detailed analysis on the malted health drinks market in India. The different companies and brands involved in the Indian organized malted health drinks market have been analyzed in this report. The report also gives an idea on the pricing analysis of each of the product type available in the market. A detail analysis of import and export dynamics has also been explained. India is claimed to be the world's largest malt-based drinks market and accounts for about 20% of the world's retail volume sales. Malted beverages are popularly known as health drinks in India. While marketers have positioned such beverages as nutritious drinks, these are widely consumed as taste enhancers to encourage drinking of milk among growing children.

According to “[India Malted Health Drinks Market](#) Overview”, malted drinks market in India is expected to grow with a CAGR of more than 15% over next six years. Due to rising standard of living, changing lifestyle and high level of consumerism, there is a growing inclination of Indian consumers towards healthier food and beverages. This has now become an emerging trend of food industry that makes positive impact on malted health drink market. Well-known malted health drink products available in the country include names like Horlicks, Bournvita, Complan, Boost, Milo, Amul Pro, etc. South India has the largest market share in malted drinks market. The market is divided into white and brown powder i.e. without cocoa powder and with cocoa powder consisting barley or corn malt. Nowadays, manufacturers have a range of brands pleasing separately to kids, adults and the entire family.

Across international markets it has been seen that the growth of the middle class has driven the uptrend in food industry in general and health beverages in particular. Middle class consumers in India seek malted drinks that can help to manage good health for day-to-day challenging life. Thus, manufacturers are trying to combine the best raw materials with various innovative product concepts. Interestingly, several brands such as Boost, Complan and Bournvita have already repositioned themselves as health drinks. This is completely aligned with market realities, as greater health consciousness, aspirations for higher standards of living and comfortable disposable incomes become the main drivers of consumption patterns. Players are also bringing new packaging trends, which are attracting consumers to explore the products.

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“India Malted Health Drinks Market Overview” discusses the following aspects of malt-based drinks in India:

How it will help solving your strategic decision making process?

The report gives an in-depth understanding of malted health drinks market in India:

- India Malted Health Drinks Market Outlook
- India Malted Health Drinks Market Size & Forecast
- India Malted Health Drinks Market Segmental Analysis: By Company, By Brand, By Region, By Segment, By End User
- Product Price & Variant Analysis
- The key vendors in this market space
- Competitive Landscape & Strategic Recommendations

This report can be useful to Industry consultants, manufacturers and other stakeholders to align their market-centric strategies. In addition to marketing & presentations, it will also increase competitive knowledge about the industry.

#### Report Methodology

The information contained in this report based upon both primary and secondary research. Primary research included interviews with various channel partners of malted health drink products in India. Secondary research included an exhaustive search of relevant publications like company annual reports, financial reports, and proprietary databases.

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