

A STUDY ON THE MARKET SHARE AND MARKET SIZE OF COLD BEVERAGE PRODUCTS AT BERHAMPUR IN ORISSA

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DOI: <https://www.doi.org/10.58257/IJPREMS31745>

ABSTRACT

A beverage is any liquid item suitable for drinking and human consumption as defined by any standard dictionary. Most conventional beverages in any society is water and even in other nonconventional beverages water is main ingredient. Nonconventional beverages, otherwise called mouth watering items which are mostly region, society and culture specific. Simply speaking, any liquid suitable for drinking might be called a beverage. The Mouth Freshening items mostly consist of numerous ingredients as per the tastes and preferences of the customers. The change in the demand pattern of the beverages seems to be dynamic. As per the changed preferences of the people, the texture of beverages is changing. It is observed that both organised and unorganized beverage sellers have been showing their increasing interest to cater to such type of demands of the customers. So far as organized sector is concerned world wide pepsi, and Coca-Cola are the leaders because they have been enjoying significant share in market. Besides local companies are also trying to capture this market. For instance, Parle in India is preparing itself to meet the beverage demand in the country. Because beverage industry is a part and parcel of the household consumption, thus, it is quite interesting to know the market size and share of different suppliers to the industry. Market size refers to the size of demand for a particular product in a given geographical region. Market share is the portion or percentage of sales of a particular product or service in a given region. The number of potential buyers and sellers in a particular market determine the size of the market. In this study, an attempt has been made to estimate the market size and market share of the verities of beverages at Berhampur town, one of the urban centers in Orissa of growing importance.

Keywords: Beverage, soft drinks, Carbonated drinks, Berhampur, Odisha, Market share, Market size

1. INTRODUCTION

The consumption is forecast to rise consistently, resulting in steady and strong volume growth across all product categories, which will lead to "significant growth" for the Indian soft drink market. The soft drink market in India has had value growth of 11% CAGR and volume growth of 5% CAGR over the previous several years. 5.9 billion litres of soft drinks are drunk worldwide annually. The market for non-alcoholic beverages has a 2018 value of USD 3,266 million and is projected to increase at a CAGR of 17.6% through 2023. More than 40% of India's market for non-alcoholic beverages are carbonated or fizzy drinks. In India, a carbonated beverage that is quite affordable is one of the goods that appeals to all demographics. Thums Up, Coca-Cola, Pepsi, Sprite, Fanta, Limca, Mirinda, Mountain Dew, 7 Up, and many other brands are popular in India. The main market category for carbonated beverages is also broken down according to the flavours utilised, such as cola-flavored drinks, lime-lemon-orange-flavored drinks, and other drinks. Drinks with lime and lemon flavours are now popular in India when it comes to flavour trends. With a sizable market share, the urban segment dominates the non-alcoholic carbonated industry in India. However, it is anticipated that the rural segment would slowly return to the market. Geographically, the South of India, where people experience the unusual weather conditions, is where the majority of consumers come from. Some of the businesses that lead the Indian soft drink market are Red Bull, Monster Beverages, Coca Cola India, PepsiCo, AMUL India, Goldwin Health Care Pvt. Ltd., and Hector Beverages. The energy drink market is dominated by Red Bull, while the sports drink industry is dominated by Gatorade. Thumps Up, Sprite, and Limca are the next biggest competitors in the carbonated drink market after Coca-Cola and Pepsi. Coca-Cola has been losing market share in the core carbonated beverage category to regional brands that use a low-cost differentiation approach, such as Bovonto in Tamil Nadu, Jayanti Cola, and Xalta in northern India. However, Coca-Cola has seen a growth in its juice line, which includes Minute Maid and Maaza. These goods are in direct competition with Manpasand Beverages' MangoSip, Parle Agro's Frooti, and PepsiCo's Slice. In addition, Minute Maid faces competition from Tropicana from PepsiCo, Real from Dabur India Ltd., and BNatural from ITC Ltd. of Kolkata. In addition, new businesses like Baba Ramdev's Patanjali Ayurved and Paper Boat traditional drinks from Hector Beverages Pvt. Ltd. have just joined the market to well-received reviews from consumers.

Objective

* To estimate the market size and market share of different beverages in Berhampur Market.

* To study the range of Beverages demanded.

2. LITERATURE REVIEW

Anojan. V. and Subaskaran. T. (2015) have stated that there is a large impact of customer preferences on purchasing behavior.

Esaiman, 2019 has explored that the 4'Ps of marketing, including price, product innovation, promotion, and placement as physical distribution channels, were found to have an effect on young people's soft drink consumption.

Ramana. D. V and Mallaiah G (2018) have deduced that understanding consumer behavior is one of the essential components in developing a marketing plan because customers are the most crucial aspect in the success of any organization.

Jinous F Tahmassebi and Alaa Banhani (2019) have found in their research that soft drink usage that is rich in sugar and acidity can have a negative impact on dental health and even general health.

Vartanian. L. R., Schwartz. M. B., Brownell. K. D. (2007) have inferred that consuming soft drinks is clearly linked to consuming more calories and gaining weight. Additionally, consumption of soft drinks was linked to reduced milk, calcium, and other nutrient intakes as well as a higher risk of developing a number of diseases, such as diabetes.

Van der Heuvel et al., (2007) have propounded that Customers desire high-quality goods that provide unique advantages for their health, safety, and environment.

Material and Methods

Berhampur is an important commercial town in the southern part of Orissa. The present study exclusively utilizes primary data which are obtained from the retailers dealing the products of organized manufacturers. The retail outlets are identified on the basis of cluster sampling and the entire Berhampur Market is segmented into 5 clusters defined as 5 Routes: Route-1, Route-2, Route-3, Route-4, and Route-5. From each cluster, 10 retail stores selling the beverage are considered on the basis of Systematic Random Sampling. Thus 50 retail outlets are covered in this study. For calculating the market share of beverages, beverages which are in the chilling equipments of the selected outlets are noted down. Thus, for obtaining necessary information, shelf audit and observation method are followed. A fully structured Format is used to obtain information from the selected retail outlets. Measures of Central Tendency, Measures of Dispersion and percentage analysis are employed.

Market Share and Market Size of Beverages in Berhampur Market

Table-1(a): Market Share of beverages in Route-1

Route-1	products	No of items kept in chilling equipment	%
	Thums up	252	18.52
	Sprite	215	15.80
	Limca	83	6.10
	Fanta	121	8.89
	Coca Cola	103	7.57
	Pepsi	17	1.25
	Maaza	234	17.19
	Mountain Dew	32	2.35
	7 up	21	1.54
	Frooti	10	0.73
	Slice	17	1.25
	Mirinda	15	1.10
	Apy Fizz	25	1.84
	Amul cool	31	2.28
	Minute maid	59	4.34
	Spice up	19	1.40
	Red Bull	34	2.50
	Tata Gluco	36	2.65

	Real juice	13	0.96
	Amul lassi	5	0.37
	Paper Boat	19	1.40
Total	21	1361	100

Source: Figures are computed from field data

Table-1(b): Market Share of beverages in Route-2

Route-2	products	No of items kept in chilling equipment	%
	Thums up	200	17.75
	Sprite	205	18.19
	Limca	82	7.28
	Fanta	59	5.24
	Coca Cola	86	7.63
	Pepsi	28	2.48
	Maaza	167	14.82
	Mountain Dew	32	2.84
	7 up	5	0.44
	Frooti	11	0.98
	Slice	11	0.98
	Mirinda	6	0.53
	Apy Fizz	35	3.11
	Amul cool	41	3.64
	Minute maid	14	1.24
	Spice up	21	1.86
	Red Bull	26	2.31
	Tata Gluco	34	3.01
	Real juice	11	0.98
	Amul lassi	6	0.53
	Paper Boat	31	2.75
Total	21	1127	100

Source: Figures are computed from field data

Table-1(c): Market Share of beverages in Route-3

Route-3	products	No of items kept in chilling equipment	%
	Thums up	167	15.78
	Sprite	180	17.01
	Limca	50	4.73
	Fanta	53	5.01
	Coca Cola	48	4.54
	Pepsi	41	3.88
	Maaza	139	13.14
	Mountain Dew	48	4.54
	7 up	12	1.13

	Frooti	9	0.85
	Slice	24	2.27
	Mirinda	17	1.61
	Apy Fizz	29	2.74
	Amul cool	45	4.25
	Minute maid	48	4.54
	Spice up	20	1.89
	Red Bull	23	2.17
	Tata Gluco	28	2.65
	Real juice	28	2.65
	Amul lassi	9	0.85
	Paper Boat	49	4.63
Total	21	1058	100

Source: Figures are computed from field data

Table-1(d): Market Share of beverages in Route-4

Route-4	products	No of items kept in chilling equipment	%
	Thums up	172	19.22
	Sprite	172	19.22
	Limca	47	5.25
	Fanta	42	4.69
	Coca Cola	65	7.26
	Pepsi	24	2.68
	Maaza	146	16.31
	Mountain Dew	30	3.35
	7 up		0.00
	Frooti	15	1.67
	Slice		0.00
	Mirinda		0.00
	Apy Fizz	16	1.79
	Amul cool	26	2.91
	Minute maid	54	6.03
	Spice up	23	2.57
	Red Bull	14	1.56
	Tata Gluco	20	2.23
	Real juice	11	1.23
	Amul lassi		0.00
	Paper Boat	28	3.13
Total	21	895	100.00

Source: Figures are computed from field data

Table-1(e): Market Share of beverages in Route-5

Route-5	Products	No of items kept in chilling equipment	%
	Thums up	234	19.75
	Sprite	180	15.19
	Limca	50	4.22
	Fanta	53	4.47
	Coca Cola	91	7.68
	Pepsi	17	1.43
	Maaza	252	21.27
	Mountain Dew	32	2.70
	7 up	7	0.59
	Frooti	11	0.93
	Slice	24	2.03
	Mirinda	16	1.35
	Apy Fizz	31	2.62
	Amul cool	45	3.80
	Minute maid	50	4.22
	Spice up	28	2.36
	Red Bull	13	1.10
	Tata Gluco	11	0.93
	Real juice	19	1.60
	Amul lassi	7	0.59
	Paper Boat	14	1.18
	21	1185	100

Source: Figures are computed from field data

Table-2: Route wise and product wise Market Share of Beverages

Products	route-1	route-2	route-3	route-4	route-5
Thums up	17.19	17.75	15.78	19.22	19.75
Sprite	15.80	18.19	17.01	19.22	15.19
Limca	6.10	7.28	4.73	5.25	4.22
Fanta	8.89	5.24	5.01	4.69	4.47
Coca Cola	7.57	7.63	4.54	7.26	7.68
Pepsi	1.25	2.48	3.88	2.68	1.43
Maaza	18.52	14.82	13.14	16.31	21.27
Mountain Dew	2.35	2.84	4.54	3.35	2.70
7 up	1.54	0.44	1.13	0.00	0.59
Frooti	0.73	0.98	0.85	0.00	0.93
Slice	1.25	0.98	2.27	0.00	2.03
Mirinda	1.10	0.53	1.61	0.00	1.35
Apy Fizz	1.84	3.11	2.74	1.79	2.62
Amul cool	2.28	3.64	4.25	2.91	3.80

Minute maid	4.34	4.44	4.54	6.03	4.22
Spice up	1.40	1.86	1.89	2.57	2.36
Red Bull	2.50	2.31	2.17	1.56	1.10
Tata Gluco	2.65	1.24	2.65	2.23	0.93
Real juice	0.96	0.98	2.65	1.23	1.60
Amul lassi	0.37	0.53	0.85	0.00	0.59
Paper Boat	1.40	2.75	4.63	3.13	1.18
21					

Source: Figures are computed from field data

TABLE-3(a): Product wise Average Daily sales in Route-1

Route-1	Products	Daily sales	%
	Thums up	104	10.75
	Sprite	121	12.51
	Limca	37	3.83
	Fanta	77	7.96
	Coca Cola	72	7.45
	Pepsi	3	0.31
	Maaza	174	17.99
	Mountain Dew	19	1.96
	7 up	12	1.24
	Frooti	13	1.34
	Slice	20	2.07
	Mirinda	7	0.72
	Apy Fizz	23	2.38
	Amul cool	36	3.72
	Minute maid	102	10.55
	Spice up	17	1.76
	Red Bull	7	0.72
	Tata Gluco	51	5.27
	Real juice	4	0.41
	Paper Boat	60	6.20
	Amul Lassi	8	0.83
Total	21	967	

Source: Figures are computed from field data

TABLE-3(b): Product wise Average Daily sales in Route-2

ROUTE-2	Products	Daily sales	%
	Thums up	132	12.61
	Sprite	286	27.32
	Limca	46	4.39
	Fanta	59	5.64

	Coca Cola	26	2.48
	Pepsi	4	0.38
	Maaza	141	13.47
	Mountain Dew	22	2.10
	7 up	5	0.48
	Frooti	4	0.38
	Slice	5	0.48
	Mirinda	5	0.48
	Apy Fizz	37	3.53
	Amul cool	51	4.87
	Minute maid	74	7.07
	Spice up	31	2.96
	Red Bull	13	1.24
	Tata Gluco	24	2.29
	Real juice	18	1.72
	Amul lassi	13	1.24
	Paper Boat	51	4.87
TOTAL	21	1047	

Source: Figures are computed from field data

TABLE-3(c): Product wise Average Daily sales in Route-3

ROUTE-3	Products	Daily sales	%
	Thums up	97	12.73
	Sprite	99	12.99
	Limca	47	6.17
	Fanta	48	6.30
	Coca Cola	26	3.41
	Pepsi	14	1.84
	Maaza	103	13.52
	Mountain Dew	27	3.54
	7 up	5	0.66
	Frooti	5	0.66
	Slice	20	2.62
	Mirinda	13	1.71
	Apy Fizz	30	3.94
	Amul cool	38	4.99
	Minute maid	44	5.77
	Spice up	30	3.94
	Red Bull	19	2.49
	Tata Gluco	27	3.54
	Real juice	17	2.23
	Amul lassi	23	3.02

	Paper Boat	30	3.94
TOTAL	21	762	

Source: Figures are computed from field data

TABLE-3(d): Product wise Average Daily sales in Route-4

route-4	Products	Daily sales	%
	Thums up	107	15.51
	Sprite	125	18.12
	Limca	36	5.22
	Fanta	73	10.58
	Coca Cola	46	6.67
	Pepsi	29	4.20
	Maaza	105	15.22
	Mountain Dew	27	3.91
	7 up		0.00
	Frooti		0.00
	Slice		0.00
	Mirinda		0.00
	Apy Fizz	10	1.45
	Amul cool	13	1.88
	Minute maid	36	5.22
	Spice up	16	2.32
	Red Bull	14	2.03
	Tata Gluco	20	2.90
	Real juice	7	1.01
	Amul lassi	5	0.72
	Paper Boat	21	3.04
TOTAL	21	690	

Source: Figures are computed from field data

TABLE-3(e): Product wise Average Daily sales in Route-5

ROUTE-5	Products	Daily sales	%
	Thums up	154	16.78
	Sprite	104	11.33
	Limca	47	5.12
	Fanta	59	6.43
	Coca Cola	60	6.54
	Pepsi	19	2.07
	Maaza	133	14.49
	Mountain Dew	33	3.59
	7 up	4	0.44
	Frooti	12	1.31
	Slice	15	1.63

	Mirinda	17	1.85
	Apy Fizz	94	10.24
	Amul cool	33	3.59
	Minute maid	58	6.32
	Spice up	19	2.07
	Red Bull	14	1.53
	Tata Gluco	13	1.42
	Real juice	9	0.98
	Amul lassi	7	0.76
	Paper Boat	14	1.53
	21	918	

Source: Figures are computed from field data

TABLE-4: Market share of all Beverages in the Study area

Products	ROUTE-1	ROUTE-2	ROUTE-3	ROUTE-4	ROUTE-5	Total Sales	%
Thums up	104	132	97	107	154	594.00	13.55
Sprite	121	286	99	125	104	735.00	16.77
Limca	37	46	47	36	47	213.00	4.86
Fanta	77	59	48	73	59	316.00	7.21
Coca Cola	72	26	26	46	60	230.00	5.25
Pepsi	3	4	14	29	19	69.00	1.57
Maaza	174	141	103	105	133	656.00	14.96
Mountain Dew	19	22	27	27	33	128.00	2.92
7 up	12	5	5		4	26.00	0.59
Frooti	13	4	5		12	34.00	0.78
Slice	20	5	20		15	60.00	1.37
Mirinda	7	5	13		17	42.00	0.96
Apy Fizz	23	37	30	10	94	194.00	4.43
Amul cool	36	51	38	13	33	171.00	3.90
Minute maid	102	74	44	36	58	314.00	7.16
Spice up	17	31	30	16	19	113.00	2.58
Red Bull	7	13	19	14	14	67.00	1.53
Tata Gluco	51	24	27	20	13	135.00	3.08
Real juice	4	18	17	7	9	55.00	1.25
Amul lassi	8	13	23	5	14	63.00	1.44
Paper Boat	60	51	30	21	7	169.00	3.85
21						4384.00	

Source: Figures are computed from field data

3. CONCLUSION

According to a 2023 publication by A. Minhas; India's carbonated soft drink distribution, by brand, 2019–2024; Sprite has a 20% market share for carbonated soft drinks in India. Comparatively, Mirinda and Fanta each held 5% of the market for carbonated soft drinks. The vast majority of the shares belonged to Coca-Cola. In this study that we have

conducted in the city of Berhampur It can be seen from the analysis Table 4, that The majority market share belong to Coca-Cola. We can see in Table 4 that market share of Thums up, Sprite, Maaza and Minute maid are 13.55%, 16.77%, 14.96% and 7.16% respectively, Which is more than 50% combined together. However the carbonated drink manufacturer is losing its market share to local brands. Non-cola aerated drinks, particularly fruit drinks, have become more and more popular in recent years. Leading manufacturers are altering their business plans to address consumers' concerns about their health. The non-carbonated beverage market has experienced exponential growth as a result of rising consumer health consciousness and enhanced accessibility. In FY 2020, India's non-carbonated beverage market had a value of INR 153.33 billion. It is anticipated to grow at a CAGR of 20.52% between FY 2022 and FY 2027, reaching INR 781.88 billion. This can be seen in our analysis that there is an inclination of customers towards non-carbonated drinks such as Paper boat, appy fizz, frooti, TATA Gluco etc. Also, it is seen that a home grown manufacturer which is making masala carbonated drink known as spice up is also capturing the market share slowly and gradually.

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