



CASE STUDY

Conducting a Capacity Intelligence Study for the Beverage Segment in India



Client

A Global Beverage Major



Industry

Consumer & Retail



Solution

Competitive Intelligence



Region

APAC





OBJECTIVE AND SCOPE

The client, a global FMCG major, wanted to assess their headroom for growth by looking at beverage production capacities of 20+ competitors in India. The assessment included tracking of unutilized capacity by category and regions. For this, Benori conducted a market study focusing on the following categories for the target companies:

- Carbonated Soft drinks (CSD)
- Value-added dairy (VAD)
- Energy drink
- Juice
- Water
- Others





APPROACH

We conducted extensive primary and secondary research to collect information on the following parameters – plant location, ownership-type, brands/pack types, number of production lines with capacities, overall plant capacity and capacity utilization, and annual production. Using the above information, we also calculated the unutilized volumes and capacity headroom available across states for players, and respective categories presented in a dashboard.



METHODOLOGY



**Secondary
Research**



**Primary
Research**



**Data
Modelling**





Impact

The client was able to understand and assess:

- Free capacities available for all players by region, state and category
- Already executed and planned investments by the competition, which helped them refine their India expansion strategies



Sample Output

Players Landscape

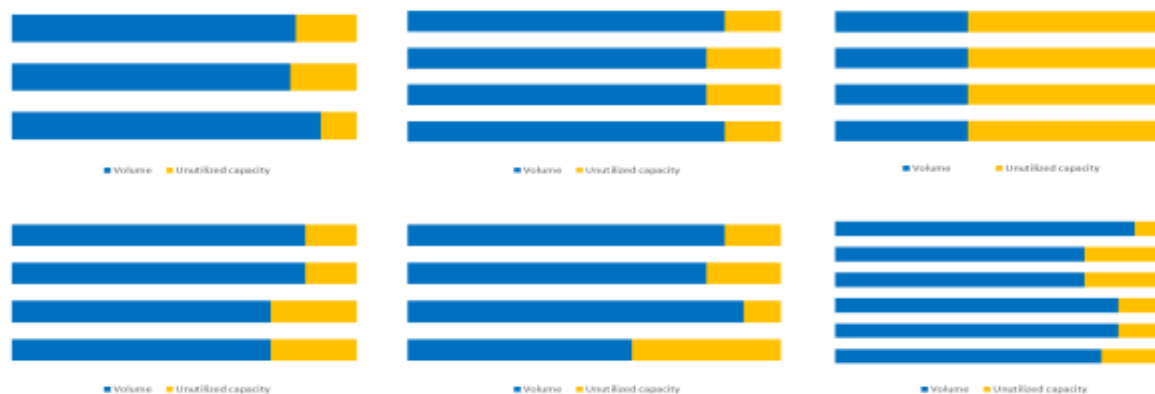
Player landscape

(1/2)

	Player 1	Player 2										
Total production capacity (*MMUC)	xx	xx										
Annual production (MMUC)	xx	xx										
Annual production company-owned (in MMUC)	xx	xx										
Annual production co-packer (in MMUC)	xx	xx										
Number of co-packer plants	xx	xx										
Peak utilization	Mar – Jun (100%)	Mar – Sep (95%)										
Avg. utilization	xx%	xx%										
Product categories manufactured	xx	xx										

Capacity Headroom by States and Players

Player-wise capacity headroom by states



Source: Primary research

About us:

Benori is a trusted partner for knowledge solutions across the globe, serving clients from a wide range of industries including Professional Services, Financial Services, Consumer & Retail, Technology & Internet, Industrials & Manufacturing, and more. Our customized solutions strengthen the insights value chain of our clients, empowering them with key insights needed to drive intelligent decision-making and accelerate growth.

Headquartered in India, Benori is uniquely positioned to deliver multilingual research needs of global clients, powered by its digital agility, deep research capabilities and a highly experienced leadership team. Adopting a 360-degree approach, our team employs a combination of diverse methodologies including primary research, secondary research and data modeling, and offers detailed foresight on market trends, competitive shifts, regulatory changes and technological advancements.

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 info@benoriknowledge.com

 www.benoriknowledge.com



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