

Starting a Fast Moving Consumer Goods Business (FMCG).

Description:

Starting a Fast Moving Consumer Goods Business (FMCG). Fast Moving & Durable Consumer Goods Manufacturing Unit and Most Profitable FMCG Industry. List of Consumer Products and Fast Moving Consumer Goods (FMCG) Production Business Ideas.

FMCG goods are popularly known as consumer packaged goods. Items in this category include all consumables (other than groceries/pulses) people buy at regular intervals. The most common in the list are toilet soaps, detergents, shampoos, toothpaste, shaving products, shoe polish, packaged foodstuff, and household accessories and extends to certain electronic goods. These items are meant for daily or frequent consumption and have a high return.

The Fast Moving Consumer Goods industry covers the household items that you buy when shopping in the supermarket or a pharmacy. 'Fast moving' implies that the items are quick to leave the shelves and also tend to be high in volume but low in cost items. Household products such as those used in cleaning and laundry, over the counter medicines, food items and personal care goods make up the majority of the FMCG industry. However, products such as plastic goods, stationery, pharmaceuticals and consumer electronics are also placed in fast moving consumer goods.

Market Outlook

Fast moving consumer goods (FMCG) is the 4th largest sector in the Indian economy. There are three main segments in the sector – food and beverages which accounts for 19 per cent of the sector, healthcare which accounts for 31 per cent and household and personal care which accounts for the remaining 50 per cent.

The FMCG sector has grown from US\$31.6 billion in 2011 to US\$ 49 billion in 2016. The sector is further expected to grow at a Compound Annual Growth Rate (CAGR) of 20.6 per cent to reach US\$ 103.7 billion by 2020.

Accounting for a revenue share of around 60 per cent, urban segment is the largest contributor to the overall revenue generated by the FMCG sector in India and recorded a market size of around US\$ 29.4 billion in 2016-17. Semi-urban and rural segments are growing at a rapid pace and accounted for a revenue share of 40 per cent in the overall revenues recorded by FMCG sector in India. The rural FMCG market in India is expected to grow at a CAGR of 14.6 per cent from US\$ 29 billion in 2016 to US\$ 100 billion by 2020.

For more details download PDF file.

Keywords: Projects on Fast Moving Consumer Goods (FMCG), Fast Moving Consumer Goods (FMCG) Industry in India, Consumer Packaged Goods (CPG) Manufacturing, Consumer Goods Industry, Consumer-Goods Manufacturing, Consumer Goods Industry in India, CPG Manufacturing Company, Consumer Packaged Goods Industry, Nondurable Consumer Goods, Non-Durable Manufacturing, Packaged Foods, Over-the-Counter Medicines, Over-the-Counter Drugs, Most Profitable FMCG Business Ideas, FMCG Business Ideas, Starting a Fast Moving Co

Created At: 13 Dec, 2017