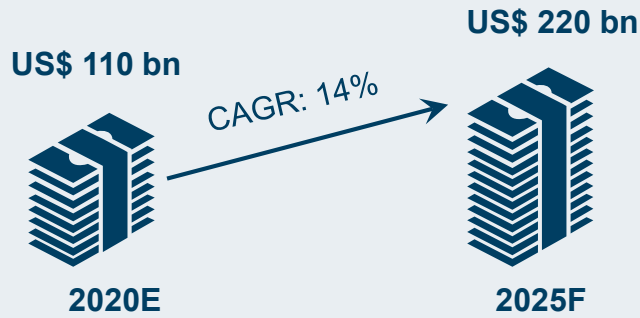




FMCG

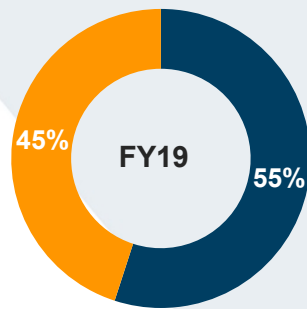
Market Size



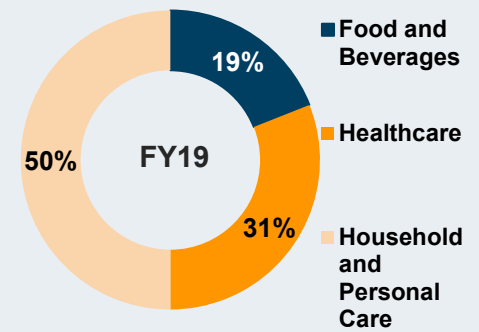
Trend point: FMCG is the 4th largest sector in the Indian economy and is expected to grow 9–10% in 2020

Note: E – Estimate, F - Forecast

Sector Composition



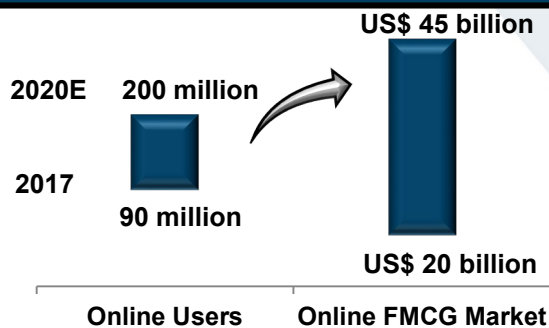
Urban – Rural Industry Break-up



Segment Wise Break-up of Revenue

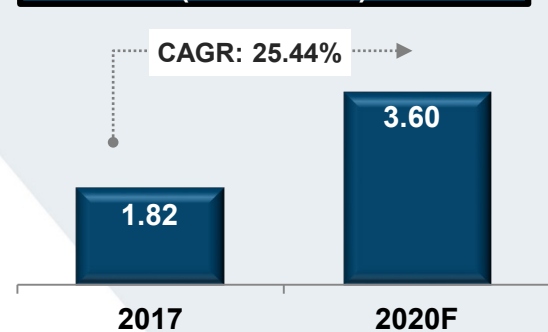
Key Trends

Growth in Online Users to drive Online FMCG Market



Note: E – Estimate, F - Forecast

Final Consumption Expenditure (US\$ trillion)



Government Initiatives

Goods and Services Tax (GST) has been beneficial for the FMCG industry as many of the FMCG products such as soap, toothpaste and hair oil now come under 18% tax bracket against the previous 23–24% rate