Trend point: FMCG is the 4th largest sector in the Indian economy. The FMCG sector is expected to grow at 12-13 per cent during April-June 2019.

**Market Size**

- 2017-18: US$ 68.38 bn
- 2020F: US$ 103.7 bn
- CAGR: 27.86%

**Segment Wise Breakup Of Revenues**

- FY18: Urban 55%, Rural 45%
- FY18: Food and Beverages 19%, Healthcare 31%, Household and Personal Care 50%

**Placement**

- **Urban – Rural Industry Breakup**
- **Segment Wise Breakup Of Revenues**

**Key Trends**

- Growth in Online Users to drive Online FMCG Market:
  - 2017: 90 million
  - 2020E: 200 million
  - Online Users
  - Online FMCG Market
  - US$ 20 billion
  - US$ 45 billion

- Final Consumption Expenditure (US$ trillion):
  - 2017: 1.82
  - 2020F: 3.60
  - CAGR: 25.44%

**Government Initiatives**

- The Goods and Services Tax (GST) is beneficial for the FMCG industry as many of the FMCG products such as Soap, Toothpaste and Hair oil now come under 18 per cent tax bracket against the previous 23-24 per cent rate.