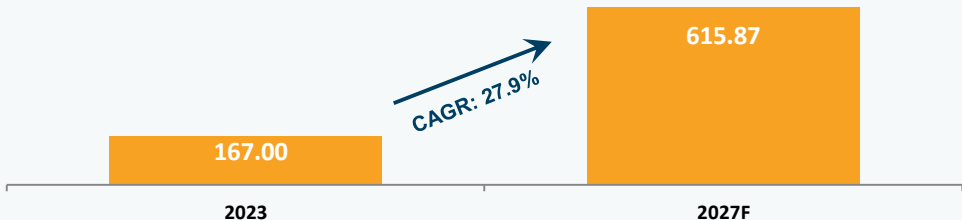


FMCG



MARKET SIZE

Indian FMCG Market (US\$ billion)

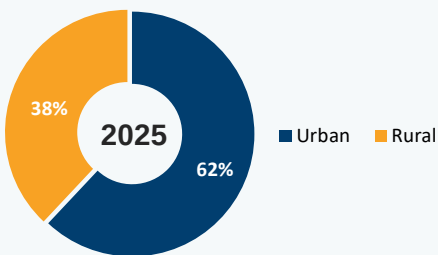


Note: F - Forecast

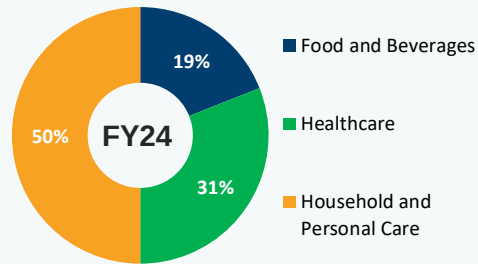


SECTOR COMPOSITION

Urban-Rural Industry Break-up

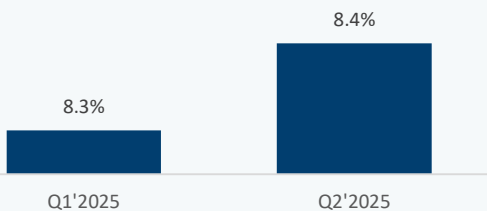


Segment Wise Break-up of Revenue

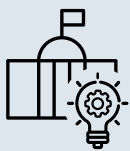
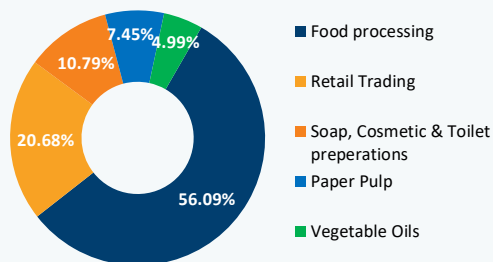


KEY TRENDS

Rural areas drive FMCG (% Vol Growth y/y)



Cumulative FDI Inflow Share – from April 2000-March 2025



GOVERNMENT INITIATIVES



PLI scheme for the food processing industry



SETU scheme



FDI in organised retail



ADVANTAGE INDIA

- **Robust demand:** Indian food processing market size reached US\$ 307.2 billion in 2022 and is expected to reach US\$ 470 billion by 2028, exhibiting a growth rate (CAGR) of 9.5% during 2023-2028. In Q1 FY26, FMCG volumes rose, with Dabur seeing single-digit growth, Nykaa's beauty segment up mid-20%, Trent up 20%, and Kalyan Jewellers up 31%, aided by improving urban sentiment. Indian dairy firms are set to grow 11-13% in FY26, supported by value-added products and Rs. 3,400 crore (US\$ 398 million) capex.
- **Attractive Opportunities:** The quick commerce market could reach between US\$ 25 billion and US\$ 55 billion by 2030, driven by an increase in high-frequency, high-value users. India's healthy snack market, led by makhana, is projected at Rs. 20,000 crore (US\$ 2.32 billion) by 2030, driven by functional, natural options, quick commerce, and premiumisation. FMCG giants are gearing up to capitalise on the heating Indian pet food market, driven by the rise in pet ownership and disposable income of owners. L'Oréal India, producing 95% of local sales, plans to double business and expand production, highlighting FMCG beauty growth.
- **Policy support:** Union Budget 2023-24 has allocated US\$ 976 million for PLI schemes that aim to reduce import costs, improve the cost competitiveness of domestically produced goods, increase domestic capacity, and promote exports.
- **Higher Investment:** ITC Ltd. plans Rs. 20,000 crore (US\$ 2.33 billion) investment over the next five to six years, focusing on FMCG growth, margin expansion, new product launches, horticulture, and AI-driven operations.