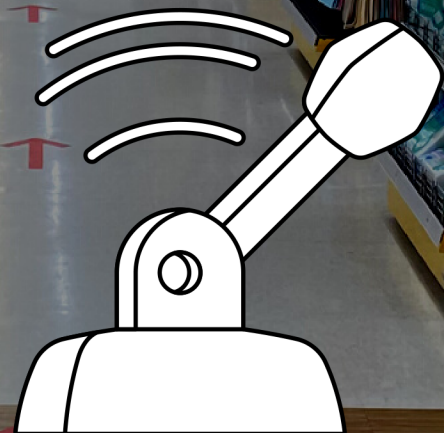


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GROWTH LEVERS FOR FMCG INDUSTRY



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THE INDUSTRY AT A GLANCE

The Indian FMCG industry is highly competitive, with the top 10 companies accounting for around 60% of market share.

The FMCG industry in India is constantly evolving. From expanding in rural markets to focusing on e-commerce, companies are adapting to changing consumer preferences and market conditions.



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FOCUS ON VALUE-ORIENTED PRODUCTS

FMCG companies can introduce or promote lower-priced products to appeal to cost-conscious consumers. This can be done by introducing smaller pack sizes or offering discounts and promotions.



BEST

VALUE



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LEVERAGE E-COMMERCE

With more consumers shopping online FMCG companies can increase their online presence and reach new customers through their own or other well-known e-commerce platforms.



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INVEST IN MARKETING & ADVERTISING

During a recession, consumers may be more price-sensitive and less likely to try new products. FMCG companies can increase brand awareness and drive sales by investing in marketing and advertising campaigns.



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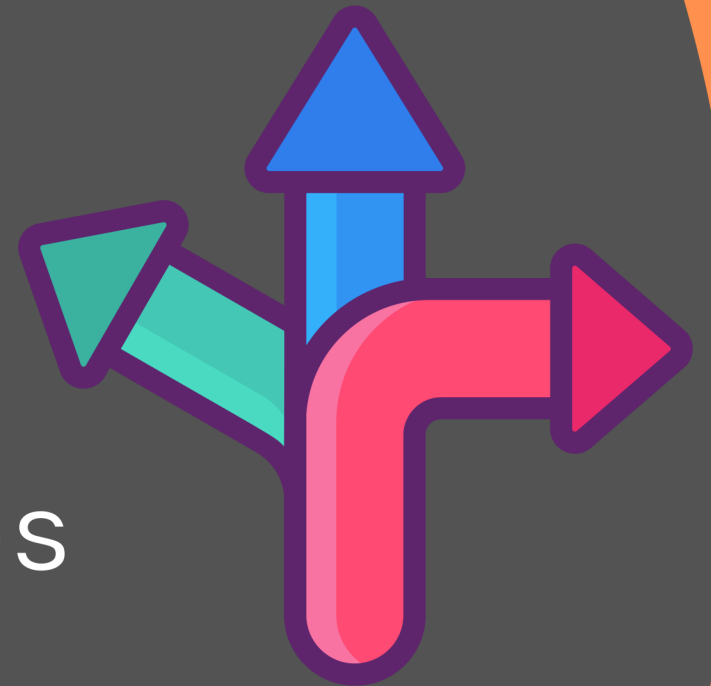
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DIVERSIFY PRODUCT PORTFOLIO

Diversifying product portfolio can help companies to reduce the risk of losing sales in one category, and also increase the chances of increasing sales across different categories.



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EMPHASIZE ON ESSENTIAL ITEMS

FMCG companies that sell essential items such as food, cleaning supplies, and personal care products can benefit as these products are less likely to be affected by a recession.



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EXPAND IN EMERGING MARKETS

FMCG companies can look to expand into emerging markets where economic growth is stronger and consumer demand is high.



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How we can help?



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- **Insights into the Strategic Environment**
 - Where are today's profit pools, and how are they likely to evolve or be disrupted?
 - Which combination of choices on where to play—by customers, markets, and investments—has the greatest potential to create value relative to rivals?
- **Assessment of your business's real competitive advantages**
- **Guide on & implement with the best way to create alignment around the strategy.**





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