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A DESCRIPTIVE STUDY ON THE FMCG INDUSTRY IN INDIA

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ABSTRACT

In India, FMCG Industry is growing day by day same the competition. FMCG is the fourth largest sector in the Indian economy. The retail sector for FMCGs in Turkey is in the process of a drastic transformation. FMCG products are those that get replaced within a year. Examples of FMCG generally include a wide range of frequently purchased consumer products such as toiletries, soap, cosmetics, tooth cleaning products, shaving products and detergents, as well as other non-durables such as glassware, bulbs, batteries, paper products, and plastic goods. FMCG may also include pharmaceuticals, consumer electronics, packaged food products, soft drinks, tissue paper, and chocolate bars. FMCG Industry have high growth rate. FMCG Industry is characterized by a well established distribution network, low penetration levels, low operating cost, lower per capita consumption and intense competition between the organized and unorganized segments. Unlike other sectors, the FMCG also posted market share improvement, with revived growth in semi-urban and rural markets. New entrants who wish to bring their product in the national level needs to spend huge sum of money for promoting brands.

KEYWORDS: *Fast Moving Consumer Goods, Economy, Industry, brands.*