

FMCG Industry in India

Fast-moving consumer goods (FMCG) are the items or products like soft drinks, instant noodles, ketchup, and other consumables, sold quickly and at a relatively low cost. The FMCG industry is a classic example of high volume business and comparatively low margins. While being the fourth largest sector in the Indian economy, its market size is likely to increase to US\$ 74 billion in 2019. By 2020, India's contribution to global consumption is expected to get double to 5.8%. The key factors responsible for driving the significant growth of this sector in India include increased incomes, easy access, growing awareness, and changing lifestyles. Famous Indian FMCG brands include Hindustan Unilever Ltd., Dabur India, Cadbury India, Britannia Industries, Asian Paint (India), ITC (Indian Tobacco Company), GCMF (Amul), Nestlé India, Marico Industries, and Procter & Gamble Hygiene and Health Care, amongst many others.

REASONS FOR THE GROWTH OF FMCG SECTOR IN INDIA

The growth and development of fast-moving consumer goods (FMCG) sector in India can be predominantly credited to the increase in the obtaining intensity and purchasing power of the Indian population. There has been an immense increase in the disposable incomes of the people living in both the urban and rural areas of India. Rural areas are likely to be the significant drivers of growth in the FMCG sector as they saw a growth rate of 16 percent against 12 percent ascend in urban regions. Furthermore, companies engaged in this sector are also progressing in the direction to come up with specific products only for the rural market. Rural demand and interest are set to ascend with increased incomes and more prominent awareness of brands. In the urban areas as well, there will be an increase in consumer purchasing power too. Therefore, FMCG companies are looking at the massive growth in their incomes and revenues generated. Additionally, the growth of various E-commerce platforms is enormously adding to the development of this sector. The websites selling FMCG products are efficiently helping in building brand awareness and increasing sales by offering discounts on various product categories, including makeup, personal grooming, and skincare.

JOB OPPORTUNITIES IN FMCG SECTOR

To keep in pace with the ever-increasing demand of products, the job opportunities in the FMCG sector look promising. Many companies are making sincere efforts to



increase their sales and capitalize on the consumer market. Therefore, they are continuously hiring employees in large numbers. As many FMCG companies nowadays, offer door-to-door services for promotion and sales, they require many sales managers and officers. Furthermore, many companies and organizations have an enormous marketing budget due to which they hire both marketing executives and managers. They also intensively look for employees in the fields of retail marketing and retail management.

Since the FMCG sector is highly dependent on large volume sales for generating revenues and increasing profits, they require a much deeper market penetration than any other industry. Apart from the marketing managers and sales officers, the companies also require a production manager to supervise the production process.

