

Global FMCG Market Size study, by Type (Snacks and Drinks), by Application (Commercial and Household use) and Regional Forecasts 2018-2025

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Abstracts

Global FMCG Market to reach USD XX billion by 2025.

Global FMCG Market valued approximately USD XX billion in 2017 is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2018-2025. The FMCG Market is continuously growing across the world over the coming years. The Fast Moving Consumer goods are products which are sold quickly and at relatively low cost by the manufacturer. The Fast moving consumer goods consists of a short shelf life either owing to high consumer demand or due to the product pre-defined duration time. The Fast moving consumer goods mainly includes Packaged Foods, Beverages, Toiletries, Over-the-counter-drugs and other consumables. In the present scenario, there is presence of large online market known as brand communities which have created the demand of these types of products across the globe. Factors such as rising disposable income of majority of individuals and easy availability of products are primarily driving the market. Urbanization with faster pace in developing countries remains the key factor responsible for high CAGR during the forecast period. With high disposable income, individuals have grown brand conscious and awareness level among them has significantly risen that offers lucrative opportunities for the leading market players. However, brand awareness has led the counterfeiting of products that emerges as restraining factor for the market growth.

The regional analysis of Global FMCG Market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the leading/significant region across the world in terms of market share owing to growing brand awareness among individuals. Europe also contributes a satisfactory growth in the global FMCG market due to loyal customers towards brand-

names. Asia-Pacific is also anticipated to exhibit higher growth rate / CAGR over the forecast period 2018-2025 due to increasing disposable income in developing countries such as India China and Japan.

The major market player included in this report are:

Pepsi

Kraft

Coca-Cola

Carlsberg Group

Diageo

Nestle SA

SAB Miller

Heineken NV

AB InBev

Dr. Pepper Snapple Group

Kellogg

Link Snacks

Frito-Lay

Cape Cod

UTZ Quality Foods

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is

designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type:

Snacks

Drinks

By Application:

Commercial use

Household use

By Regions:

North America

U.S.

Canada

Europe

UK

Germany

Asia Pacific

China

India

Japan

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2015, 2016

Base year – 2017

Forecast period – 2018 to 2025

Target Audience of the Global FMCG Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

Contents

CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Key Trends
- 1.3. Global & Segmental Market Estimates & Forecasts, 2015-2025 (USD Billion)
 - 1.3.1. FMCG Market, by Type, 2015-2025 (USD Billion)
 - 1.3.2. FMCG Market, by Application, 2015-2025 (USD Billion)
 - 1.3.3. FMCG Market, by Region, 2015-2025 (USD Billion)
- 1.4. Estimation Methodology
- 1.5. Research Assumption

CHAPTER 2. FMCG MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
 - 2.2.1. Industry Evolution
 - 2.2.2. Scope of the Study
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

CHAPTER 3. FMCG MARKET DYNAMICS

- 3.1. See Saw Analysis
 - 3.1.1. Market Drivers
 - 3.1.2. Market Challenges
 - 3.1.3. Market Opportunities

CHAPTER 4. FMCG MARKET INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model
 - 4.1.1. Bargaining Power of Buyers
 - 4.1.2. Bargaining Power of Suppliers
 - 4.1.3. Threat of New Entrants
 - 4.1.4. Threat of Substitutes
 - 4.1.5. Competitive Rivalry
 - 4.1.6. Futuristic Approach to Porter's 5 Force Model
- 4.2. PEST Analysis

- 4.2.1. Political Scenario
- 4.2.2. Economic Scenario
- 4.2.3. Social Scenario
- 4.2.4. Technological Scenario
- 4.3. Value Chain Analysis
 - 4.3.1. Supplier
 - 4.3.2. Manufacturers/Service Provider
 - 4.3.3. Distributors
 - 4.3.4. End-Users
- 4.4. Key Buying Criteria
- 4.5. Regulatory Framework
- 4.6. Cost Structure Analysis
 - 4.6.1. Raw Material Cost Analysis
 - 4.6.2. Manufacturing Cost Analysis
 - 4.6.3. Labour Cost Analysis
- 4.7. Investment Vs Adoption Scenario
- 4.8. Analyst Recommendation & Conclusion

CHAPTER 5. FMCG MARKET, BY TYPE

- 5.1. Market Snapshot
- 5.2. Market Performance - Potential Model
- 5.3. Key Market Players
- 5.4. FMCG Market, Sub Segment Analysis
 - 5.4.1. Snacks
 - 5.4.1.1. Market estimates & forecasts, 2015-2025 (USD Billion)
 - 5.4.1.2. Regional breakdown estimates & forecasts, 2015-2025 (USD Billion)
 - 5.4.2. Drinks
 - 5.4.2.1. Market estimates & forecasts, 2015-2025 (USD Billion)
 - 5.4.2.2. Regional breakdown estimates & forecasts, 2015-2025 (USD Billion)

CHAPTER 6. FMCG MARKET, BY APPLICATION

- 6.1. Market Snapshot
- 6.2. Market Performance - Potential Model
- 6.3. Key Market Players
- 6.4. FMCG Market, Sub Segment Analysis
 - 6.4.1. Household Use
 - 6.4.1.1. Market estimates & forecasts, 2015-2025 (USD Billion)

- 6.4.1.2. Regional breakdown estimates & forecasts, 2015-2025 (USD Billion)
- 6.4.2. Commercial Use
 - 6.4.2.1. Market estimates & forecasts, 2015-2025 (USD Billion)
 - 6.4.2.2. Regional breakdown estimates & forecasts, 2015-2025 (USD Billion)

CHAPTER 7. FMCG MARKET, BY REGIONAL ANALYSIS

- 7.1. FMCG Market, Regional Market Snapshot (2015-2025)
- 7.2. North America FMCG Market Snapshot
 - 7.2.1. U.S.
 - 7.2.1.1. Market estimates & forecasts, 2015-2025 (USD Billion)
 - 7.2.1.2. Type breakdown estimates & forecasts, 2015-2025 (USD Billion)
 - 7.2.1.3. Applications breakdown estimates & forecasts, 2015-2025 (USD Billion)
 - 7.2.2. Canada
 - 7.2.2.1. Market estimates & forecasts, 2015-2025 (USD Billion)
 - 7.2.2.2. Type breakdown estimates & forecasts, 2015-2025 (USD Billion)
 - 7.2.2.3. Applications breakdown estimates & forecasts, 2015-2025 (USD Billion)
- 7.3. Europe FMCG Market Snapshot
 - 7.3.1. U.K.
 - 7.3.1.1. Market estimates & forecasts, 2015-2025 (USD Billion)
 - 7.3.1.2. Type breakdown estimates & forecasts, 2015-2025 (USD Billion)
 - 7.3.1.3. Applications breakdown estimates & forecasts, 2015-2025 (USD Billion)
 - 7.3.2. Germany
 - 7.3.2.1. Market estimates & forecasts, 2015-2025 (USD Billion)
 - 7.3.2.2. Type breakdown estimates & forecasts, 2015-2025 (USD Billion)
 - 7.3.2.3. Applications breakdown estimates & forecasts, 2015-2025 (USD Billion)
 - 7.3.3. France
 - 7.3.3.1. Market estimates & forecasts, 2015-2025 (USD Billion)
 - 7.3.3.2. Type breakdown estimates & forecasts, 2015-2025 (USD Billion)
 - 7.3.3.3. Applications breakdown estimates & forecasts, 2015-2025 (USD Billion)
 - 7.3.4. Rest of Europe
 - 7.3.4.1. Market estimates & forecasts, 2015-2025 (USD Billion)
 - 7.3.4.2. Type breakdown estimates & forecasts, 2015-2025 (USD Billion)
 - 7.3.4.3. Applications breakdown estimates & forecasts, 2015-2025 (USD Billion)
- 7.4. Asia FMCG Market Snapshot
 - 7.4.1. China
 - 7.4.1.1. Market estimates & forecasts, 2015-2025 (USD Billion)
 - 7.4.1.2. Type breakdown estimates & forecasts, 2015-2025 (USD Billion)
 - 7.4.1.3. Applications breakdown estimates & forecasts, 2015-2025 (USD Billion)

7.4.2. India

7.4.2.1. Market estimates & forecasts, 2015-2025 (USD Billion)

7.4.2.2. Type breakdown estimates & forecasts, 2015-2025 (USD Billion)

7.4.2.3. Applications breakdown estimates & forecasts, 2015-2025 (USD Billion)

7.4.3. Japan

7.4.3.1. Market estimates & forecasts, 2015-2025 (USD Billion)

7.4.3.2. Type breakdown estimates & forecasts, 2015-2025 (USD Billion)

7.4.3.3. Applications breakdown estimates & forecasts, 2015-2025 (USD Billion)

7.4.4. Rest of Asia Pacific

7.4.4.1. Market estimates & forecasts, 2015-2025 (USD Billion)

7.4.4.2. Type breakdown estimates & forecasts, 2015-2025 (USD Billion)

7.4.4.3. Applications breakdown estimates & forecasts, 2015-2025 (USD Billion)

7.5. Latin America FMCG Market Snapshot

7.5.1. Brazil

7.5.1.1. Market estimates & forecasts, 2015-2025 (USD Billion)

7.5.1.2. Type breakdown estimates & forecasts, 2015-2025 (USD Billion)

7.5.1.3. Applications breakdown estimates & forecasts, 2015-2025 (USD Billion)

7.5.2. Mexico

7.5.2.1. Market estimates & forecasts, 2015-2025 (USD Billion)

7.5.2.2. Type breakdown estimates & forecasts, 2015-2025 (USD Billion)

7.5.2.3. Applications breakdown estimates & forecasts, 2015-2025 (USD Billion)

7.6. Rest of The World

7.6.1. South America

7.6.1.1. Market estimates & forecasts, 2015-2025 (USD Billion)

7.6.1.2. Type breakdown estimates & forecasts, 2015-2025 (USD Billion)

7.6.1.3. Applications breakdown estimates & forecasts, 2015-2025 (USD Billion)

7.6.2. Middle East and Africa

7.6.2.1. Market estimates & forecasts, 2015-2025 (USD Billion)

7.6.2.2. Type breakdown estimates & forecasts, 2015-2025 (USD Billion)

7.6.2.3. Applications breakdown estimates & forecasts, 2015-2025 (USD Billion)

CHAPTER 8. COMPETITIVE INTELLIGENCE

8.1. Company Market Share (Subject to Data Availability)

8.2. Top Market Strategies

8.3. Company Profiles

8.3.1. Pepsi

8.3.1.1. Overview

8.3.1.2. Financial (Subject to Data Availability)

- 8.3.1.3. Product Summary
- 8.3.1.4. Recent Developments
- 8.3.2. Kraft
- 8.3.3. Coca-Cola
- 8.3.4. Carlsberg Group
- 8.3.5. Diageo
- 8.3.6. Nestle SA
- 8.3.7. SAB Miller
- 8.3.8. Heineken NV
- 8.3.9. AB InBev
- 8.3.10. Dr. Pepper Snapple Group
- 8.3.11. Kellogg
- 8.3.12. Link Snacks
- 8.3.13. Frito-Lay
- 8.3.14. Cape Cod
- 8.3.15. UTZ Quality Foods

CHAPTER 9. RESEARCH PROCESS

- 9.1. Research Process
 - 9.1.1. Data Mining
 - 9.1.2. Analysis
 - 9.1.3. Market Estimation
 - 9.1.4. Validation
 - 9.1.5. Publishing
 - 9.1.6. Research Assumption

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