

# Global Consumer Packaged Goods (CPG) Competitive Landscape Professional Research Report 2025

<https://marketpublishers.com/r/C5660AEB17A9EN.html>

Date: June 2025

Pages: 165

Price: US\$ 3,500.00 (Single User License)

ID: C5660AEB17A9EN

## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global Consumer Packaged Goods (CPG) market size will reach 2,322,561 Million USD in 2025 and is projected to reach 2,868,125 Million USD by 2032, with a CAGR of 3.06% (2025-2032). Notably, the China Consumer Packaged Goods (CPG) market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

### Research Summary

Consumer Packaged Goods (CPG) refer to a category of products that are consumed by individuals on a daily basis. These goods are typically sold in retail stores and are packaged in a way that makes them easy and convenient for consumers to use and consume. CPG products include a wide range of items, such as food and beverages, personal care products, household cleaning supplies, cosmetics, and over-the-counter medications. They are mass-produced and intended for frequent consumption, which is why they are often referred to as fast-moving consumer goods (FMCG). CPG companies invest heavily in marketing and branding to attract consumers and gain a competitive edge in the market. The success of CPG products often relies on factors like brand recognition, product quality, pricing, and distribution. Due to their high demand and frequent consumption, CPG products play a significant role in the global consumer market and are a vital part of everyday life for people worldwide.

The major global suppliers of Consumer Packaged Goods (CPG) include Procter & Gamble, Unilever, L'Oreal SA, Colgate-Palmolive, The Kraft Heinz Co., Kellogg

Company, Nestle, Pepsi, Coca-Cola, Carlsberg A/S, Diageo, Heineken NV, Kweichow Moutai, AB InBev, Keurig Dr Pepper, Campbell Soup Company, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Consumer Packaged Goods (CPG). Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major suppliers, as well as the market status and trends of different product types and applications in the global Consumer Packaged Goods (CPG) market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Consumer Packaged Goods (CPG) market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Consumer Packaged Goods (CPG) industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Suppliers of Consumer Packaged Goods (CPG) Include:

Procter & Gamble

Unilever

L'Oreal SA

Colgate-Palmolive

The Kraft Heinz Co.

Kellogg Company

Nestle

Pepsi

Coca-Cola

Carlsberg A/S

Diageo

Heineken NV

Kweichow Moutai

AB InBev

Keurig Dr Pepper

Campbell Soup Company

Consumer Packaged Goods (CPG) Product Segment Include:

Food and Beverage

Personal Care and Cosmetics

Household Supplies

Others

Consumer Packaged Goods (CPG) Product Application Include:

In-Stores

Online Sales

## **Chapter Scope**

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