

The Impact of Coronavirus on Indian FMCG Industries

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Abstracts

This report examines the early impact and short-term outlook for the Coronavirus (COVID-19) global pandemic on the fmcg and services industries in India. The initial spike in demand for essential categories is expected to normalise post lock down, and industries requiring discretionary spending will be heavily impacted. In addition, consumers' lifestyles, food habits and buying behaviour are likely to undergo a paradigm shift.

Euromonitor International's The Impact of Coronavirus on Indian FMCG Industries global briefing offers an insight into to the size and shape of the Packaged Food market, highlights buzz topics, emerging geographies, categories and trends and identifies the leading companies and brands. It also offers strategic analysis on driving packaged food industry trends like health and wellness, premiumisation, convenience and value-for-money and how those trends influence factors like new product developments, packaging innovations, retail distribution and retail pricing both historically and into the future.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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