

# FMCG Sector in India: Strategic Review (Budget 2013-14)

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## Abstracts

The Indian FMCG sector is the fourth largest in the Indian economy and has a market size of \$13.1 billion. This industry primarily includes the production, distribution and marketing of consumer packaged goods, that is those categories of products which are consumed at regular intervals. The sector is growing at rapid pace with well-established distribution networks and intense competition between the organized and unorganized segments. It has a strong and competitive MNC presence across the entire value chain. The FMCG's promising market includes middle class and the rural segments of the Indian population, and give brand makers the opportunity to convert them to branded products. It includes food and beverage, personal care, pharmaceuticals, plastic goods, paper and stationery and household products etc.

India, Asia's third largest economy, saw urban consumers spend less in calendar year 2012 due to high inflation, muted salary hikes, and slowing economic growth that affected both real wages and sentiment. During 2012, the overall slowdown in the economy has begun to affect the FMCG sector with companies posting deceleration in volume growth in the recent quarterly results. Discretionary spending has been hit severely due to the ongoing slowdown. The prevailing high inflation level is also a cause of concern for the sector. The trends seen in 2012 are likely to accelerate in 2013. Growth will come from rural dwellers that are expected to see a rise in disposable incomes due to the direct cash transfer scheme, while urban consumers will continue to be affected by the macroeconomic environment.

IS Advisors takes you through the impact analysis of Union Budget 2013-14 on the Industry in this report. The report provides useful and comprehensive information about the industry expectations from the budget, proposed measures in the budget and their impact on industry and its players.

## **SCOPE OF THE REPORT**

Industry at a glance

List of key Budget expectations

Analysis of the various budget provisions affecting the industry

Summarize impact on key players of the industry

## **REASONS TO BUY**

To understand the impact of key government policies on the overall industry and key players

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