

Global FMCG (Fast-Moving Consumer Goods) Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

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Abstracts

Fast-Moving Consumer Goods (FMCG) are products that are sold quickly, and at relatively low cost. Examples include non-durable goods such as packaged foods, beverages, toiletries, over-the-counter drugs, and other consumables. Many fast moving consumer goods have a short shelf life, either as a result of high consumer demand or because the product deteriorates rapidly. Some FMCG, such as meat, fruit, vegetables, dairy products, and baked goods, are highly perishable. Other goods, such as pre-packaged foods, soft drinks, candies, and toiletries have high turnover rates. Sales are sometimes influenced by holiday or seasonal periods.

Based on the FMCG (Fast-Moving Consumer Goods) market development status, competitive landscape and development model in different regions of the world, this report is dedicated to providing niche markets, potential risks and comprehensive competitive strategy analysis in different fields. From the competitive advantages of different types of products and services, the development opportunities and consumption characteristics and structure analysis of the downstream application fields are all analyzed in detail. To Boost Growth during the epidemic era, this report analyzes in detail for the potential risks and opportunities which can be focused on.

In Chapter 2.4 of the report, we share our perspectives for the impact of COVID-19 from the long and short term.

In chapter 3.4, we provide the influence of the crisis on the industry chain, especially for marketing channels.

In chapters 8-13, we update the timely industry economic revitalization plan of the country-wise government.

Key players in the global FMCG (Fast-Moving Consumer Goods) market covered in

Chapter 5:

Tianyi
Toyo Seikan Group
Heineken NV
Kraft
Tsingtao Brewery Co Ltd
Hangzhou Wahaha Group Co Ltd
Kellogg
WH Group
China Mengniu Dairy Co Ltd
Kweichow Moutai Co Ltd
Bright Food (Group) Corp Ltd
Shuanghui Group
Yurun Group Ltd
Dr. Pepper Snapple Group
Frito-Lay
Uni-President Enterprises Corporation
Diageo
Nestl SA
Utz Quality Foods
Want Want Group
Link Snacks
COFCO Group
Carlsberg Group
AB InBev
Cape Cod
Accolade Wines
Carlsberg
SAB Miller
Inner Mongolia Yili Industrial Group Co Ltd
Coca-Cola
Pepsi
Bestore

In Chapter 6, on the basis of types, the FMCG (Fast-Moving Consumer Goods) market from 2015 to 2025 is primarily split into:

Dairy Products
Bakery Products
Fruits and Vegetables

Grains and Cereals
Alcohol and Drinks
Meat and Poultry
Marine Products
Tobacco Products
Edible Oil
Snacks
Others

In Chapter 7, on the basis of applications, the FMCG (Fast-Moving Consumer Goods) market from 2015 to 2025 covers:

Household Use
Commercial Use (Restaurant, Hotel, Bar, etc.)
Others

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 8-13:

North America (Covered in Chapter 9)

United States

Canada

Mexico

Europe (Covered in Chapter 10)

Germany

UK

France

Italy

Spain

Russia

Others

Asia-Pacific (Covered in Chapter 11)

China

Japan

South Korea

Australia

India

South America (Covered in Chapter 12)

Brazil

Argentina

Columbia
Middle East and Africa (Covered in Chapter 13)
UAE
Egypt
South Africa

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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