

CONSUMERS' ATTITUDE TOWARDS FAST MOVING CONSUMER GOODS

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ABSTRACT

The Fast Moving Consumer Goods (FMCG) industry in India is one of the largest sectors in the country and over the years has been growing at a very steady pace. The sector consists of consumer non-durable products which broadly consist of personal care, household care and food and beverages. The FMCG industry is volume driven and is characterized by low margins. The FMCG segment can be classified under the premium segment and popular segment. Products sold in the popular segment have considerably lower prices than their premium counterparts. FMCG are products that have a quick shelf turnover, at relatively low cost and don't require a lot of thought, time and financial investment to purchase. Best known examples of Fast Moving Consumer Goods companies are Nestle, Unilever and Procter & Gamble. The Indian FMCG sector is an important contributor to the country's GDP. It is the fourth largest sector in the economy. Penetration level as well as per capita consumption in most product categories like jams, toothpaste, skin care, and hair wash in India is low indicating the untapped market potential.

KEYWORDS: Consumer, GDP.

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