

# FMCG Industry 2017- Design Competition Strategies by Identifying Who-Stands-Where in the Market

PUNE, MAHARASHTRA, INDIA,  
September 15, 2017 /  
EINPresswire.com/ --

## SUMMARY

WiseGuyReports published new report, title "FMCG Industry Business Confidence Report H2".

"FMCG Industry Business Confidence Report H2 2017", examines executives' opinion about the business

environment during H2 2017. It also

highlights existing economic conditions, supplier price variations, sales performance, industry and company growth outlook, spending patterns, and key priorities, including comparison for H1 2017 wherever applicable. Additionally, the report provides information categorized by region. The existing economic environment is stable for the FMCG industry, and customer confidence levels will remain constant during next six months. FMCG companies are positive about economic conditions in the Asia-Pacific region due to a growing population, rapid urbanization, and increase in household income among the middle class in China and India. Globally, the FMCG industry is expected to record higher expenditure on protecting the growing market share and improving operational efficiency in H2 2017. However, executives with business operations in North America expect an increase in semi-finished product prices during the next six months.

What else does this report offer?

- Current state of the global economy: examines prevailing economic conditions globally and across various regions
- Company and industry growth outlook: provides industry executives' expectations towards the growth prospects of their company and the industry over the next six months
- Change in customer confidence: analyzes FMCG industry executives' opinion about the change



The image shows a business card for Wise Guy Reports. The card features the company logo, which includes a stylized blue head profile with dots representing a brain. Below the logo, the name 'AKASH ANAND' and title 'ASST. MANAGER - BUSINESS DEVELOPMENT' are listed. Contact information includes an email address 'sales@wiseguyreports.com', a phone number '+1-646-843-9312 (US) Ph: +44 208 133 9349 (UK)', and social media links for LinkedIn, Twitter, and Facebook. The card also includes a small cartoon character holding a globe. The background of the card is a light blue and white design with abstract shapes and a bar chart.

WISE GUY  
REPORTS

AKASH ANAND  
ASST. MANAGER - BUSINESS DEVELOPMENT

sales@wiseguyreports.com  
Ph: +1-646-843-9312 (US) Ph: +44 208 133 9349 (UK)

<https://www.linkedin.com/company/4828928>  
<http://twitter.com/WiseGuyReports>  
<http://www.facebook.com/Wiseguyreports-1009007869213183/?fref=ts>

FMCG Industry

in customer confidence during H2 2017

- Supplier prices projection: determines expected change in supplier prices across various categories and their impact on business confidence
- Change in staff headcount and sales performance: tracks expected change in staff headcount and sales for H2 2017 among industry executives globally
- Significant investment activities: highlights various areas in which industry executives intend to invest over the next six months
- Business concerns: provides information about potential business concerns indicated by survey respondents for H2 2017
- Key priorities: identifies the top priorities of industry executives operating in various regions

GET SAMPLE REPORT @ <https://www.wiseguyreports.com/sample-request/2260636-fmcg-industry-business-confidence-report-h2-2017>

## Scope

- In total, 44% of survey respondents state that the current economic environment is stable, whereas 22% of respondents indicated that the economic condition is very favorable or favorable
- The positive outlook towards company growth over the next six months is highest among executives with business operations in Europe
- The majority of respondents with business operations in North America anticipate a significant increase in consumer confidence during the next six months
- Globally, 39% of FMCG industry executives expect an increase of 2% to 5.99% in the supplier prices of ingredients during the next six months
- Industry executives across the globe highlight the increasing tax burden and regulatory issues as pressing economical concerns that are likely to impact their company's performance over the next six months.

## Key points to buy

- Helps organizations to make effective business strategy decisions by knowing the prevailing business conditions and sentiment within the FMCG industry
- Organizations will be supported in business expansion decisions by providing information about projected change in sales performance and supplier prices
- Helps to improve operational efficiency of the organization by knowing about key priorities and the main concerns of FMCG industry executives
- Helps to alter investment allocation by understanding key focus areas highlighted by survey respondents during H2 2017

## Table of Contents

## Introduction

Definitions

Methodology and sample size

Respondent profile

Confidence indexes

Economic state, growth prospects and consumer confidence

Existing economic environment

Industry and company growth outlook

Expected change in consumer confidence

About Us

Wise Guy Reports is part of the Wise Guy Research Consultants Pvt. Ltd. and offers premium progressive statistical surveying, market research reports, analysis & forecast data for industries and governments around the globe.

For accessing accurate and deep understanding and to gain latest insights and key developments in the area of your interest, we also have a list of conferences in which you will be interested in, for more information, cordially check

<https://www.wiseguyreports.com/conferences>

For updating knowledge or for thoroughly understanding various terminologies, we also have vast list of seminars for your reference, for more information cordially check

<https://www.wiseguyreports.com/seminars>

Norah Trent

WiseGuy Research Consultants Pvt. Ltd.

+1 646 845 9349 / +44 208 133 9349

[email us here](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/404011087>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2020 IPD Group, Inc. All Right Reserved.