

FMCG Market size is forecast to reach \$16.2 billion by the year 2026 - IndustryARC

The demand for FMCG products will be driven by the customization and altered customer product offerings to the target market.

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IndustryARC, in its latest report, predicts that the [FMCG market](#) size is estimated to reach \$16.2 billion by the year 2026 and is poised to grow at a CAGR of 6.7% during the forecast period of 2021-2026. FMCG refers to

Fast Moving Consumer Goods, or also

known as consumer-packaged goods. As the name is derogatory, all the goods included in this market have a short shelf life, and the consumer's daily need items are mostly up on the shelves. Owing to the fast rotation of goods, it becomes elementary to have superior supply chain management. Moreover, vendor-managed inventory offers better prospects to the distribution channels as they are skilled in that same domain. Consumer grocery items, along with certain home care items, make the FMCG segment whole. Moreover, manufacturers are now putting dietary supplements along with over-the-counter medicines under the head of FMCG, as they are of utmost importance to the current generation owing to their nutritional benefits. The customization and altered product offerings to different segments of the society, along with lucrative marketing strategies, are some of the factors driving the FMCG industry forward during the forecast period of 2021-2026.

Click here to browse the complete report summary:

<https://www.industryarc.com/Research/FMCG-Market-Research-507136>

Key takeaways:

This IndustryARC report on the FMCG Market highlights the following areas -

1. North American market, held a dominant revenue share in the year 2020. It is owing to high



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disposable income, concentrated population density, and modernization to adopt branded products that are offered by the FMCG segment. Asia-Pacific shows optimal growth opportunities for the manufacturers.

It is owing to the growing middle class, premiumization, and lastly, changing lifestyle.

2. The demand for FMCG products will be driven by the customization and altered customer product offerings to the target market. However, poor relative servicing is a challenge faced by the FMCG industry.

3. Detailed analysis of the Strength, Weaknesses, and Opportunities of the prominent players operating in the market will be provided in the FMCG report.

Interested in knowing more relevant information? Click here:

<https://www.industryarc.com/pdfdownload.php?id=507136>

Segmental Analysis:

FMCG Market Segment Analysis- By Product Types : The FMCG market based on product types can be segmented into food and beverages, personal care, health care, home care, and consumer electronics.

FMCG Market Segment Analysis- By Distribution Channel : The FMCG market based on distribution channels can be segmented into offline and online stores. The offline stores held the largest market share in the year 2020.

FMCG Market Segment Analysis- By Geography :The FMCG market based on Geography can be further segmented into North America, Europe, Asia-Pacific, South America, and the Rest of the World.

Competitive Landscape:

The top 5 players in the FMCG Market Industry are -

1. Nestle AG
2. Procter and Gamble
3. PepsiCo
4. Unilever
5. Coca-Cola Company

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<https://www.industryarc.com/reports/request-quote?id=507136>

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