

# S.W.O.T Analysis of FMCG Industry

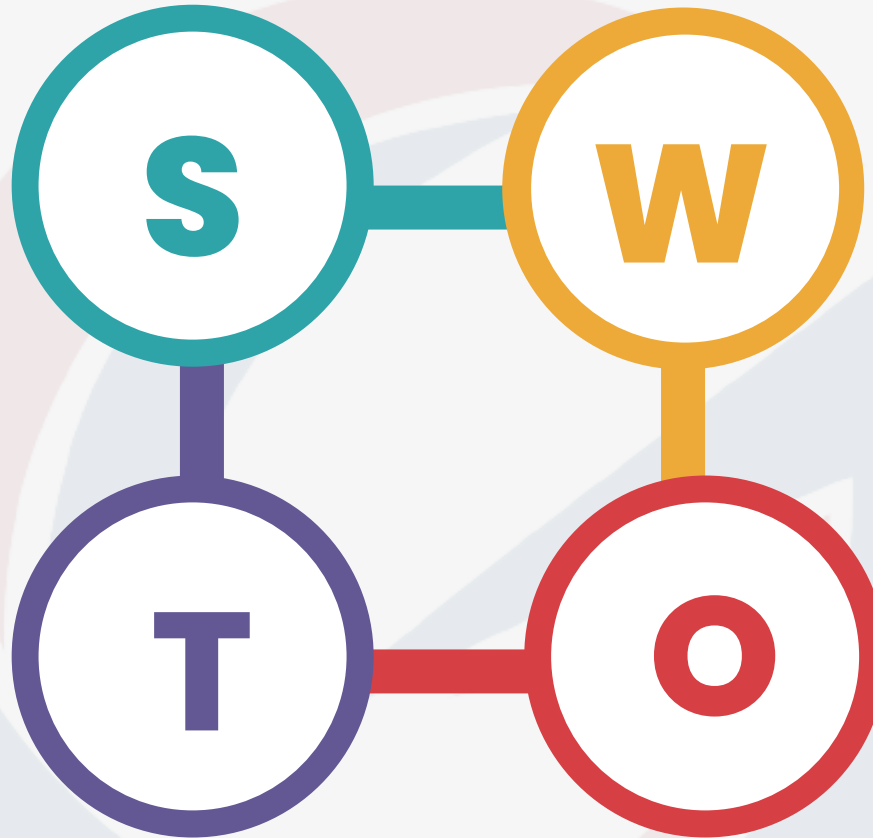
India has the most attractive FMCG market in the world. It is 4th largest market of the Indian economy and contributes nearly 20% of India's GDP. FMCG companies play a pivotal role in our daily lives. From tooth paste, soaps, to daily use items. FMCG companies have dominated the Indian market and are set to grow further.

## STRENGTHS

- Well Known brands are present in these industries.
- E-commerce platforms are expanding which is making product distribution easier.
- Low functioning costs.
- Steady demand.

## THREATS

- Competitive rivalry
- Tax and regulatory structure.
- Unorganised sector competition.



## WEAKNESSES

- Geopolitical concerns. (Environment sustainability)
- Dummy/Counterfeit products.
- Low Exports

## OPPORTUNITIES

- Large Domestic market.
- Export potential
- Higher-income levels will increase consumer expenditure.