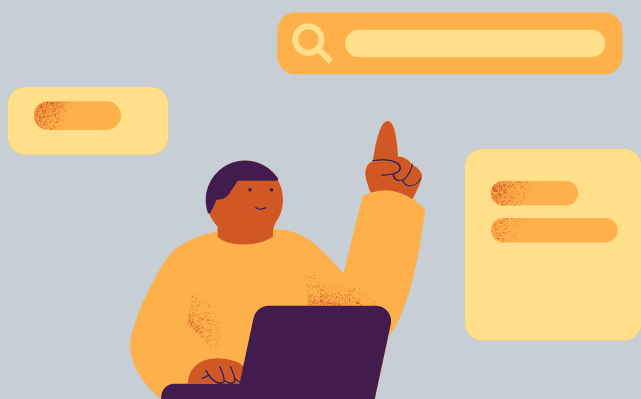




**GUIDE ON
CONSUMER GOODS**

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OVERVIEW

The consumer goods sector, also known as the consumer packaged goods (“CPG”) sector, is a critical component of the global economy. It encompasses a wide range of products that are purchased and used by individuals and households on a daily basis

The sector plays a pivotal role in driving economic growth and job creation across countries.

It involves the production, distribution, and sale of goods on a massive scale, involving both multinational corporations and local enterprises. The consumer goods sector serves as a vital link between producers and consumers, connecting supply chains that span multiple countries and continents.

Sustainability and social responsibility have also emerged as critical considerations in the consumer goods sector. Consumers are increasingly concerned about the environmental impact of products, as well as ethical sourcing and production practices.

Companies are under growing pressure to adopt sustainable business practices, reduce their carbon footprint, and address social issues to maintain consumer trust and loyalty.



MARKET DYNAMICS

The market dynamics of consumer goods on a global perspective are influenced by various factors, including changing consumer preferences, economic conditions, technological advancements, and evolving regulatory landscapes.

One of the significant trends shaping the global consumer goods market is the shift in consumer preferences towards sustainable and eco-friendly products. This trend has led to an increase in demand for organic, natural, and environmentally friendly consumer goods across various sectors, including personal care, household products, and food and beverages.

Technological advancements have also played a vital role in shaping the market dynamics of consumer goods globally.

Online retail channels have expanded access to a wider range of products, enabled personalized recommendations, and provided convenient shopping experiences.

Global trade and geopolitical factors also impact the market dynamics of consumer goods. Trade agreements, tariffs, and regulatory frameworks influence the flow of goods between countries, affecting supply chains, production costs, and market accessibility.

changing demographics and social trends have a significant impact on the consumer goods market. The rise of urbanization, an aging population, and changing family structures have altered consumer behaviors and preferences.



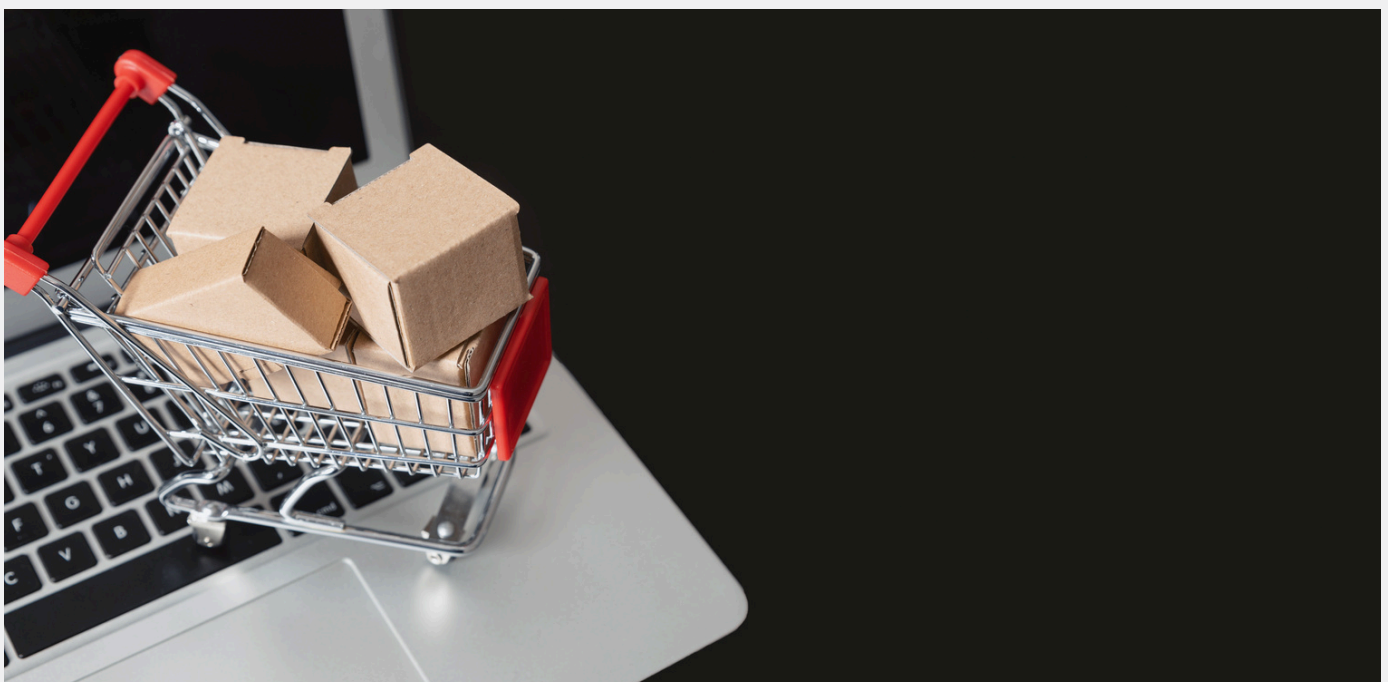
ECONOMIC OVERVIEW

The Fast Moving Consumer Goods (“FMCG”) or Consumer Packed Goods (“CPG”) industry represents one of the largest industries worldwide. Additionally, increasing awareness among the consumers and expansion of organized retailing will also be catapulting the demand gradient over the next few years.

The FMCG sector, in its entirety, has been experiencing consistent healthy growth over the last decade, owing to the increased adoption of experience retailing, where consumers equate shopping with social and leisurely experiences.

, one of the major factors steering the growth of the global FMCG market is the increase in population. In fact, the rapid surge in population is directly proportional to the increase in consumption of consumer goods

Similarly, frequent launches of new products, growing awareness amongst consumers about various FMCG products, rise in disposable incomes of the middle-class population, easier access to consumer goods, a marked change in lifestyle of the consumers in developed and developing countries, effective brand advertising and attractive price points, strong logistics and distribution channels of such companies, growth in online commerce and R&D spend by old and new entrants in product innovation and go-to-market strategies; are all collectively contributing to the FMCG market growth.



Globally, one category, however, showed tremendous potential, which is the Chocolate Confectionery market. Its market size, according to reports, is projected to touch \$265.9 billion by 2028, rising at a market growth of 6.7% CAGR between 2022 and 2028.

As every industry today is intertwined with global market dynamics, economic tectonics cannot be ignored. While we witnessed robust recovery from the impact of Covid in 2021, registering the highest growth rate in more than four decades, majorly fuelled by strong consumer spending and uptick in investments with trade in goods crossing pre-pandemic levels.

China, the United States, and the European Union saw considerable slowdown by the end of 2021 as the impact of monetary and fiscal stimuli began to retreat and supply chain disruptions emerged.

, the global output is anticipated to grow by only 4.0 per cent in 2022 and 3.5 per cent in 2023. However, since a recession is not currently underway, as experts opine, market recovery is foreseen to pick up space soon.



EMERGING TRENDS

Consumer Awareness

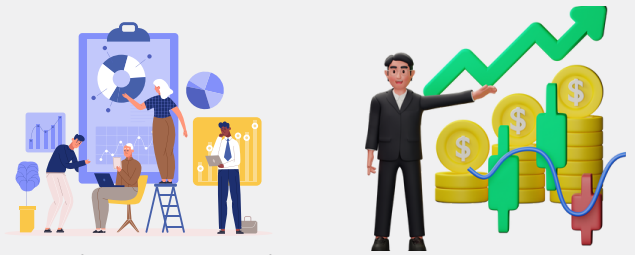
While brands research to understand consumer preferences and interests, today's consumers are also keen on learning more about the brands, their sources, and products before spending

Seamless Shopping Experience

A seamless shopping experience refers to integrating customer data to personalize interactions and provide a connected journey across different devices and channels. It involves transitioning smoothly between offline and online environments

Short-term Purchases

In the last two years, the market has witnessed drastic changes in consumers' behaviour., consumers made more short-term choices., With economies getting back on track, consumers have returned to making short-term buys in which they want fresh produce in small quantities.



Sustainable Choices

Lately, consumers have become very conscious of their choices and are adopting measures to lead a more sustainable life.

They are increasingly showcasing environmental concerns, setting sustainability as a key parameter while making purchasing decisions. Identifying this shift in consumer behaviour, numerous brands have undertaken steps to become more sustainable and address these issues. For instance, many companies nowadays are opting for eco-friendly packaging and some others are focused on adopting solutions like waste recycling.

Value-Based Choices

Another key trend that is shaping the consumer goods industry is value-based choices. India has essentially been a price-conscious market, therefore, brands need to innovate in a way that strikes a chord with the consumers. This in turn will drive growth. One of the ways to achieve this target and boost sales is to promote value-based offerings of a product.

MAJOR INVESTMENTS

E-commerce platforms: Investments in e-commerce platforms have soared as online shopping continues to gain popularity worldwide. Companies like Amazon, Alibaba, and JD.com have received substantial investments.

Direct-to-Consumer (“D2C”) brands: D2C brands have disrupted traditional retail models by offering products directly to consumers, cutting out intermediaries. These brands have attracted substantial investments due to their ability to build strong customer relationships, offer unique product offerings, and leverage digital marketing channels

Sustainable and Eco-Friendly Consumer Goods: Investments in sustainable and eco-friendly consumer goods have been on the rise as consumers increasingly prioritize environmentally conscious products. Startups and established companies focusing on renewable materials, recyclable packaging, and energy-efficient manufacturing processes have received significant funding.

Consumer Health and Wellness: With an increasing focus on health and wellness, investments in consumer health companies have surged. This includes investments in digital health platforms, wearable technology, fitness apps, and telemedicine services.



Consumer Electronics and Smart Home: Investments in consumer electronics and smart home technologies have been significant, driven by the increasing adoption of smart devices and IoT-enabled products. Companies offering smart home security systems, connected appliances, and AI-powered personal assistants have garnered substantial investments.

Fashion and Apparel: The fashion and apparel industry has witnessed investments in online fashion retailers, clothing subscription services, and sustainable fashion brands. Startups disrupting traditional fashion retail models and embracing innovative business models have attracted attention from investors.

Consumer Financial Services: Investments in consumer financial services have seen growth, particularly in fintech companies offering digital payment solutions, mobile banking, peer-to-peer lending, and personal finance management tools.

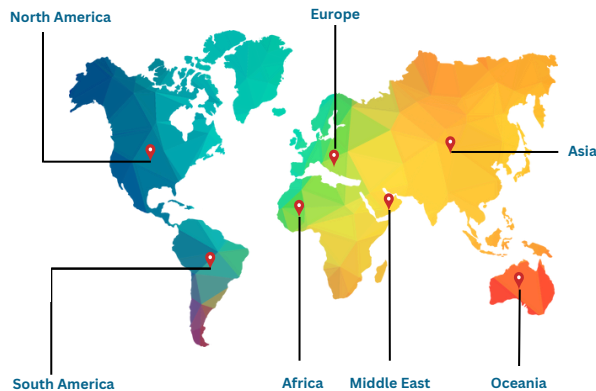




HOW CAN WE HELP?

- The firm offers high-quality business professional services that cover full length of business and facility service models that helps in on-going service contracts, third-party staffing and full business process outsourcing. Our professionals evaluate the business models and value propositions of companies that serve small businesses to large organizations across the scale of services and end markets.
- The firm help businesses services providers in establishing a competitive advantage in market by delivering unique services taking advantage of striking opportunities, develop innovative business models and outperform the competitors. The business services sector is seizing opportunities driven by globalization, consolidation and new technology.
- The firm advise professionals to analyze their critical performance drivers, evaluate contractual frameworks and continue to evolve service offering strategies providing a competitive edge.
- The firm experts help clients in acquisition, service development, new market entry, regulation, divestment and political risk management, strategic operational efficiency and management.

SERVING CLIENTS WORLDWIDE



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