

CONTEXT

PowerPoint presentation covers quarterly FMCG performance in India, touch base with performance of various FMCG baskets at channel & Po strata. Deep dives & summarizes key themes from that quarter.

Release data will be around 6th or 7th of the quarter. Immediately after the press release.

FMCG SNAPSHOT

Snapshot

INDIA FMCG
Quarterly Snapshot

Oct-Nov-Dec 2024

NIQ

© 2024 Nielsen Consumer LLC. All Rights Reserved.



India's FMCG Quarterly Snapshot

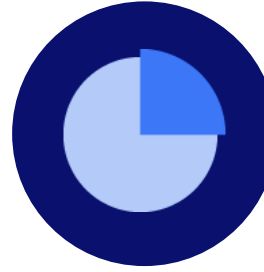
FMCG & BEVERAGES



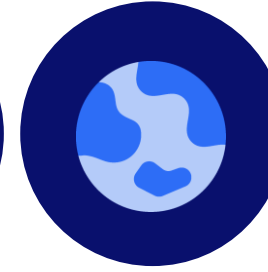
Overall FMCG
Growth



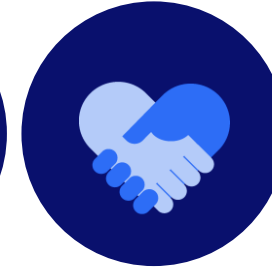
Channel Growth
Trends



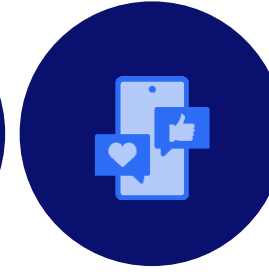
FMCG Baskets
Performance



Pop Strata
Performance



Mnfr cohorts
Performance



Ecom Snapshot
(8 Metro)

Zones: North, East, West & South

Channels: Grocers, Chemists, Cosmetic, MT & Ecom*

Pop Strata: Metro, TC1 & TC2, ROU, Rural

Time Period: Every Quarter

Products : FMCG 87 Ctgs, SD+PW

Cost : INR 4 lakhs

