

SMB Playbook

What Big Brands can learn from Emerging Brands in India

01



Broad Overview of Business Climate

- Slowing Inflation and Improving confidence index
- Growth at extreme ends of the spectrum

02



Winning strategies of small Players

- 9 winning codes for Small Players

03



Small player view by category and zone

- 5X Faster growth of small players in Salty snacks and Noodles
- 4 X faster in Household care , 2X faster in Personal care

04



Future Outlook & Call to action

- Strategic Acquisitions season for Big players
- Call to Action for big players and small players

Details : data of Full year 2024
Cost : 7.5 Lakh INR

Timeline : Delivery in 1 week after PO
Online Presentation for Nominal Cost of 50K INR.

Contact your NIQ contact for further information

What are some things Small Players are doing differently

