

## AN OVERVIEW OF INDIAN FMCG SECTOR

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### **ABSTRACT**

*The Fast Moving Consumer Goods (FMCG) sector is the key contributor to the Indian economy. This fourth largest sector of Indian economy provides employment to around 3 million people which accounts for approximately 5% of the total factory employment in the country. These products are daily consumed by each and every stratum of the society irrespective of social class, income group, age group, etc. FMCG sector is more lucrative because of low penetration levels, well-established distribution network, low operating cost, lower per capita consumption, large consumer base and simple manufacturing processes for most of the products resulting in fairly low capital investments.*

**KEYWORDS:** *Social Class, Income Group, Age Group, Low Capital Investments*