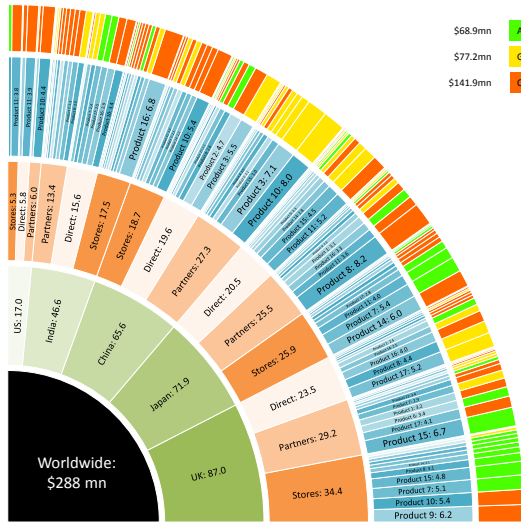


FMCG WORLD MARKET SHARE ANALYSIS

\$288.0mn Worldwide

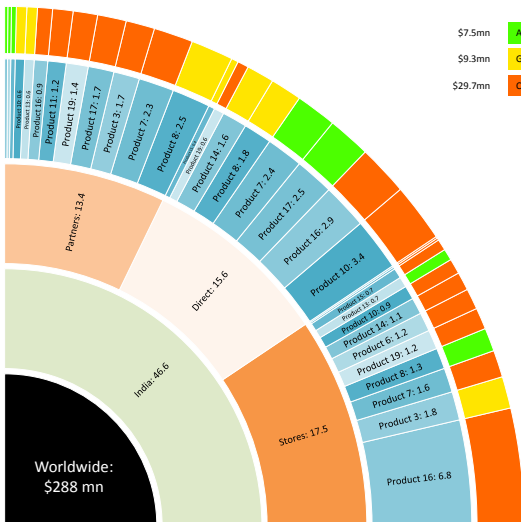
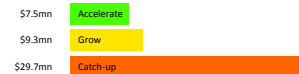


Fast Moving Consumer Goods are products that are sold quickly and at low cost like soft drinks, tooth paste, chocolates etc. FMCG companies have a huge market to target. But, often companies face different challenges in different countries to capture true market value.

These visualizations are interactive and created directly on Microsoft PowerPoint by the Gramener visualization server.

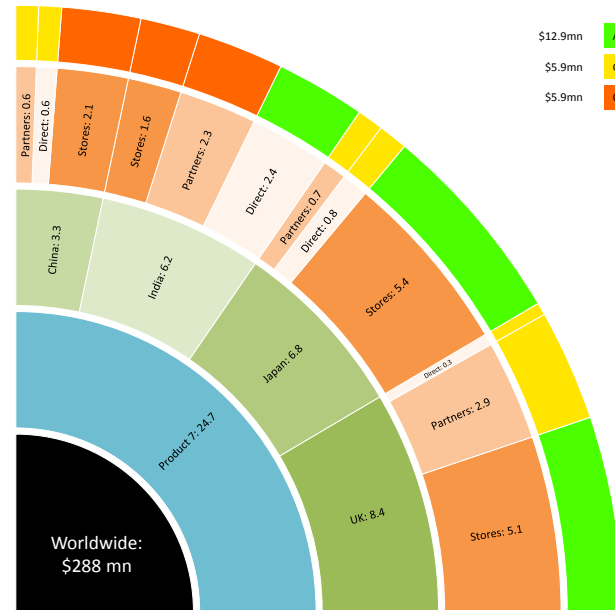
An FMCG company has generated total revenue of **\$288 million**. And, **UK** has the highest share, **\$87.9 million**, among all the countries. Two biggest growing economies have contributed, \$65.6M and \$46.6 million only.

\$46.6mn India



Out of **India's \$46.6 million**, 'stores' have bought \$17.5 million, 'direct sales' about \$15.6 million and 'partners' helped them gain \$13.4 M. India's market is so vast that companies often fail to penetrate. Also, frequently face challenges with India's distribution network.

\$24.7mn Product 7



Product 7 has collected \$24.7mn in total. And, Company has fairly **succeeded** in capturing UK's and Japan's market. But, has **failed** to dominate in emerging economies.