

**108<sup>th</sup> Marketing Club**

**30<sup>th</sup> Cairo. 70<sup>th</sup> Business Club**

# **FMCG Marketing**

**Tuesday 19-9-2023**

**10 PM EGY 10 PM KSA 11 PM UAE**

**FOUNDER & HOST**

**Dr. Mahmoud Bahgat**



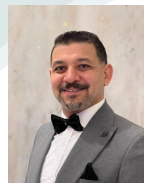
**INSTRUCTOR**

**Mr. Shehab El Naggar**  
**Marketing Manager**

# FMCG Marketing 2023

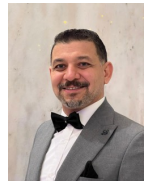
Fast **M**oving **C**onsumer **G**oods


Shehab El Naggar



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What does  
FMCG stand  
for?



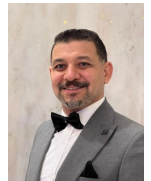
**F**ast **M**oving **C**onsumer **G**oods

Products sold quickly, relatively  
cheaply and non-durable  
consumer goods



# FMCG products..

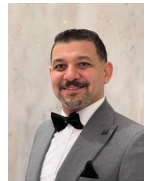
Examples of **FMCG** products encompass a wide range of items that are commonly found in households and include packaged foods, beverages, hygiene products, cosmetics, cleaning supplies, and other low-cost household items.





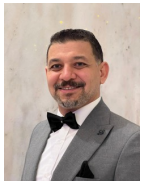
# FMCG characteristics

- **Durability:** The FMCG products are non-durable and need to be consumed immediately.
- **Purchased Frequently:** The FMCG Products are for meeting the daily needs of consumers, They are regularly consumed and which is why consumers frequently purchase them.
- **Large Number of Options:** There are many products available in the single FMCG category
- **Easily Available:** You can easily find them in Supermarkets, Hypermarkets, and Grocery Stores and can easily place orders on E-Commerce websites.
- **Low Cost:** Consumers can easily buy these goods at a low price



# Features of the FMCG Industry

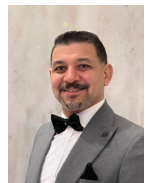
- High Turnover:
- The Competitive Market:
- Attractive Packaging:
- Offers and Discounts:
- Inelastic Demand:



# FMCG Vs CGP (Consumer Packaged Goods)

Both the terms refer to the goods that are highly in demand in the market, but have their own features that differentiate them from each other. Let us study the differences as given below:

- The former is a type of CPG. So they are those packaged goods that are sold very frequently and have a relatively low price. But the latter is a broader range of products which include the former and some others which may vary in their consumption frequency and prices.
- From the above point it can be derived that the former is fast moving goods, whereas the latter is both fast and slow moving goods.
- The former needs very frequent replenishment of stock from the seller's side whereas the latter includes goods that may or may not need frequent replenishment.
- The former is a low product. Therefore, consumers do not take much time to decide whether they will purchase them or not. But in case of the latter, the consumers may sometimes take long time to make purchase decision because they are often priced higher.
- The former is found in any type of convenience store, supermarkets, small shops, etc, but the latter is usually found in specialty store and require a special distribution channel for better distribution.

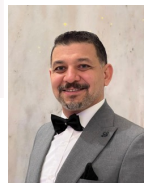




# FMCG top brands..

## The Top 10 Most Chosen FMCG Brands in Egypt 2022

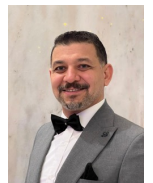
1	2	3	4	5	6	7	8	9	10
									
591 CRP(m) - 6%	441 CRP(m) - 6%	298 CRP(m) - 4%	235 CRP(m) +14%	218 CRP(m) - 8%	203 CRP(m) - 6%	190 CRP(m) - 3%	144 CRP(m) -19%	132 CRP(m) + 4%	132 CRP(m) - 21%



# FMCG top key players..

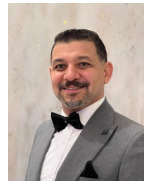
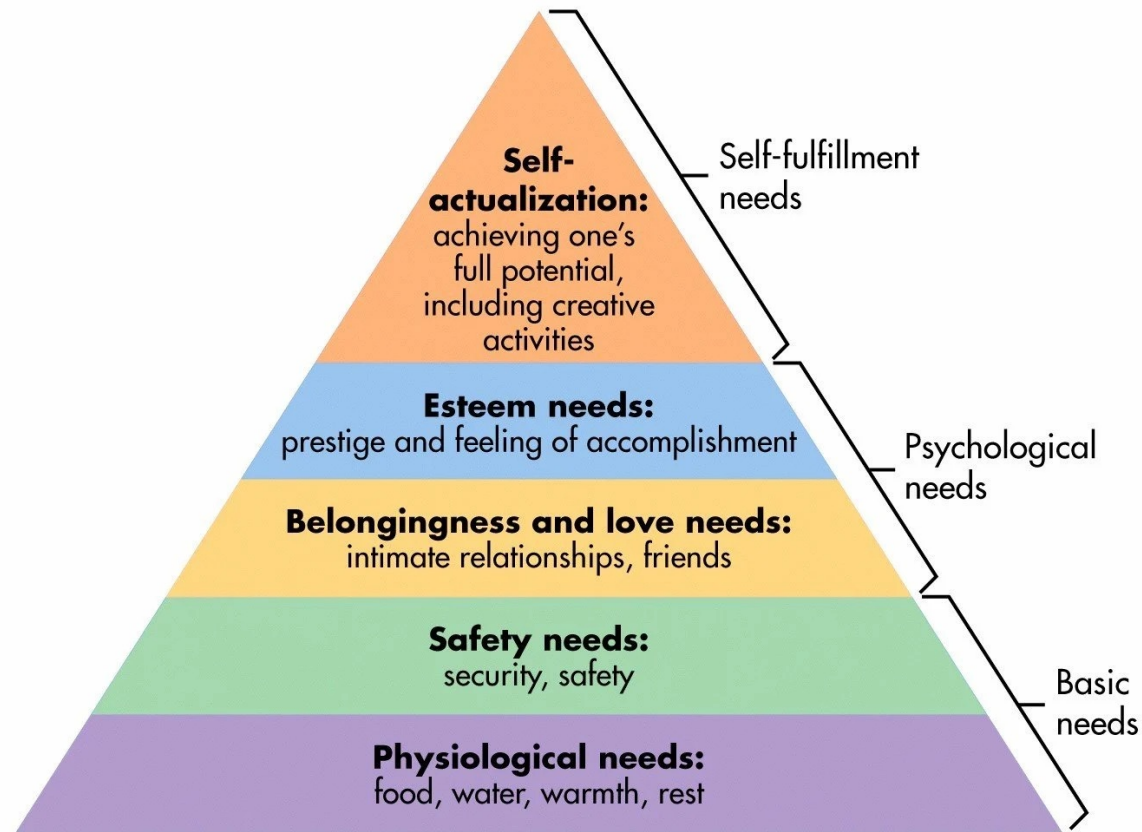
List of top key players in **FMCG**  
Market worldwide:

Pepsi, Kraft, Coca-Cola, Carlsberg Group,  
Diageo, Nestle SA, SAB Miller, Heineken NV,  
AB InBev, Dr. Pepper Snapple Group, Kellogg,  
Link Snacks, Frito-Lay, Cape Cod, Utz Quality  
Foods, Accolade Wines, Heineken and  
Carlsberg





# Maslow's Hierarchy Of Needs





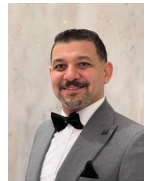
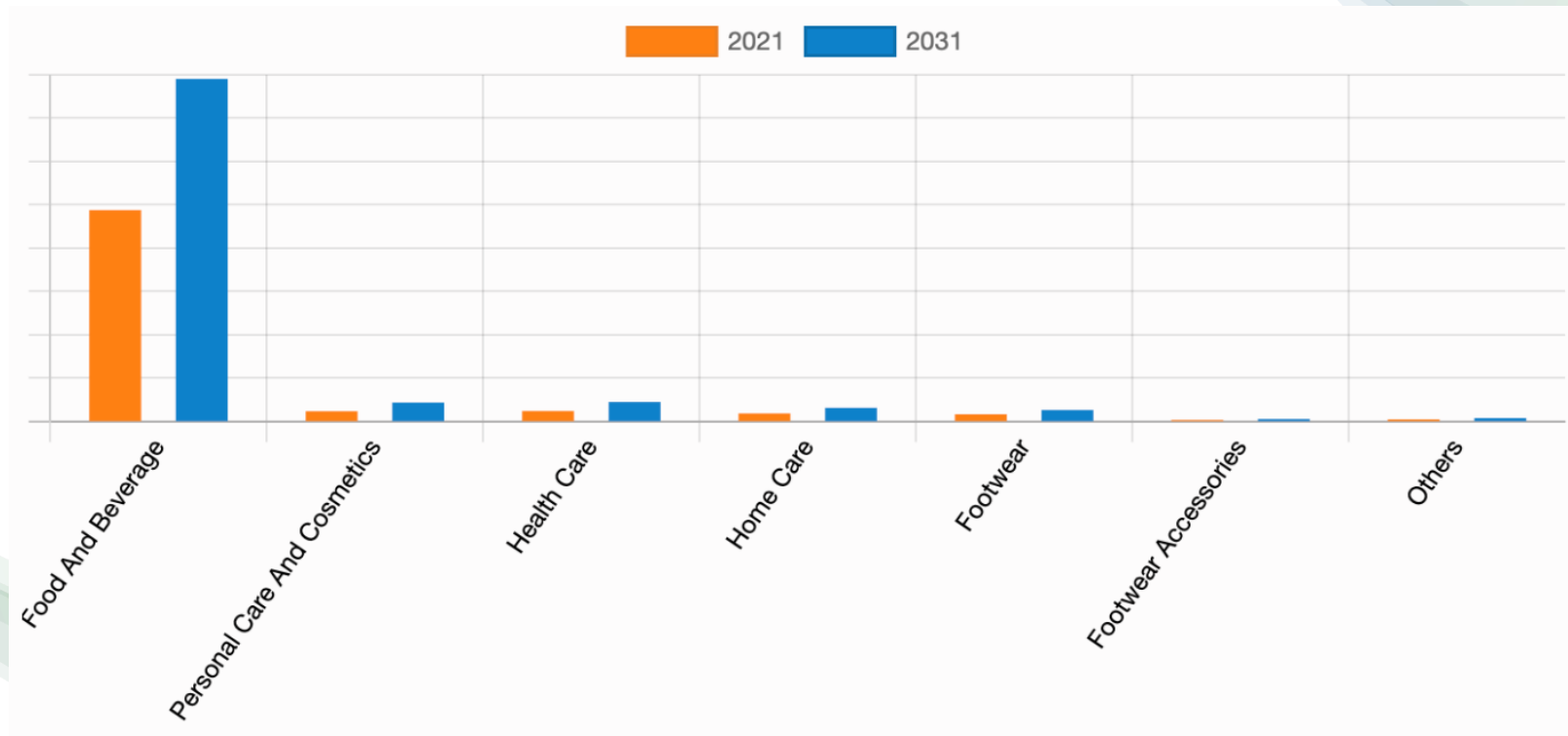
# Global Opportunity Analysis and Industry Forecast

- The global FMCG market size was valued at \$11,490.9 billion in 2021 and is projected to reach \$18,939.4 billion by 2031, registering a compound annual growth rate (CAGR) of 5.1% from 2022 to 2031.

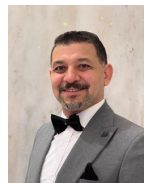
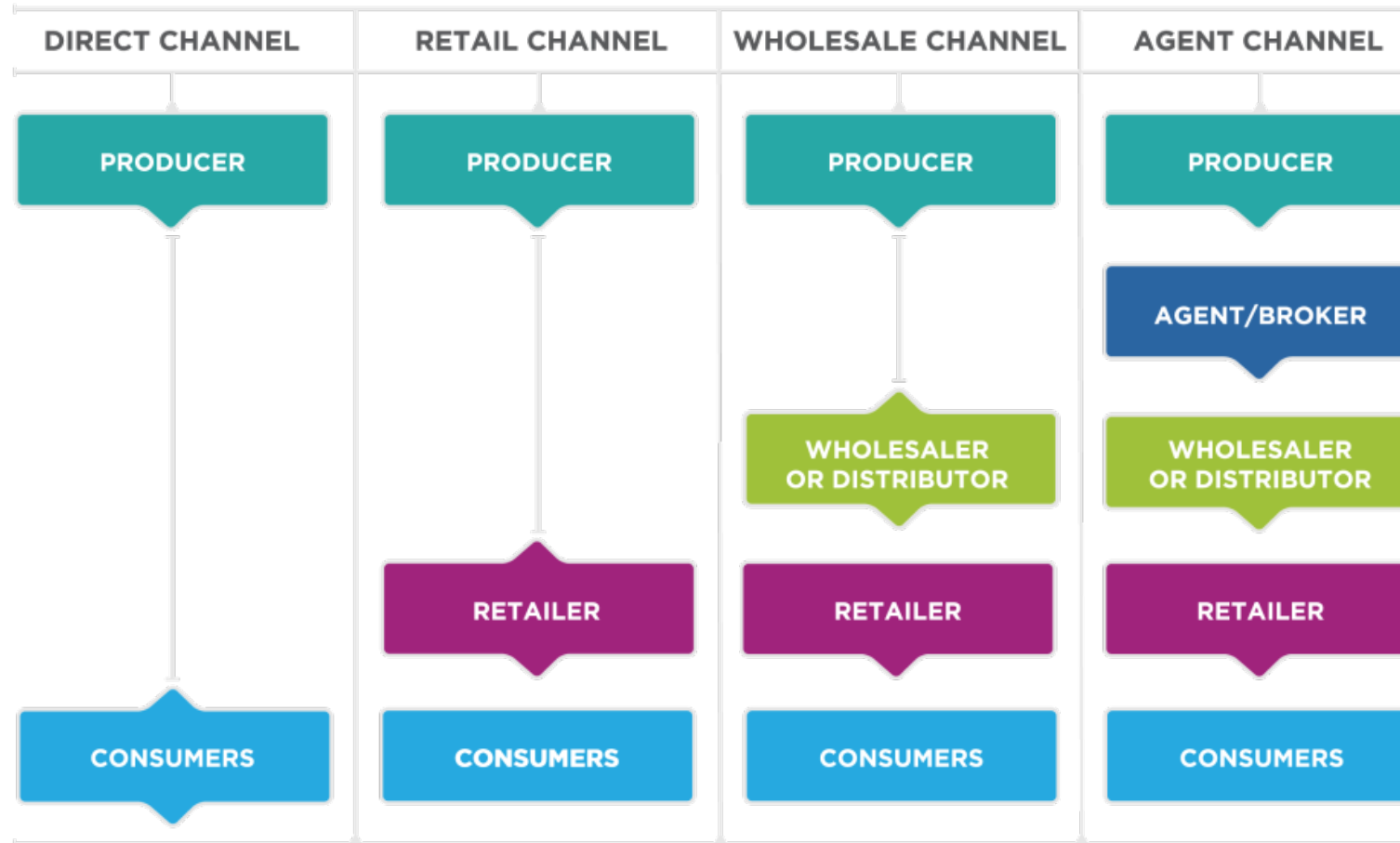




# FMCG Market by type 2021-2023



# FMCG Distribution Strategies



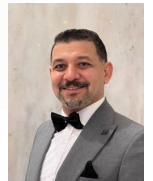
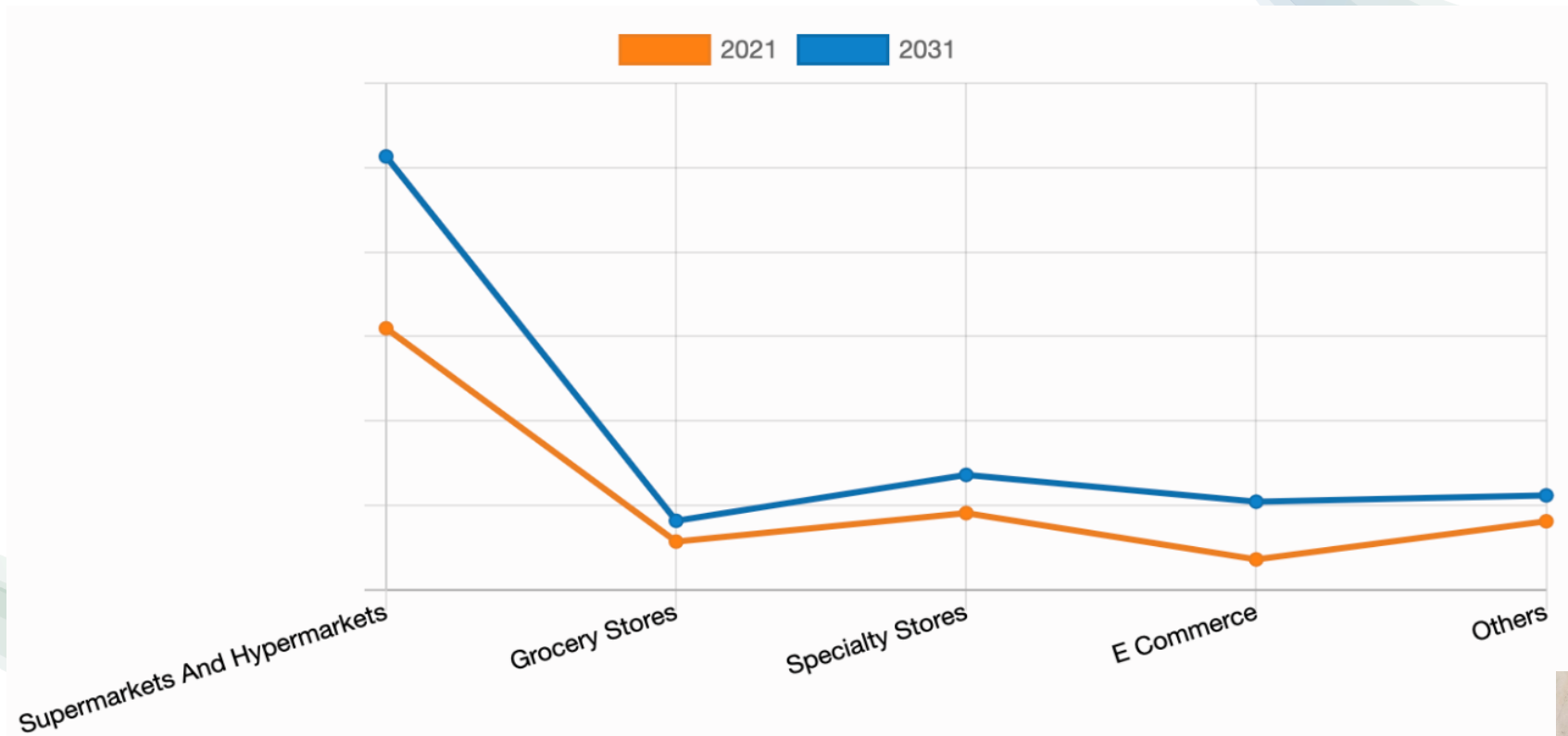
# FMCG Distribution Strategies

How To Expand FMCG Distribution? for example

- General Outlet. – 2000
  - Category Outlets – 1500
  - Company Outlets – 1000
  - Direct Coverage – 700
  - Effective Coverage – 300
- 500  
500  
300  
400

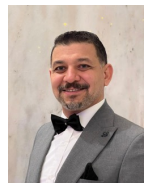


# FMCG Distribution channels 2021-2031



# FMCG Product mix:

Product Mix, also known as product assortment or product portfolio, refers to the various product lines and individual products offered by an organization in the market. Focusing on the product assortment helps companies analyze customers' requirements and introduce more products to fulfill the demand better.

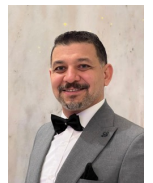




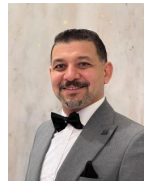
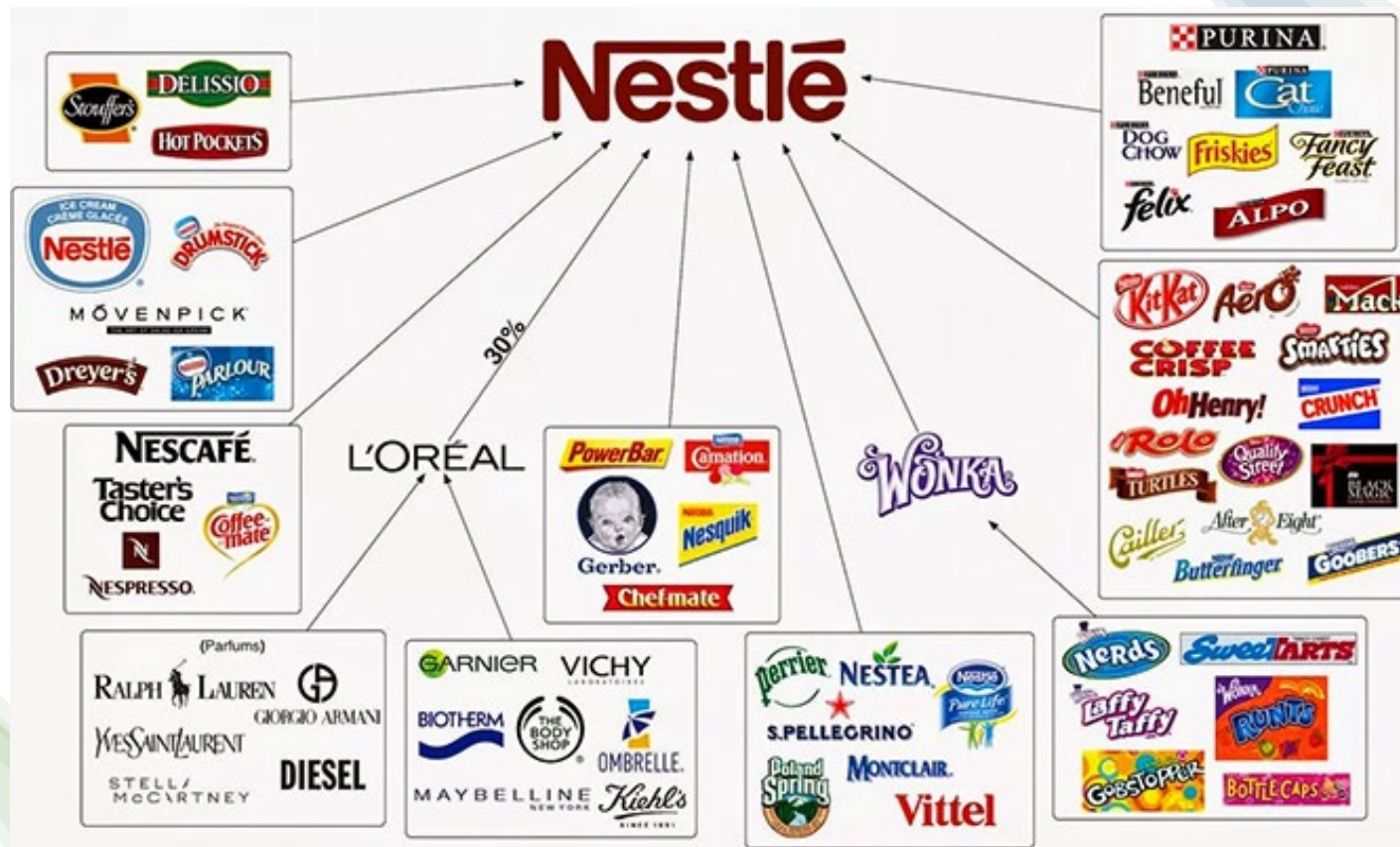
# FMCG Product mix Strategy:



**P&G**  
Procter & Gamble

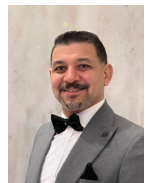
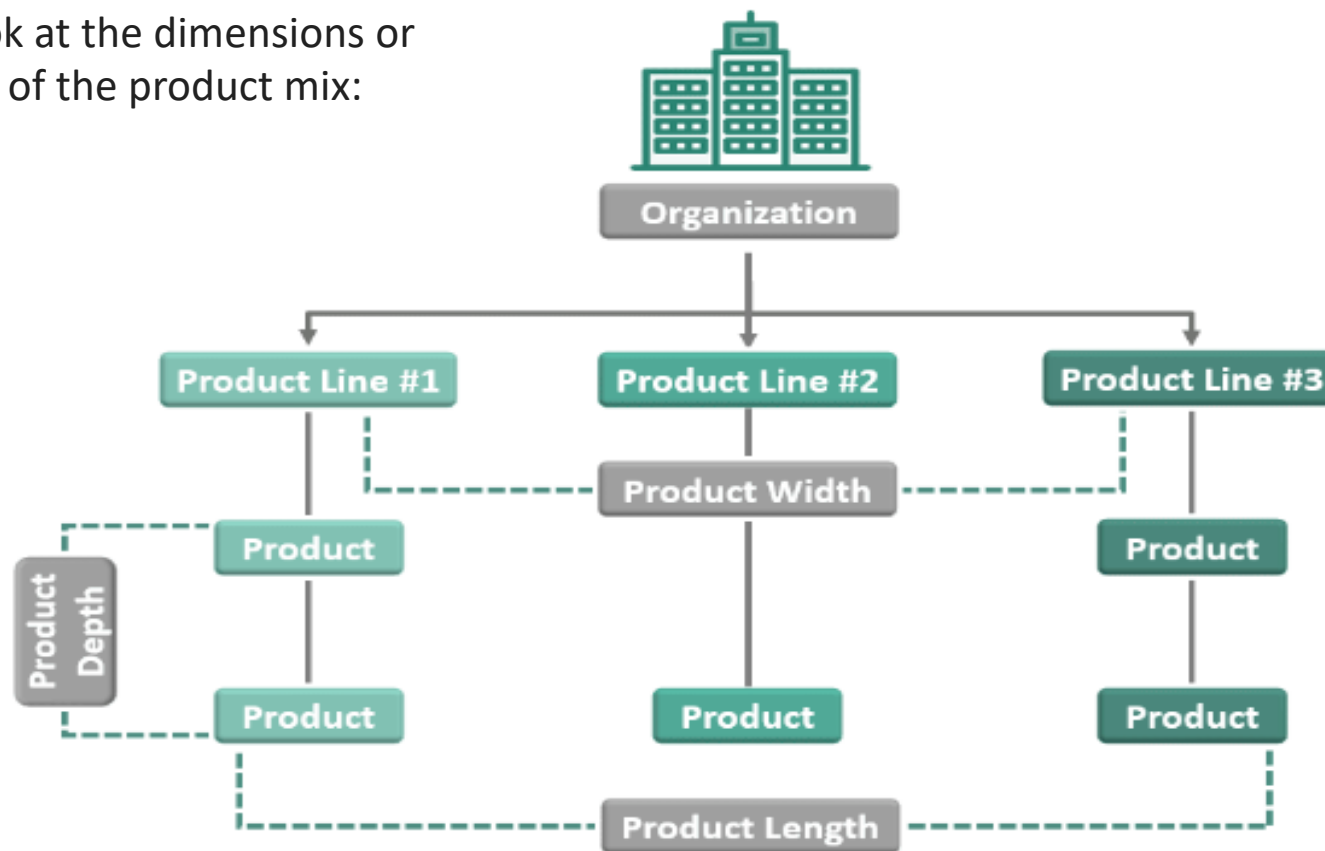


# FMCG Product mix Strategy:

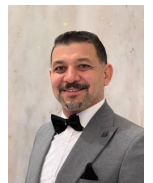
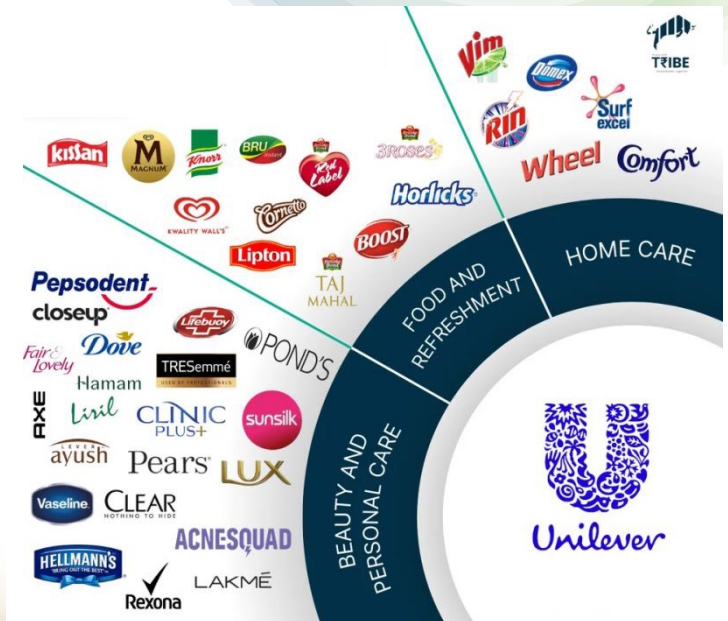


# FMCG Product Mix Dimensions:

Let us look at the dimensions or elements of the product mix:



# FMCG Product Mix Dimensions:

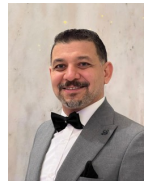




# FMCG pricing strategies

Pricing strategies are also important for FMCG companies. They must find a balance between offering competitive prices and maintaining profitable margins. Here are some pricing strategies that sales managers should consider:

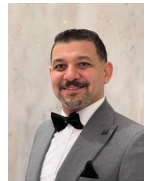
**1. Cost-plus pricing:** This strategy involves adding a markup to the cost of a product to determine its price. This can be an effective way to ensure that products are priced to cover costs and generate a profit.





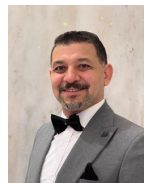
# FMCG pricing strategies & offers:

**2. Competitive pricing:** This strategy involves setting prices based on the prices of competitors. This can be an effective way to stay competitive in the market, but it can also lead to a price war.



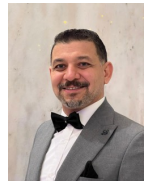
# FMCG pricing strategies & offers:

**3. Value-based pricing:** This strategy involves setting prices based on the perceived value of a product. This can be an effective way to differentiate products and charge a premium for higher-quality products.



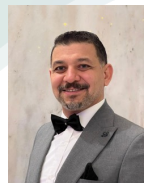
# FMCG pricing strategies & offers:

**4. Psychological pricing:** This strategy involves setting prices based on consumer perceptions. For example, pricing a product at \$9.99 instead of \$10 can make it seem like a better deal.



# Thank you

Marketing Manager  
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