

# 10 Understanding the Product Promotion and Positioning Issues of FMCG Products in the City of Mumbai

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## Abstract

There are some sectors where innovations and inventions are highly susceptible to counterfeiting and piracy which cannot be challenged due to the very nature of the sector. FMCG is one such sector where innovations do not last long. Therefore, product positioning and promotion plays a very important in grabbing the benefits of new creation. Against this background the present research paper tries to analyse product positioning and product promotion with reference to FMCG sector. Geographically, the study is restricted to the city of Mumbai as Mumbai is the financial capital of India and support large customer base for FMCG items. The research paper touches the various aspects of positioning strategies and promotion strategies adopted by FMCG companies in the city of Mumbai.

**Key words:** Fast Moving Consumer Goods, Product Positioning, Product Promotion, Market Strategy.

## Introduction

FMCG goods are popularly known as consumer packaged goods. Items in this category include all consumables (other than groceries/pulses) people buy at regular intervals. The most common in the list are toilet soaps, detergents, shampoos, toothpaste, shaving products, shoe polish, packaged foodstuff, and household accessories and extends to certain electronic goods. These items are meant for daily of frequent consumption and have a high return. The fast moving consumer goods (FMCG) segment is the fourth largest sector in the Indian economy. The market size of FMCG in India is estimated to grow from US\$ 30 billion in 2011 to US\$ 74 billion in 2018. Food products is the leading segment, accounting for 43 per cent of the overall market. Personal care (22 per cent) and fabric care (12 per cent) come next in terms of market share. Growing awareness, easier access, and changing lifestyles have been the key growth drivers for the sector.



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