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# FMCG Update

## Fast Moving Consumer Goods

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### Top FMCG Companies in 2018

- 1<sup>st</sup>: Nestle.
- 2<sup>nd</sup>: Johnson & Johnson.
- 3<sup>rd</sup>: Procter & Gamble.
- 4<sup>th</sup>: Pepsi.
- 5<sup>th</sup>: Unilever.
- 6<sup>th</sup> AB InBev.
- 7<sup>th</sup>: Coca Cola.
- 8<sup>th</sup>: JBS.

### How do I market my FMCG Product?

The FMCG industry will be facing many challenges in the next decade. Consumer behavior is shifting to more value versus name brands. Consumers have many options today and they are very easy for them to find.

#### Creating Value :

- Building a relationship with retailers that engages with their customers and offers customers special privileges.
- Market products in a newly developed area. Retailers are usually eager to gain new customers and cater to vendors.
- Target areas with a very diverse population because these consumers embrace new products.
- Combining organic growth with an aggressive social media presence will create interest in your products.
- Promote environmentally friendly labeling and packaging



### Mistakes Small & Medium size FMCG Companies need to Avoid:

- Many small to medium size companies never build enough funds for marketing their products.
- Partnering with the wrong distributor that doesn't share the same passion as you is a common mistake.
- Over pricing their product without good justification before earning brand awareness.
- Not planning far enough in advance or not having a good strategy on how to market the product.
- Attractive labels sell products. Keeping them simple is the key. Hiring an outside marketing firm will help maintain your objective, while keeping emotion out of your decision.

