



- *Consumer Market IBEF Report*
- *Competition in consumer-durable lending space set to intensify: ICRA*
- *2018 Consumer Products Industry Outlook*
- *List of Top Consumer Durables Players*

# Industry Trends—Whitepapers

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Title	Source	Abstract	Link
Should CPG manufacturers go direct to consumer—and, if so, how?	McKinsey	E-commerce is here to stay, and it's affecting every product category. Consumer packaged goods, which were once purchased almost exclusively in stores, have moved into the "digital battleground"—that is, consumers are increasingly researching and buying them online. Recent surveys indicate that nearly one in four US households already shops for food and beverages online; our research suggests that the number of US consumers buying health and hygiene products online could more than double within a year.	<a href="#">Click here</a>
2018 Consumer Products Industry Outlook	Deloitte	The ability of companies in the consumer products industry to quickly adapt, innovate, and differentiate themselves in the marketplace is often essential to success and driving brand growth. According to Deloitte Insights' United States Economic Forecast, the US economy is likely to continue to grow at a moderate 2.0 to 2.5 percent rate in 2018.	<a href="#">Click here</a>
Capitalizing on the Demand for Durables	BCG	Manufacturers have taken advantage of markedly increased demand for durable goods over the past five years, rewarding shareholders by creating substantial value during a broad economic recovery worldwide. In 2017, The Boston Consulting Group conducted its annual analysis of total shareholder return (TSR), looking at 2,343 companies across 33 industry sectors, including 59 companies in consumer durables.	<a href="#">Click here</a>
ARE CITY SHOPPERS GETTING SECONDHAND TREATMENT?	Accenture	Developed market major cities drive roughly 50 percent of the world's GDP. Just under 10 percent of the world's population live in these 163 developed market cities today. Consumer packaged goods (CPG) consumption is expected to reach \$13.2 trillion by 2025 in those same cities, accounting for 60 percent of total CPG consumption in major cities globally.	<a href="#">Click here</a>
2017 Consumer Packaged Goods Trends	Strategy&	The changes roiling the consumer packaged goods (CPG) industry are significant enough that companies will have to reexamine fundamental tenets that have in the past served them well. Consider CPG revenue opportunities. Historically, population growth and gains in consumer spending provided reliable fuel for CPG expansion. That has changed. The number of consumers in developed countries has either flatlined or fallen; birth rates in North America and Western Europe are below the replacement rate.	<a href="#">Click here</a>

## Competition in consumer-durable lending space set to intensify: ICRA

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"ICRA expects that competition in the consumer durable lending space is set to intensify as more NBFCs enter the space which could have an impact on margins. "High operating and credit costs, notwithstanding the superior yields, will remain the key entry barriers into the segment. "Any dilution in underwriting standards could lead to a higher skew towards sub-prime borrowers resulting in elevated credit costs and lower returns. "In order to mitigate risks arising from diluted underwriting standards, adherence to conservative lending norms, strengthening internal systems and frequent monitoring of portfolio performance would remain critical," said Karthik Srinivasan, Senior Vice-President and Group Head, Financial Sector Ratings, ICRA.

## List of Top Consumer Durables Players in India

	Liberty Shoes has been operating for more than 60 years and has established its presence around the globe. Currently with an annual turnover exceeding Rs 5 billion (US\$ 80.3 million), the company is amongst the top five manufacturers of leather footwear industry in the world, producing more than 50,000 pairs a day using a capacity of more than 0.3 million square feet of leather per month. Liberty Shoes has presence in more than 25 countries, which includes major international fashion destinations like France, Italy and Germany. It has a worldwide distribution network of 150 distributors, 400 exclusive showrooms and more than 6,000 multi-brand outlets.
	Bata India is the largest retailer and leading manufacturer of footwear in India and is part of the Bata Shoe Organisation. It was incorporated as Bata Shoe Company Private Ltd in 1931 and was set up initially as a small operation in Konnagar (near Kolkata) in 1932. It was the first manufacturing facility in the Indian shoe industry to receive the ISO:9001 certification.
	Hindustan Unilever Ltd (HUL) is India's largest fast moving consumer goods (FMCG) company with a history of over 80 years in India. It operates as a subsidiary of the global FMCG giant Unilever Plc. With over 35 brands spanning 20 distinct categories such as soaps, detergents, shampoos, skin care, toothpastes, deodorants, cosmetics, tea, coffee, packaged foods, ice cream, and water purifiers, the company is a part of the everyday life of millions of consumers across India.
	Marico Ltd is one of India's leading consumer products companies operating in the beauty and wellness space. Empowered with freedom and opportunity, we work to make a difference to the lives of all our stakeholders - members, associates, consumers, investors and the society at large. Currently present in 25 countries across emerging markets of Asia and Africa, Marico has nurtured multiple brands in the categories of hair care, skin care, health foods, male grooming, and fabric care.
	Philips India Limited is a subsidiary of Royal Philips of the Netherlands, a diversified technology company, focused on improving people's lives through meaningful innovation in the areas of healthcare, consumer lifestyle and lighting. The company is a leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as male shaving and grooming and oral healthcare.
	Parle Agro is an Indian private ltd company founded in 1984 that owns Frooti, Appy, LMN, Hippo and Bailey. They are the largest Indian food and beverage company, with brands that have won the hearts of consumers everywhere, they are in almost every home across the length and breadth of India. In 1959, operations started as Baroda Bottling Co for carbonated beverages. At Parle Agro, it's not just about the business. It's how they go about it. It's about the people. It's about the culture and ethics. It's also about sustainability and social responsibility.
	Godrej Consumer Products Ltd is part of the larger Godrej Group which was established in 1897. Godrej Consumer Products Ltd is the largest home-grown home and personal care company in India. Godrej presently ranks number one in hair colour, household insecticides and liquid detergents and number two in soaps. In India, brands such as Good Knight, Cinthol, Godrej Expert and Godrej No. 1 have been popular since ages and are now on their way to becoming an emerging markets FMCG

## Consumer Market —News & Deals

### News

- [Consumer durable players take the CKD route to beat higher import duties](#)
- [Durables makers outshine FMCG companies as India buys more](#)
- [Consumer priorities changing thanks to growing disposable income, technology](#)

### Deals

- [Intex doubles down on its consumer durables business in India](#)
- [Consumer goods makers pin hopes on 2018 to erase woes of 2017](#)

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## Consumer Durables Infographics—Click to view the larger image

