



The World Market for Fast-Moving Consumer Goods: Outlook and Opportunities

September 2025

EXECUTIVE SUMMARY

Why read this report?

INTRODUCTION

FMCG in 2025: Characterised by uncertainty and price sensitivity

Key findings

OPPORTUNITIES IN WORLD FMCG

Despite the challenges opportunities remain

Beyond Affordability: Economic uncertainty prompts retailers to adjust loyalty programmes

Healthy Longevity: Wellness presents an opportunity to target consumers by life stage

Intentional Consumption: Consumers seek control amidst global uncertainty

Market Volatility: Emerging markets such as India provide key opportunities

Next-Gen Online Storefront: E-commerce continues to drive growth and evolve in 2025

WORLD FMCG CURRENT AND FUTURE PERFORMANCE

Economic uncertainty surges in 2025

Price-led value growth masks underlying challenges

Soft drinks and cooking ingredients and meals top 2025 performance

RTDs, energy drinks and fragrances lead growth forecasts

India and Brazil are at the forefront as emerging markets gain ground

US and China overshadow other markets in e-commerce

Key opportunities in FMCG

FOOD AND BEVERAGES

Food and beverages: Geographic shifts and affordability-driven adjustments

Functionality, cost concerns and pricing shape the category outlook

Private label and affordability: Consumers prioritise price, but not above all

American Cola and the rise of affordable, local hero brands in emerging markets

BEAUTY AND HEALTH

Increased focus on affordability due to geopolitical tensions and cost-of-living crisis

Fragrances set to become fastest growing category

Walgreens premiumises private label skin care to further price accessibility

HOME CARE AND PET CARE

Premiumisation potential despite financial headwinds

Personalisation signals a new era in home care and pet care

AI in pet nutrition: Ollie launches AI-powered solution

CONCLUSION

How to win

Questions we are asking

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