

**GOVERNMENT OF INDIA  
MINISTRY OF COMMERCE & INDUSTRY  
DEPARTMENT FOR PROMOTION OF INDUSTRY AND INTERNAL TRADE**

**RAJYA SABHA**

**STARRED QUESTION NO. 265.  
TO BE ANSWERED ON FRIDAY, THE 24<sup>TH</sup> MARCH, 2023.**

**FMCG INDUSTRY'S NEGATIVE VOLUME GROWTH**

**\*265. SHRI VIKRAMJIT SINGH SAHNEY:**

Will the Minister of **Commerce and Industry** be pleased to state:

- (a) whether it is a fact that the Fast Moving Consumer Goods (FMCG) industry's volume growth was negative 0.3 per cent, as per a NielsenIQ Report, if so, the details thereof and reasons therefor;
- (b) whether it is also a fact that FMCG sales from traditional trade channels witnessed continuous negative consumption growth for the fifth quarter, if so, the details thereof and reasons therefor; and
- (c) whether Government is aware about rural markets registering the sixth consecutive quarter with negative volume growth in FMCG sales, if so, the status of schemes for rural market growth, if consumption is on quarter-by-quarter declining?

**ANSWER  
THE MINISTER OF COMMERCE & INDUSTRY  
(SHRI PIYUSH GOYAL)**

**(a) to (c):** A Statement is laid on the Table of the House.

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**STATEMENT REFERRED TO IN REPLY TO THE RAJYA SABHA  
STARRED QUESTION NO 265 FOR ANSWER ON 24<sup>TH</sup> MARCH,  
2023 REGARDING “FMCG INDUSTRY’S NEGATIVE VOLUME  
GROWTH”**

**(a) to (c):** Global economy in 2022 faced the challenges of economic impact of pandemic, Russia-Ukraine conflict, and tightening of monetary policy by Central Banks. Despite this, India has shown resilience amid global headwinds, and emerged as the world’s fastest-growing major economy. International organisations have also projected India to continue as the world’s fastest growing major economy in 2024.

As per Ministry of Corporate Affairs, FMCG Companies have registered Year-on-Year growth of 9.1 per cent in turnover during FY 2020-21. Further, filing by companies for FY 2021-22 on the website of Ministry of Corporate Affairs is not complete. Available data based on the filing by 18,862 FMCG companies shows a growth of 26 per cent in turnover during FY 2021-22.

Details of private source quoted in the question are not available in the public domain.

Both Central and State/UT governments implement a number of schemes which directly & indirectly support rural markets. These include PM Kisan Samman Nidhi, Mahatma Gandhi National Rural Employment Guarantee Scheme (Mahatma Gandhi NREGS), Deendayal Antyodaya Yojana – National Rural Livelihoods Mission (DAY- NRLM), Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY) and Rural Self Employment Training Institutes (RSETIs), Pradhan Mantri Awaas Yojana- Gramin (PMAY-G), Jal Jeevan Mission (JJM) – HarGhar Jal, etc.

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