

Introduction

The consumer products industry is comprised of a variety of products such as toiletries and cosmetics, small appliances, consumer electronics, consumer electronics, and other household items. This industry has seen steady growth since the Industrial Revolution, and with the rising markets of Russia, China, and India starting to demand more commodities, this growth is expected to continue into the future.

Industry Leaders and Fragmentation

The amounts are given in Billions USD

Company	Country	Sales	Profits	Market Value
3M	United States	\$23.12	\$3.19	\$97.35
Altria Group	United States	\$18.02	\$3.21	\$42.17
Avon Products	United States	\$10.38	\$0.63	\$13.24
Beiersdorf	Germany	\$9.29	\$1.64	\$16.04
British American Tobacco	United Kingdom	\$22.86	\$4.36	\$93.27



Industry Composition

Profitability and Demand Drivers

Primary Demand Drivers

- Consumer income and spending
- Home sales
- Domestic economic activity

Profitability Drivers

- Effective marketing
- Efficient operations
- Increasing store traffic
- Efficient inventory management
- Adequate order fulfillment operations