



FMCG & BUDGET 2026: SECTOR PRIORITIES

Key Focus Areas

Boost Consumption:

Policies to increase disposable incomes and sustain urban & rural demand.



Strengthen Rural & Agri Supply Chains:

Investment in farm productivity, dairy infrastructure, and logistics.



GST & Affordability:

Rationalisation of GST on core FMCG, health, and hygiene products.



Tech & Manufacturing Efficiency:

Tax incentives for automation, AI, and digital manufacturing.



13.9%

FMCG value growth in Q1FY26

6%

Volume growth, led by rural demand

■ \$28-31 bn

Size of India's health & personal care market

■ 27 years

India's median age shaping consumption

Support Local & Sustainable Brands:

Eco-friendly packaging, domestic sourcing, and SME incentives.



Key Stats