

# Sales Overview of the Global FMCG Industry

Sales  
55.4M

Profit  
31.6M

Sales cost  
23.8M

Unit Cost  
1.9M

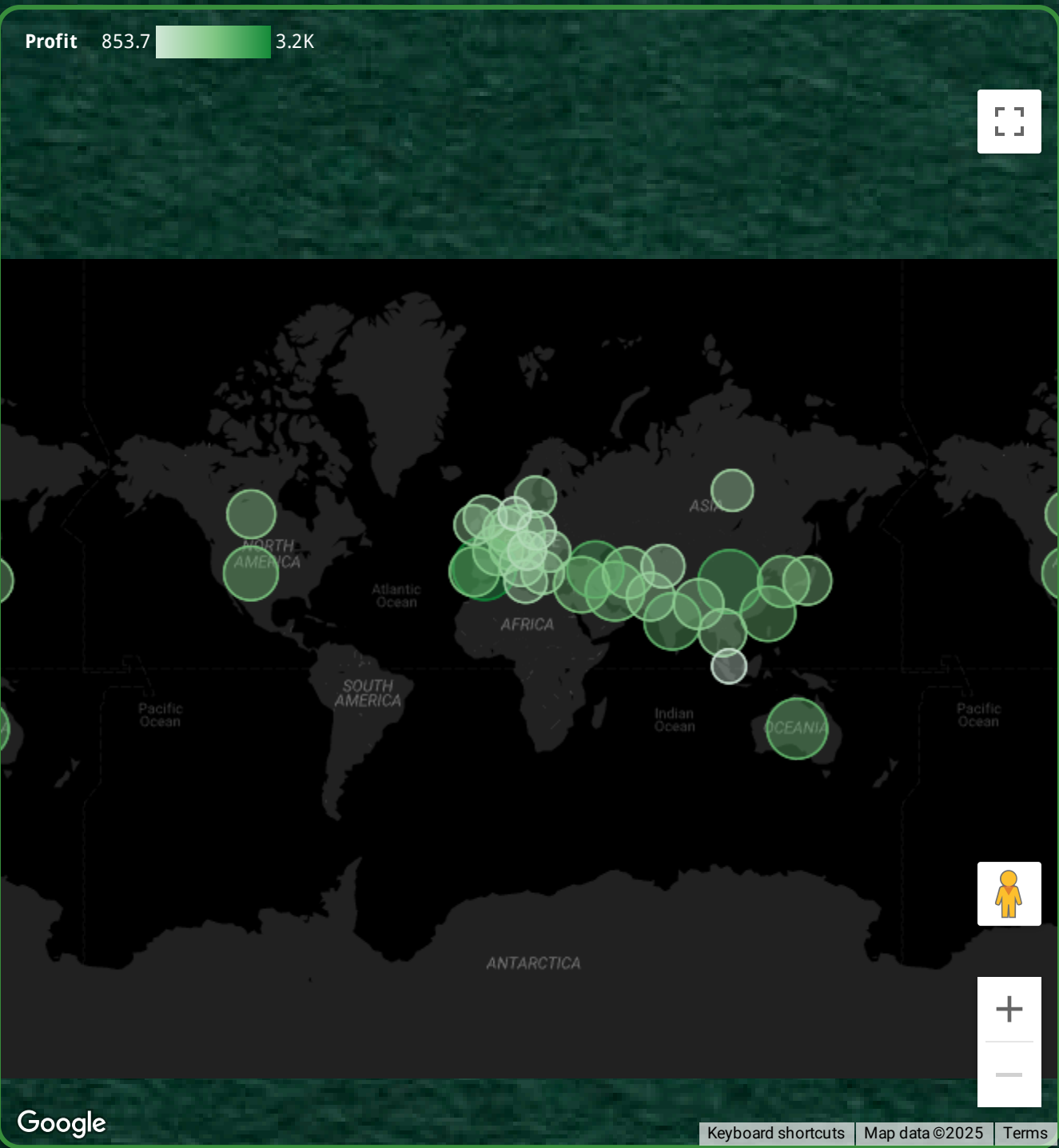
Price  
4.4M

products  
1.6K

Region ▾

Manufacturer ▾

## Sales across the Country



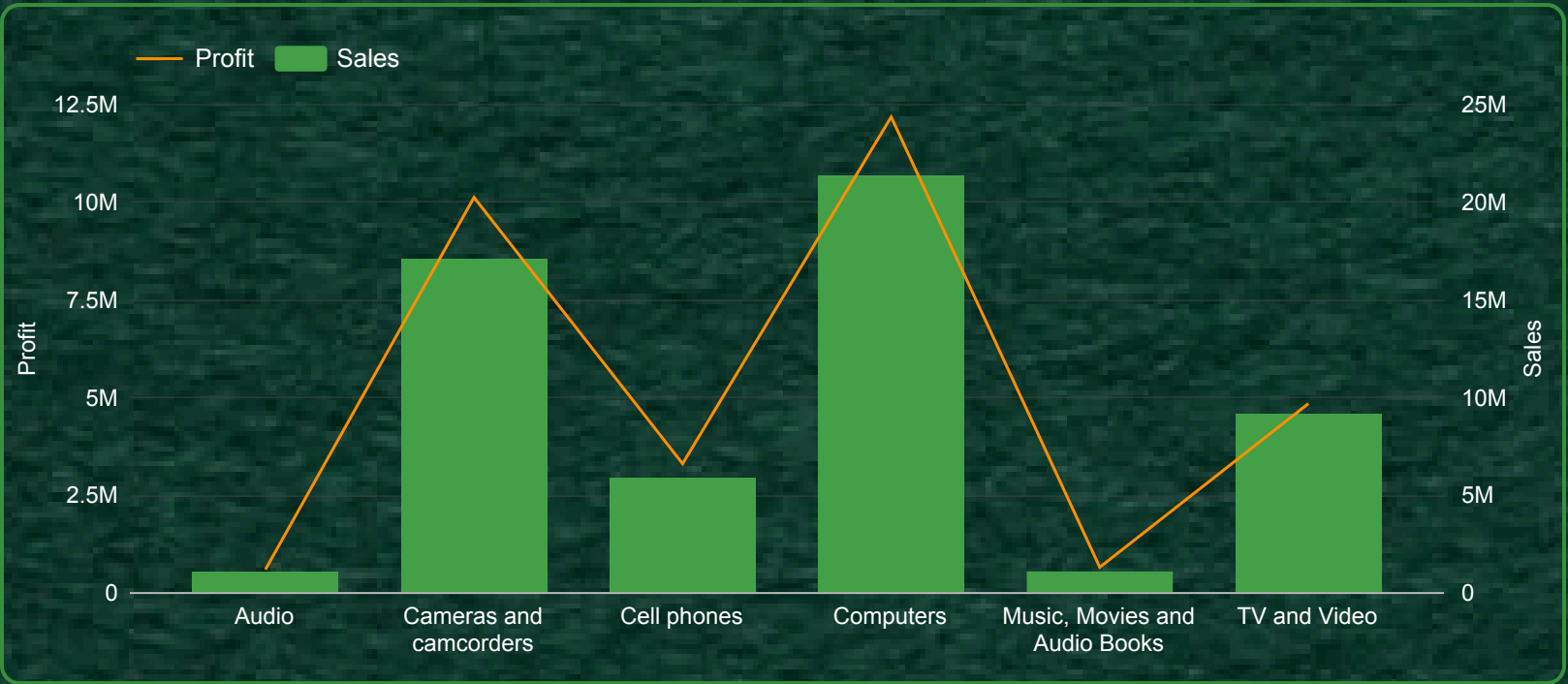
Product Category	Profit ▾
Computers	12,162,419.23
Cameras and camcorders	10,102,801.66
TV and Video	4,823,734.62
Cell phones	3,285,926.33
Music, Movies and Audi...	635,285.12
Audio	577,270.33

Product Sub Category	Profit ▾
Camcorders	4,972,852.9
Projectors & Screens	4,145,050.32
Laptops	3,763,974.47
Digital SLR Cameras	3,503,777.56
Home Theater System	2,470,355.41
Desktops	1,762,032.54
Smart phones & PDAs	1,585,115.38

Promotion Name	Profit ▾
No Discount	10,604,149.81
North America Back-to-School Promotion	4,800,289.81
North America Holiday Promotion	3,574,758.04
North America Spring Promotion	3,566,777.31
Asian Holiday Promotion	2,078,391.08
European Holiday Promotion	1,745,371.43
European Spring Promotion	1,498,235.52

## Sales and Profit

Product category analysis



Country	Profit ▾
United States	17,999,958.6
China	4,392,369.47
Germany	2,473,281.53
France	1,401,589.64
United Kingdom	729,551.63
Canada	668,871.91
Japan	555,052.32
India	357,657.33
Australia	344,234.44
Russia	262,063.39