

Total Revenue

19.95M

Total units

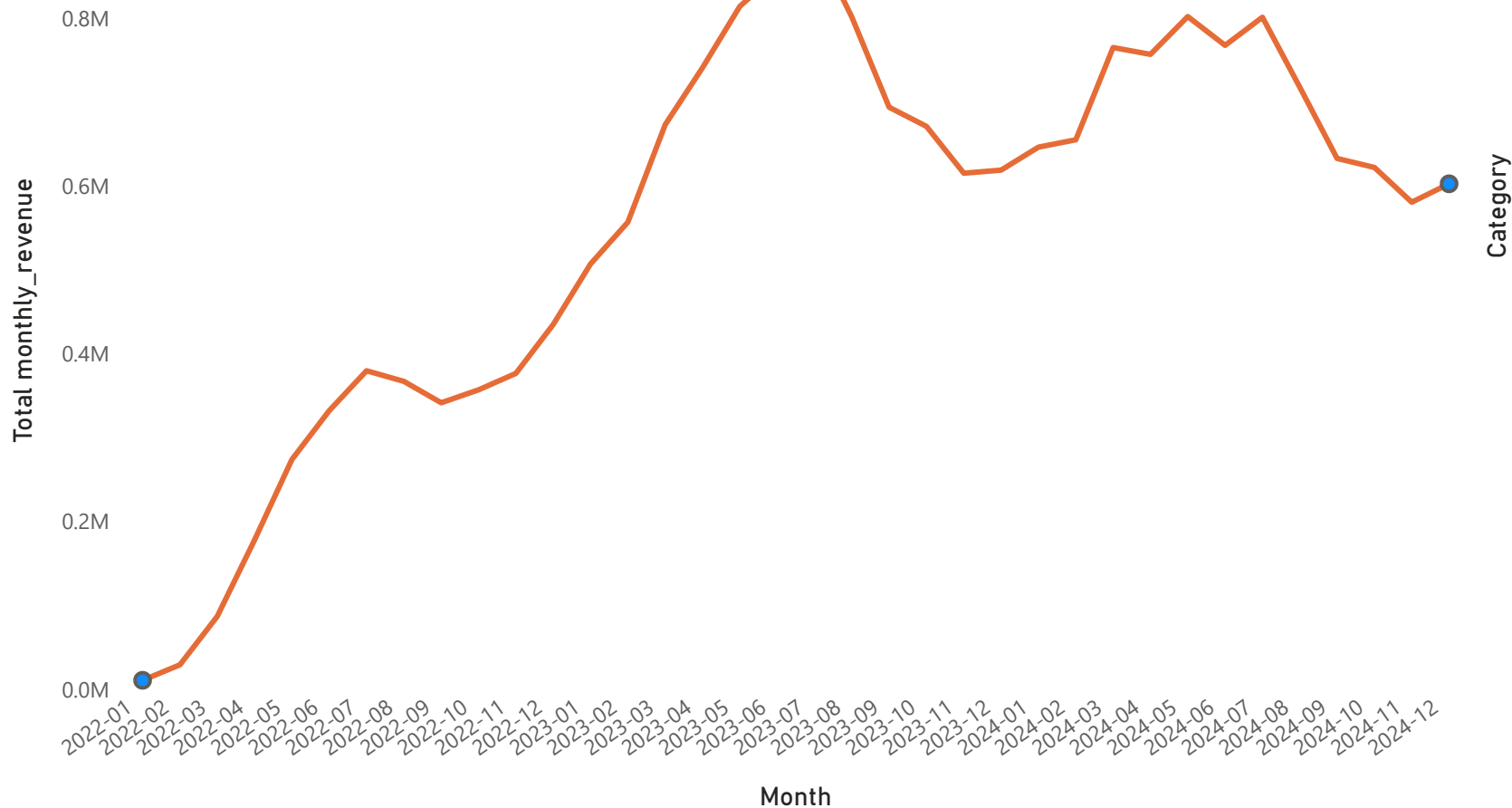
4M

Yogurt contributes 40% of FMCG revenue — the largest among all categories.

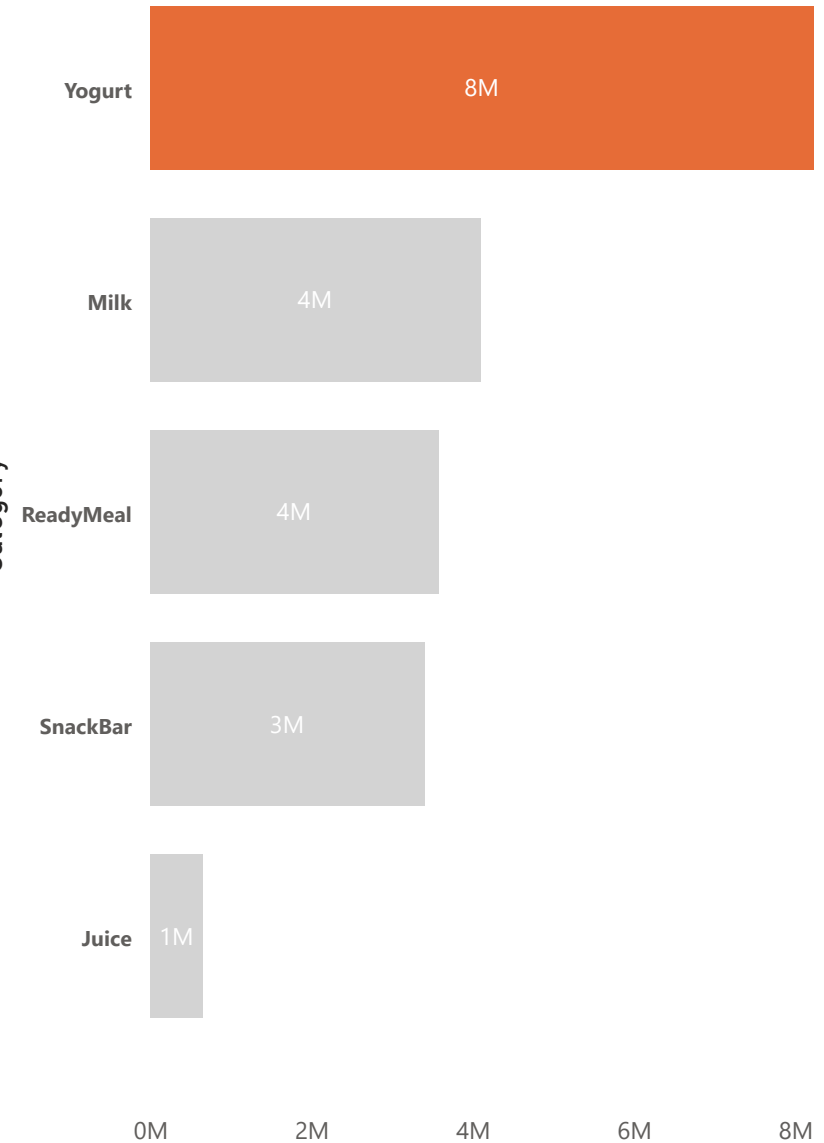
👉 This is 2x higher than Milk category

Revenue peaked in Q2 2023, driven by mid-year sales boost

👉 Mid-year promo lifted sales

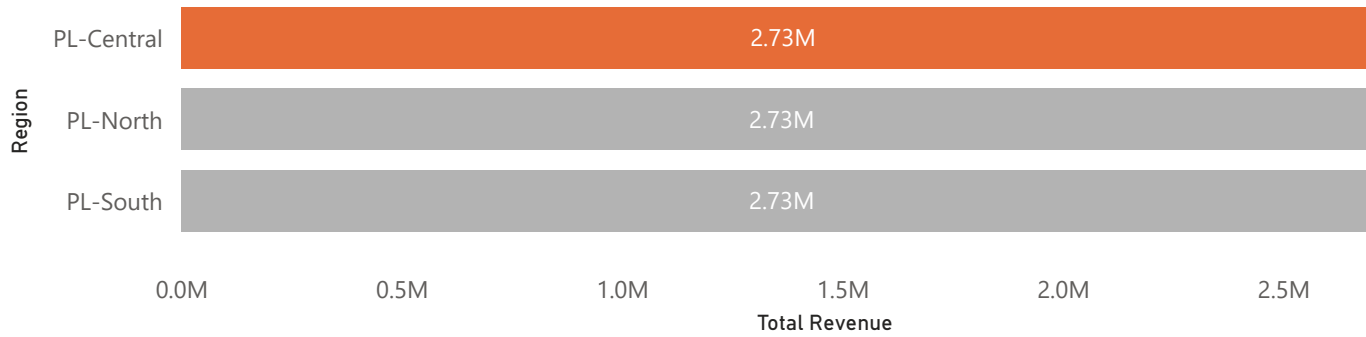


Category



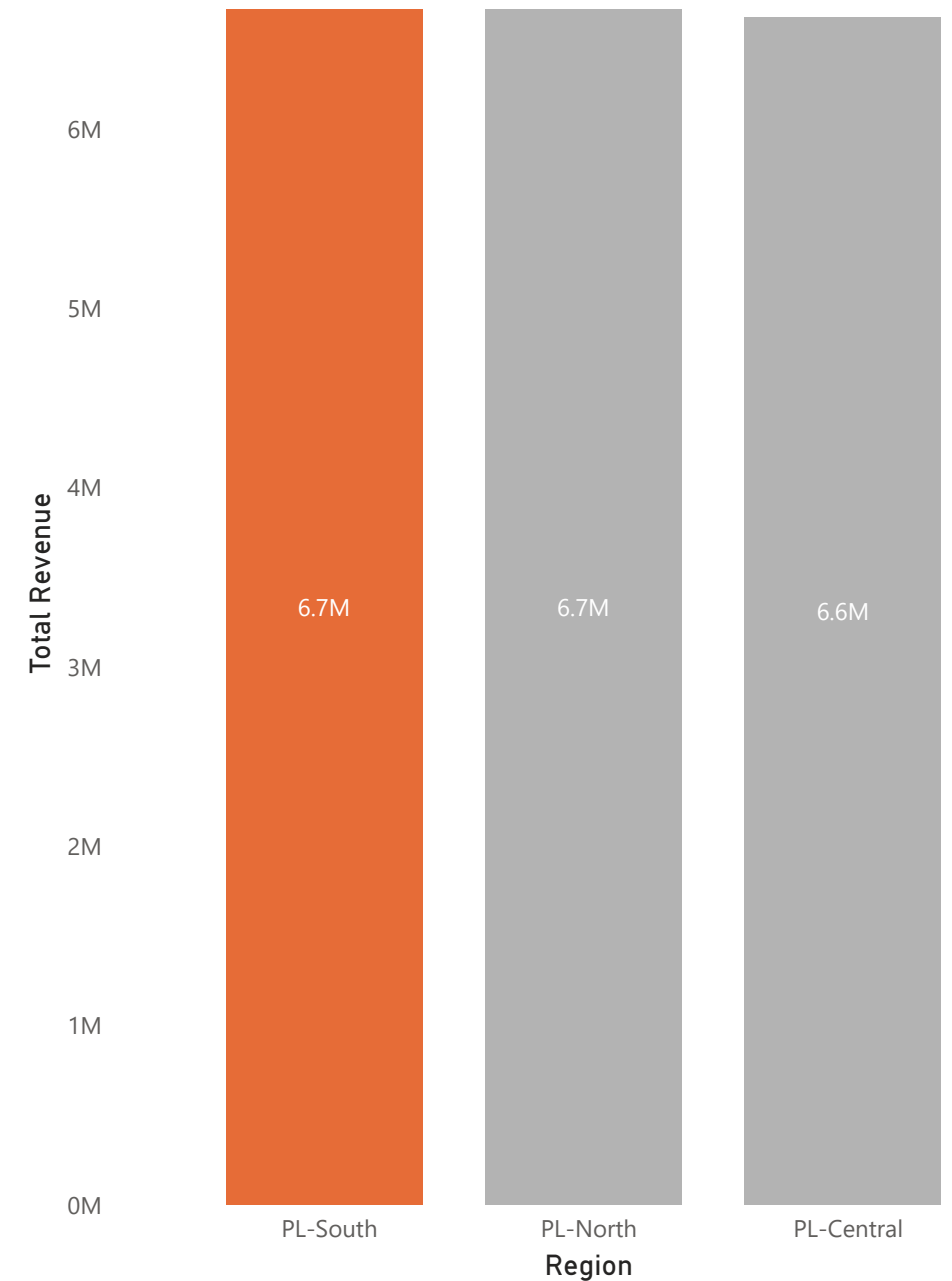
Top Stock Keeping unit contributes 12% of total revenue

👉 This single SKU outperforms other products by a wide margin



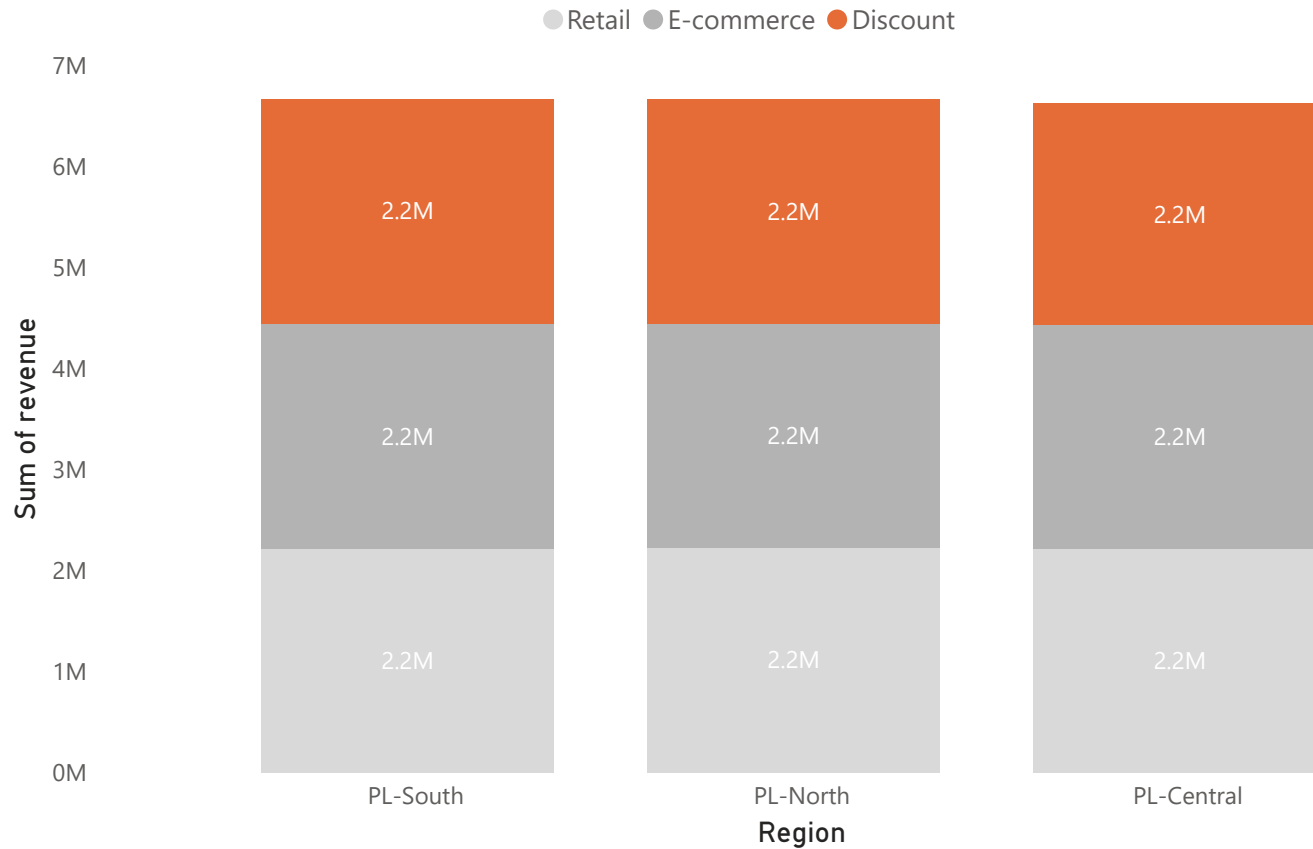
PL-South Region dominates FMCG sales

👉 PL-South alone contributes 40% of revenue



Discount stores grew fastest, doubling share since 2022

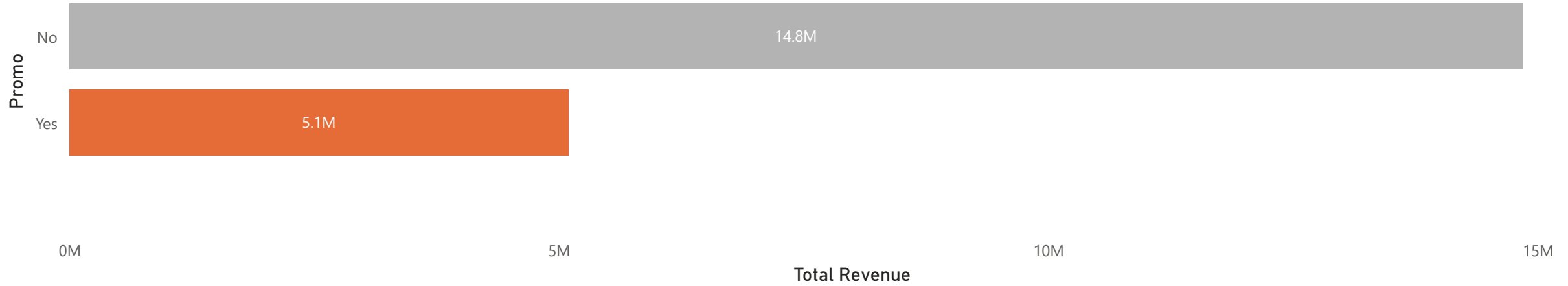
👉 Discount channel shows 2x growth compared to 2022, outpacing Retail & E-commerce



Promotions drive 20% of FMCG revenue despite being less frequent



Promotions contribute 20% of FMCG revenue despite being less frequent



Promotions boost units sold by 1.5x but margins may be lower



Promotions lift units sold by 1.5x, but margins may be lower

