

# **FAST MOVING CONSUMER GOODS**

## **Towards a new definition...**

**A Presentation by:**

**Pharmaceutical Industry Practitioners Association of Nigeria  
[PIPAN]**



**PHARMACEUTICAL  
INDUSTRY PRACTITIONERS'  
ASSOCIATION OF NIGERIA**

Dr 'Wale Adeagbo  
Executive Director, June 2015

# Presentation Outline

1. **Introducing PIPAN...**
2. **Some Context**
3. **Application of a Metaphor**
4. **Conclusion**



# WHO informed PIPAN?

*...defining the organisational form*

## Primary Stakeholders:

- NAIP: NIGERIAN ASSOCIATION OF INDUSTRIAL PHARMACISTS
- PMGMAN: PHARMACEUTICAL MANUFACTURERS GROUP OF Manufacturers Association of Nigeria [MAN]
- IPMIN: INDIAN PHARMACEUTICAL MANUFACTURERS IN NIGERIA
- APIN: ASSOCIATION OF PHARMACEUTICAL IMPORTERS OF NIGERIA
- NIROPHARM: NIGERIAN REPRESENTATIVES OF OVERSEAS PHARMA



# **WHAT** will *PIPAN* be doing?

*...defining the organisational purpose...*

PIPAN = an *institution-based* approach to address some of the industry issues...with 4 operating platforms/strands...

**1. CONTINUOUS  
PROFESSIONAL  
DEVELOPMENT**

**2. DATA  
REPOSITORY  
SERVICE**

**3. STAFF  
VERIFICATION,  
LOSS  
RECOVERY &  
ENFORCEMENT**

**4. POLICY into  
PRACTICE**

# FMCG - SOME CONTEXT

- Rapid growth of emerging markets gives millions of consumers new spending power
- Consumers are encountering a complex marketing environment
- Product choices and communication channels are exploding; so is the potential of digital platforms; and, as everywhere, consumer empowerment is on the rise.

China Survey [2014]

- a. Consumers value brands more than price or channel, largely because they believe that branded products are safer, of higher quality, and more reliable than non-branded ones = “repertoire loyalists”
- b. The average Chinese consumer now chooses among three to five brands in any given category, compared with two to three brands two years ago.

Therefore, to succeed in this environment, companies will need to understand where the growth prospects lie,...and then prioritize resources and tailor strategies appropriately, to strike a balance between building mass appeal and meeting the needs of specific consumer groups,



# Consumers of the future...a profile

1. 'I' everything – therefore, community of self, community of interest...beyond origin...beyond race...
2. Community of interests...led by *'passion projects'*
3. Demographic shift...65% projected 'youth population' [UN definition 18-35 years old]
4. Challengers of *'generation think'*
5. Technology – transforming the nature of business and existence
6. E-everything...the new age of *'Prosumers'* ...not just consumers, more informed...and misinformed
7. Lease world, less ownership





**FCMG...**

**It's a  
quest...keep  
seeking...employ  
new tools for old  
problems**

# CONCLUSION

*...Towards a new definition of FMCG...*

