

Deceptive Practices in the FMCG Industry

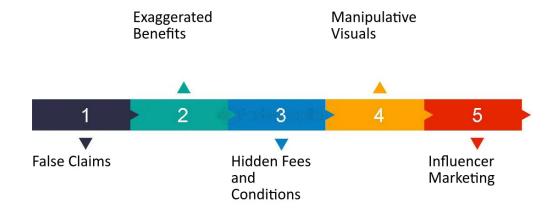
Source: TOI

<u>Fast Moving Consumer Goods (FMCG)</u> are everyday items like snacks and toiletries sold often. FMCG companies employ various deceptive tactics to increase sales and maintain profits, often at the expense of the consumers. These include:

- **Shrinkflation:** It is the practice of **reducing the size or quantity** of a product without lowering the price, often during periods of inflation, making it less noticeable to consumers.
- Skimpflation: It is the practice of using lower-quality raw materials or reducing services while keeping the price constant.
- Deceptive Packaging: It is the practice of under-filling containers while keeping prices the same.
- Misleading Pricing Strategies: Artificially inflate prices before offering discounts and sell slightly modified versions of popular products as premium items.
- While these tricks are not illegal, they deceive consumers, and it's essential to ensure that
 the <u>Consumer Protection Act, 2019</u>, and other regulations, which mandate clear labelling of
 raw materials and weights, are strictly followed.

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Deceptive Marketing Tactics



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