



## Deceptive Practices in the FMCG Industry

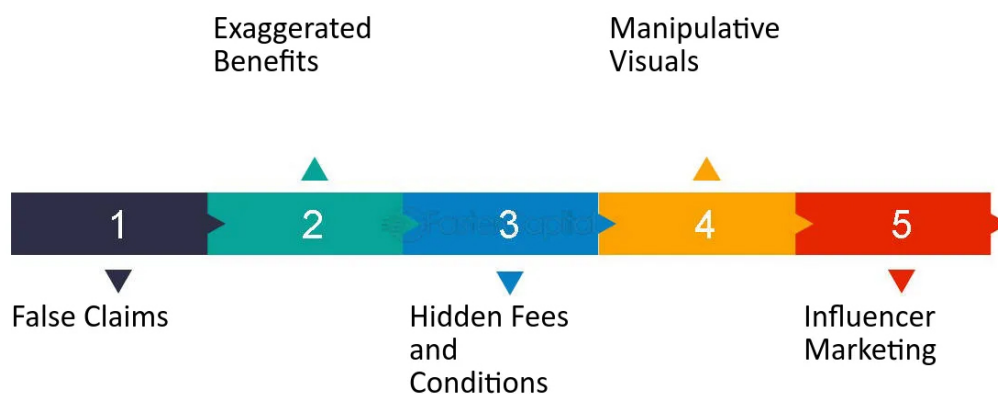
[Source: TOI](#)

**Fast Moving Consumer Goods (FMCG)** 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 [Consumer Protection Act, 2019](#), and other regulations, which mandate clear labelling of raw materials and weights, are strictly followed.

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## Deceptive Marketing Tactics



**Read More:** [Shrinkflation](#), [Curtailling Misleading Food Ads](#)

