



CPG

Pitch Deck

Your Company Name

[Click here to get the best PPT templates!!](#)

Table of Contents

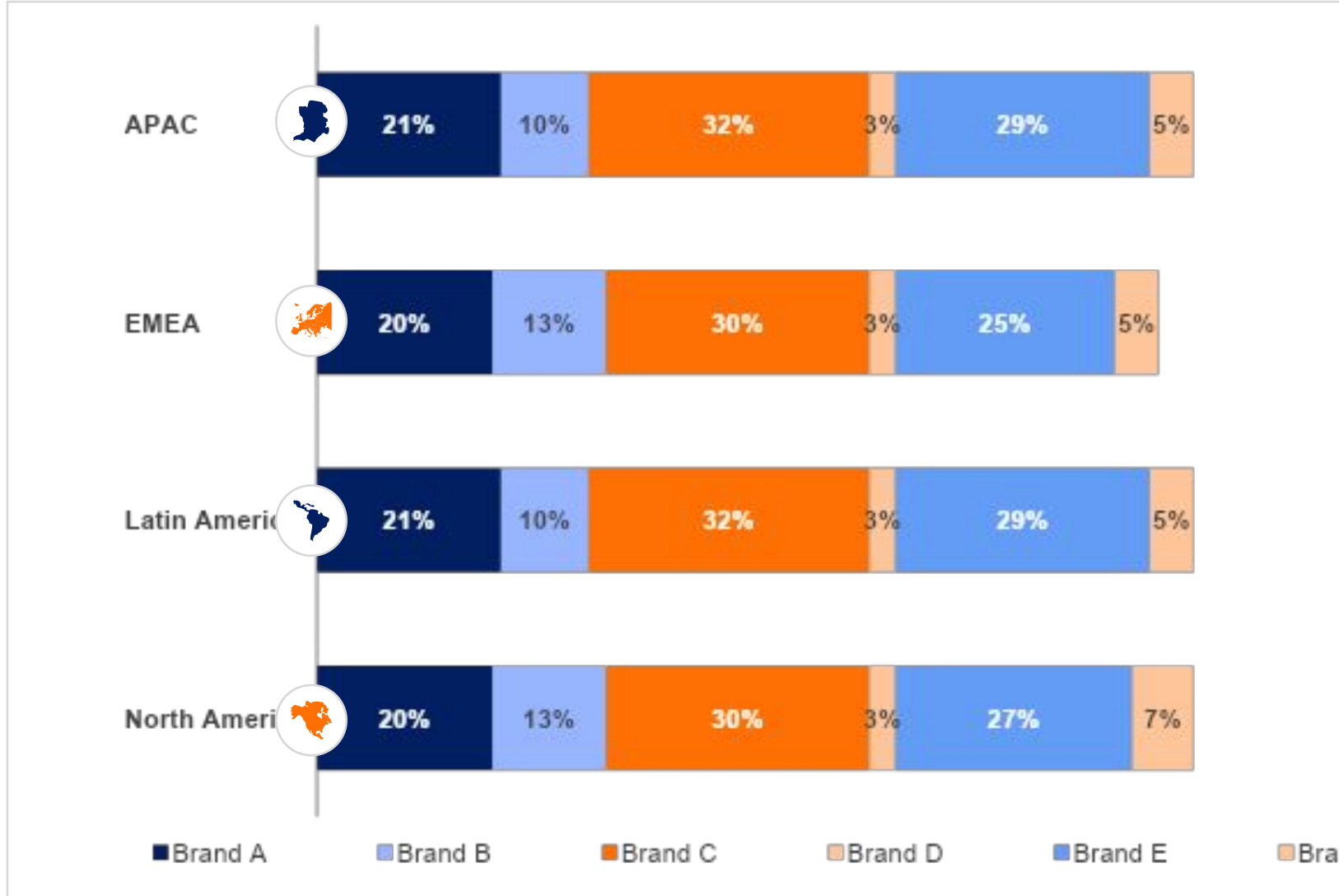
- 01 Global Consumer Packaged Goods Market Share
- 02 Disruptive Trends and their Impact
- 03 About the Company
- 04 Investors and Funding
- 05 Milestones Achieved
- 06 Product Portfolio
- 07 Problem and Solution
- 08 Market Size
- 09 Target Customer Group
- 10 Competitive Landscape
- 11 Business Model
- 12 Why Invest with Us
- 13 Go To Market Plan
- 14 Our Team
- 15 Funding We Seek



[Click here to get the PPT template!!](#)

Global Consumer Packaged Goods Market Share – by Leading Brands

This slide illustrates the market share statistics of global consumer packaged goods (CPG). Here the graph indicates region-wise statistics of leading brands.



Key Takeaways

- Brand C accounts for 30% market share of consumer packaged goods in North America
- Add text here
- Add text here

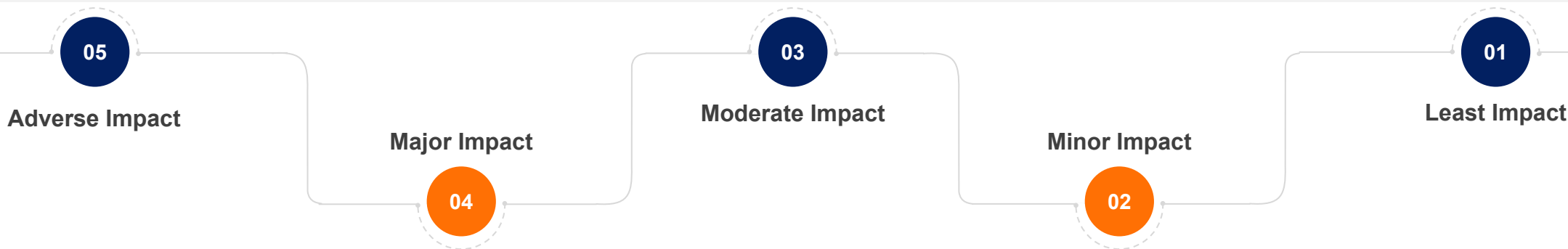
[Click here to get the PPT template!!](#)

Consumer Packaged Goods - Disruptive Trends and their Impact

Purpose of this slide is to address the information about disruptive trends. It also includes the impact rating of each trend on consumer packaged goods (CPG).

Disruptive Trends	Trend Impact		Key Takeaways
	5 Last Year	5 Next Year	
Price Sensitivity	3	5	<ul style="list-style-type: none"> As consumers value is shifting, younger consumers are focusing on purpose-driven brands that will help them in living a heathier lifestyle Add text here
Healthy lifestyle	2	5	
Explosion of small brands	2	4	
Digital ubiquity	4	5	
Add text here	3	4	

Impact Rating



[Click here to get the PPT template!!](#)

- The "**market size**" of your product or service refers to the total number of potential purchasers in a specific market.
- This data is especially important for businesses and entrepreneurs looking to invest in new items.

Consumer Packaged Goods Market Size and Opportunity

Following slide provides the statistical information about consumer packaged goods market covering market size details along with projected category growth in USA.



Key Takeaways

Consumer packaged goods (CPG) market size (revenue) is expected to reach **\$105 bn mark by 2022**

Add text here

This graph/chart is linked to excel, and changes automatically based on data. Just left click on it and select "Edit Data".

- The act of providing resources to finance a need, program, or initiative is known as **funding**.
- While this is normally in the form of money, it can also be in the form of an organisation's or company's work or time.

Key Investors and Funding Summary

This slide provides information about the company's investors and financial summary covering details about funding type, investors name, amount and duration.

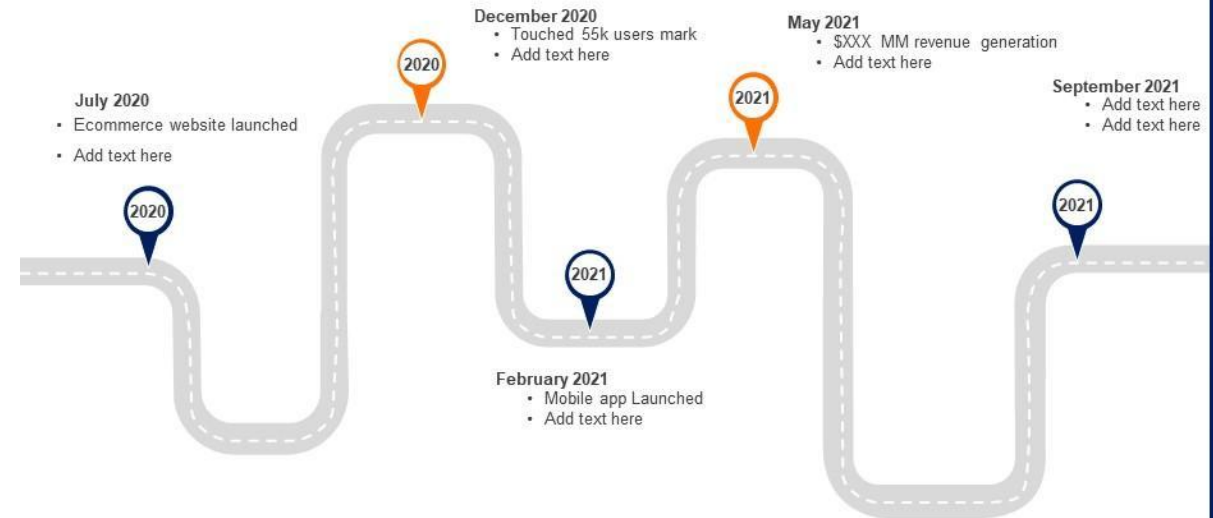
When	Jan 2019	Mar 2019	Feb 2020	Successful Raises
How Much	\$50K	\$4.50MM	\$3.97MM	\$8.97 MM Seed funding raised
Funding Type	Seed	Seed	Seed	79%
Investors	<ul style="list-style-type: none"> • Add name • Add name 	<ul style="list-style-type: none"> • Add name • Add name 	<ul style="list-style-type: none"> • Add name • Add name 	Companies closed larger rounds than asked for in the pitch

This slide is 100% editable. Adapt it to your needs and capture your audience's attention.

- **A product portfolio** is a list of goods or services that a company manufactures and sells.
- Product portfolio analysis can provide detailed and nuanced insight into a company's operations and earnings potential.
- Product portfolios will differ between mature and younger growth enterprises.

Major Milestones Achievement Highlights

Following slide displays information about the key milestones achieved by the company till date. Milestones covered here are related to website launch, users mark and revenue generation.



This slide is 100% editable. Adapt it to your needs and capture your audience's attention.

- **Consumer packaged goods (CPGs)** are industry terms for items that customers frequently use and replace.
- Food, beverages, cosmetics, and cleaning products are examples of consumer packaged goods.

Target Customer Group - Consumer Packaged Goods

Mentioned slide depicts the key statistics about target customers group covering demographics and psychographics details along with preferred channels and content types.



This slide is 100% editable. Adapt it to your needs and capture your audience's attention.

FAQs

What is the distinction between FMCG and CPG?

- FMCG products are those that are utilised (almost) every day by consumers. CPG products are frequently purchased.
- FMCG, on the other hand, is a subset of CPG, a group of products that sell a little faster than the rest. Soap, shampoo, deodorant, and toilet paper are examples of toiletries.

[Click here to get the best PPT templates!!](#)

FAQs

What is the product portfolio's purpose?

- A product portfolio is a collection of all the products and services that a company sells.
- A thorough examination of this portfolio can reveal information about the origins of the company's revenues and profits, as well as its future growth potential.
- The portfolio can be considered as a collection of product lines as well as a collection of individual products.

[Click here to get the best PPT templates!!](#)

FAQs

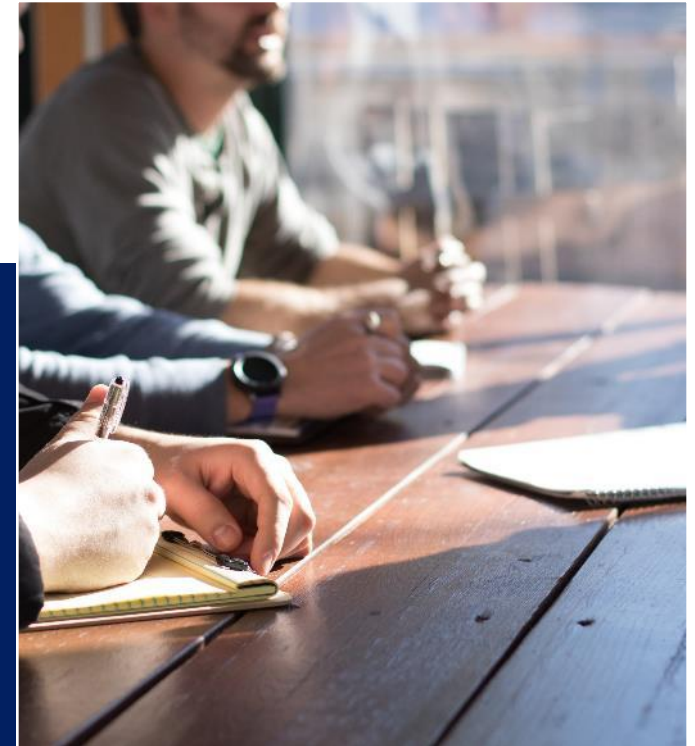
What exactly are the customer target group and customer profiles?

- Let us begin by defining a Target Customer Profile (target customer/segmentation).
- A target customer profile is a company's depiction of traits that are met by your product/service and will add value to your firm.

[Click here to get the best PPT templates!!](#)

About Us

- SlideTeam is a premier Research, Consulting and Design agency that develops and templatizes industry processes and best practices, frameworks and models across all industry and verticals to help customers present their strategies effectively and convincingly.
- In addition, Slide Team compiles data and statistics from thousands of sources over a wide range of topics to help customers make intelligent decisions. We develop and present our research in the form of fully editable PowerPoint templates to make it easy for our customers to create presentations based on their individual requirements.
- With a large team comprising of Research Analysts, Statisticians, Industry Experts and Designers spread over 6 countries, SlideTeam now hosts the world's largest collection of Ready to Use PowerPoint templates on all topics and industries.
- Our team consists of professionals from Fortune 500 companies and Top Tier consulting firms involved in the process of researching and designing over a million slides that are available for our users on a subscription basis.
- To Contact Us and set up a Live Product Demo join us [here](#) .



[Click here to get the best PPT templates!!](#)