

Mirae Asset Great Consumer Fund

(Sector/Thematic Fund -An open ended equity scheme following consumption theme)

August 2025



Constituents of Consumption Sector



Consumption Universe In India



Macro Growth Drivers



Investment Theme: Where do you invest and Why?



Consumer Sector Review and Outlook



Consumption Index



Understanding Mirae Asset Great Consumer Fund Our Journey

Consumption Universe in India

Constituents of Consumption Sector

Consumer markets are changing dynamically in the face of continuous disruption.
India’s consumer market can be Categorised into:



Source : Internal. The sector(s)/stock(s)/issuer(s) mentioned herein do not constitute any research report/recommendation of the same and the Fund may or may not have any future position in these sector(s)/stock(s)/issuer(s).

Macro Growth Drivers

Boosters for Consumption Sector



Fastest Growing Economy

5 USD Trillion

Govt’s plan of USD 5Tn economy by 2028^



Urbanisation

40 Percent Of Indians

May live in urban areas by 2030 and drive economic growth^



Nation of The Young

28 Median Age

Generation Z and Millennials might change the trend^



Growing Connectivity

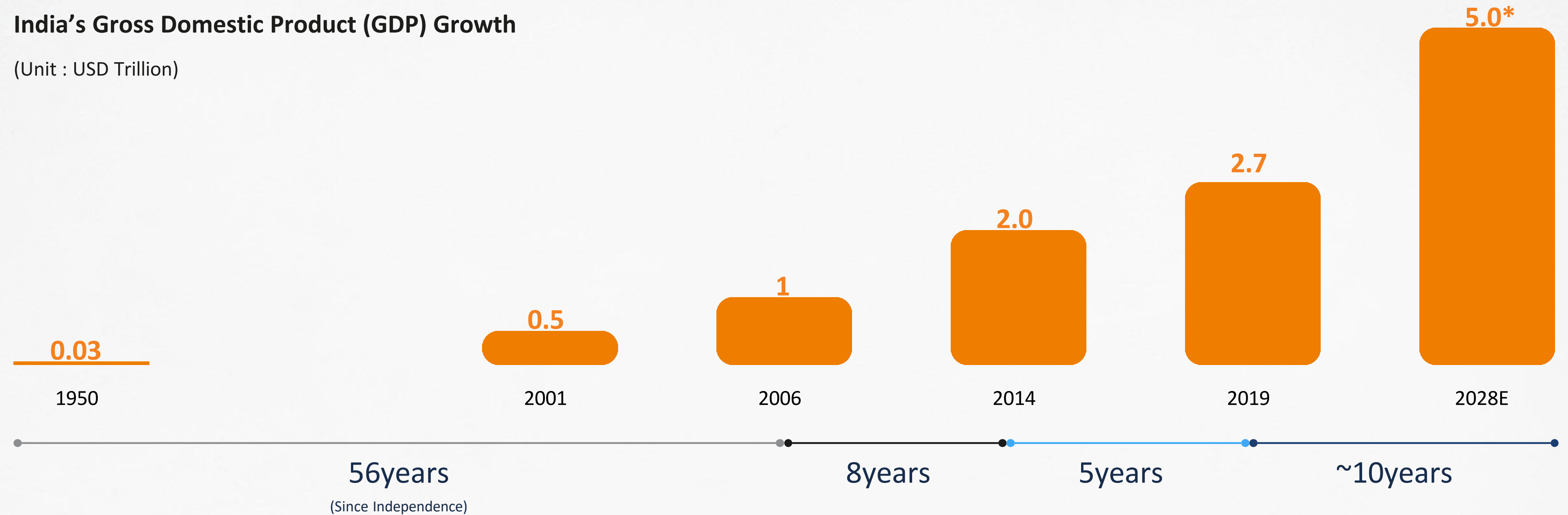
1+ Billion Of Indians

Might have internet access by 2030^

India, A Substantial Growth Opportunity, Isn't It?

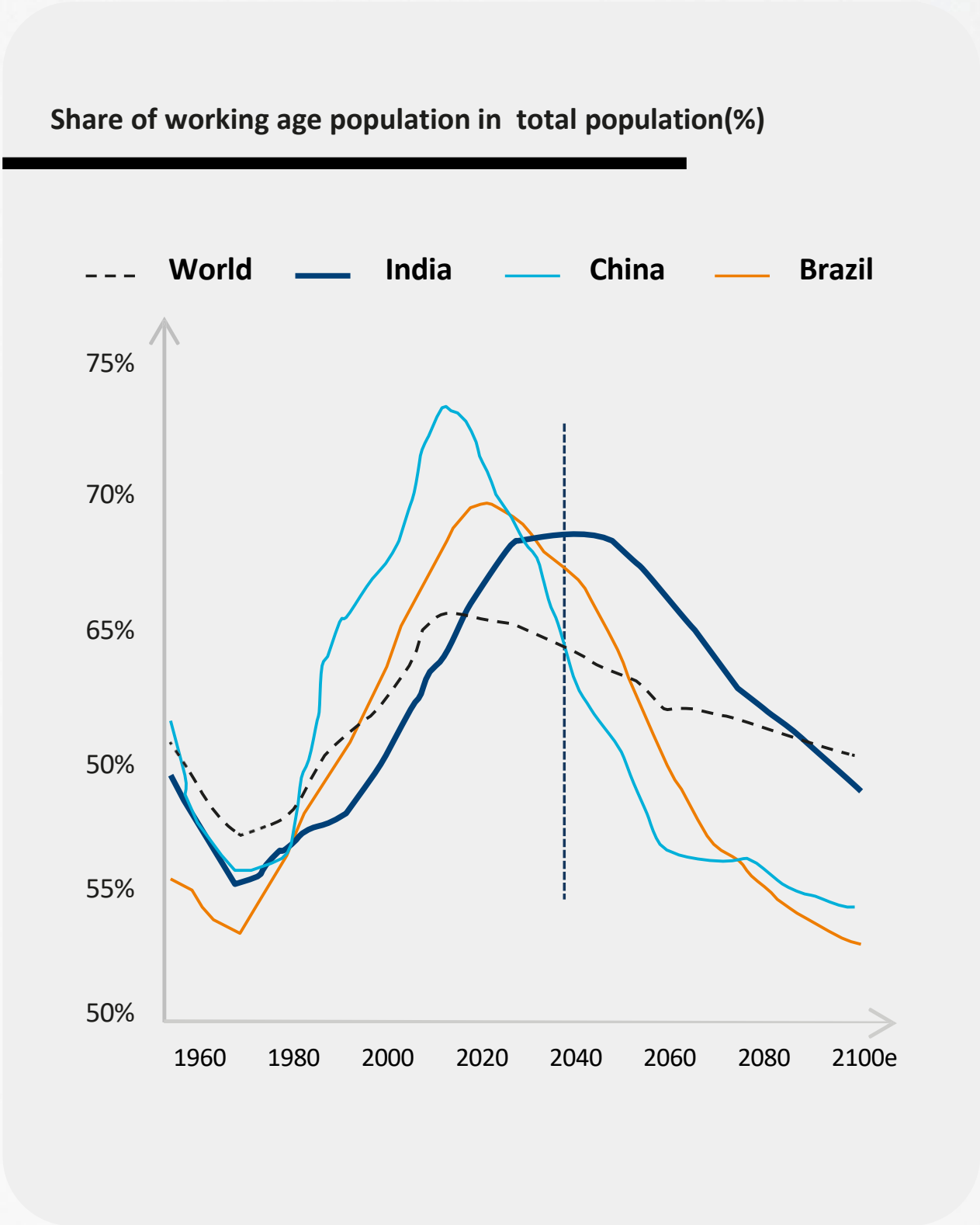
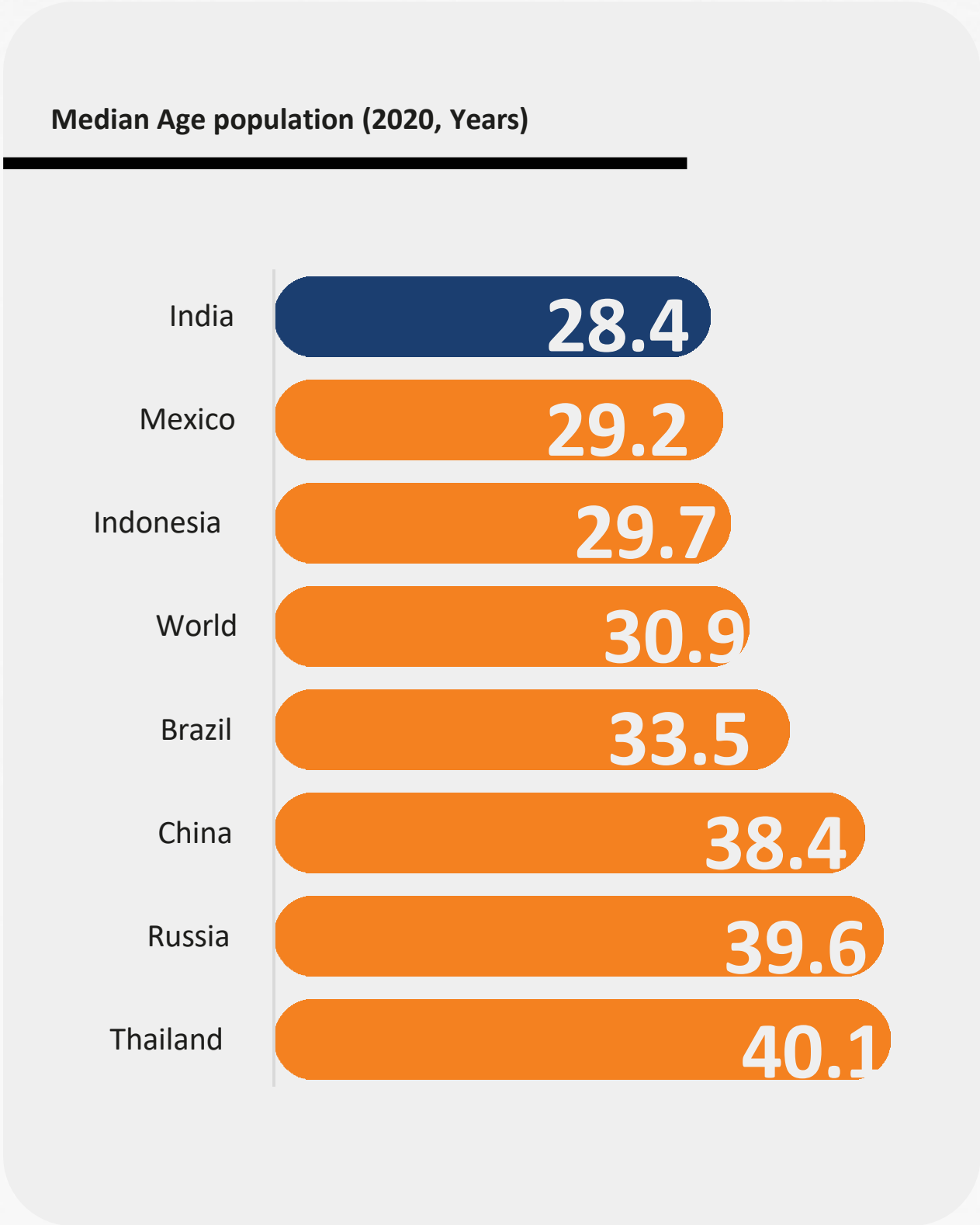
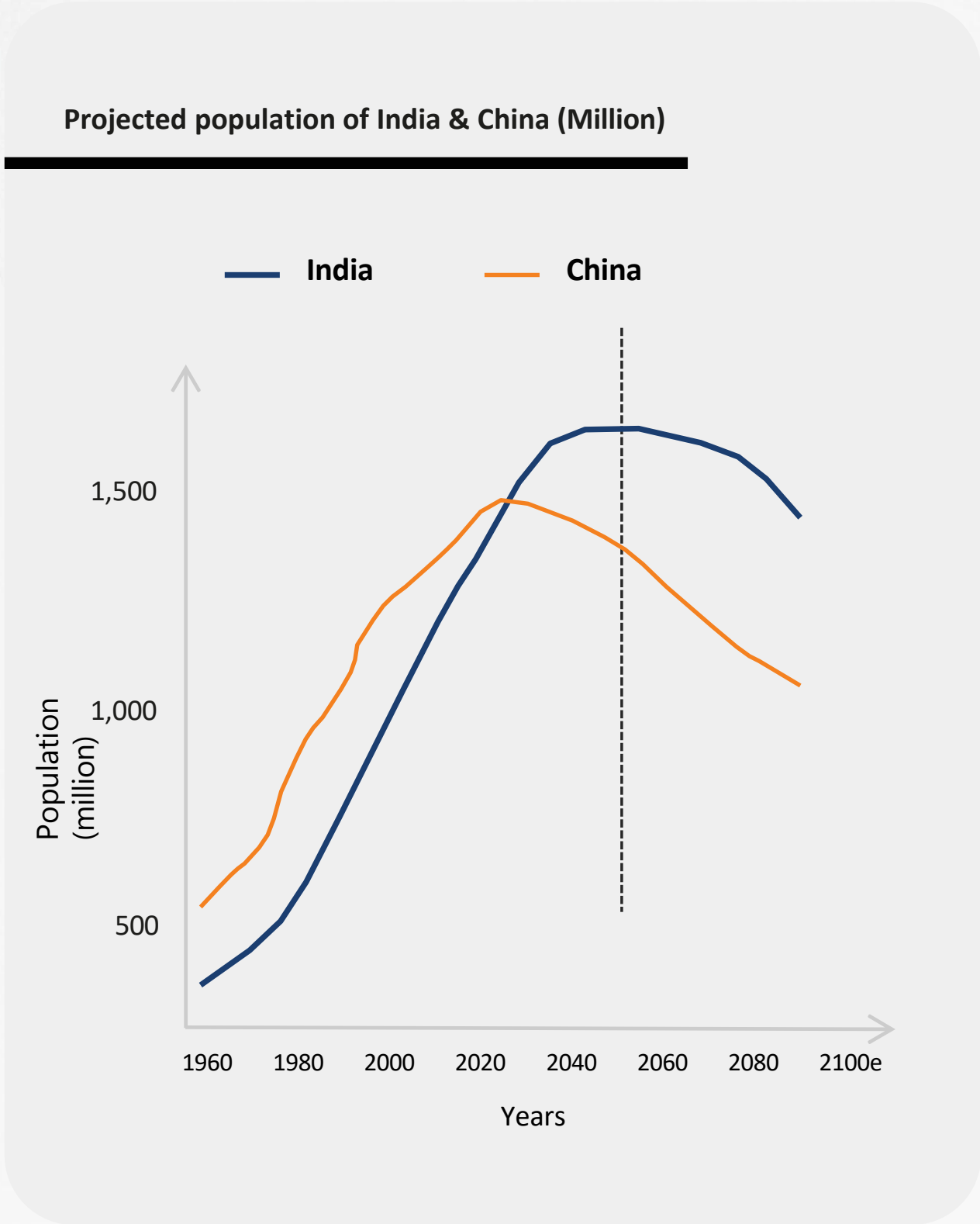
India's Gross Domestic Product (GDP) Growth

(Unit : USD Trillion)

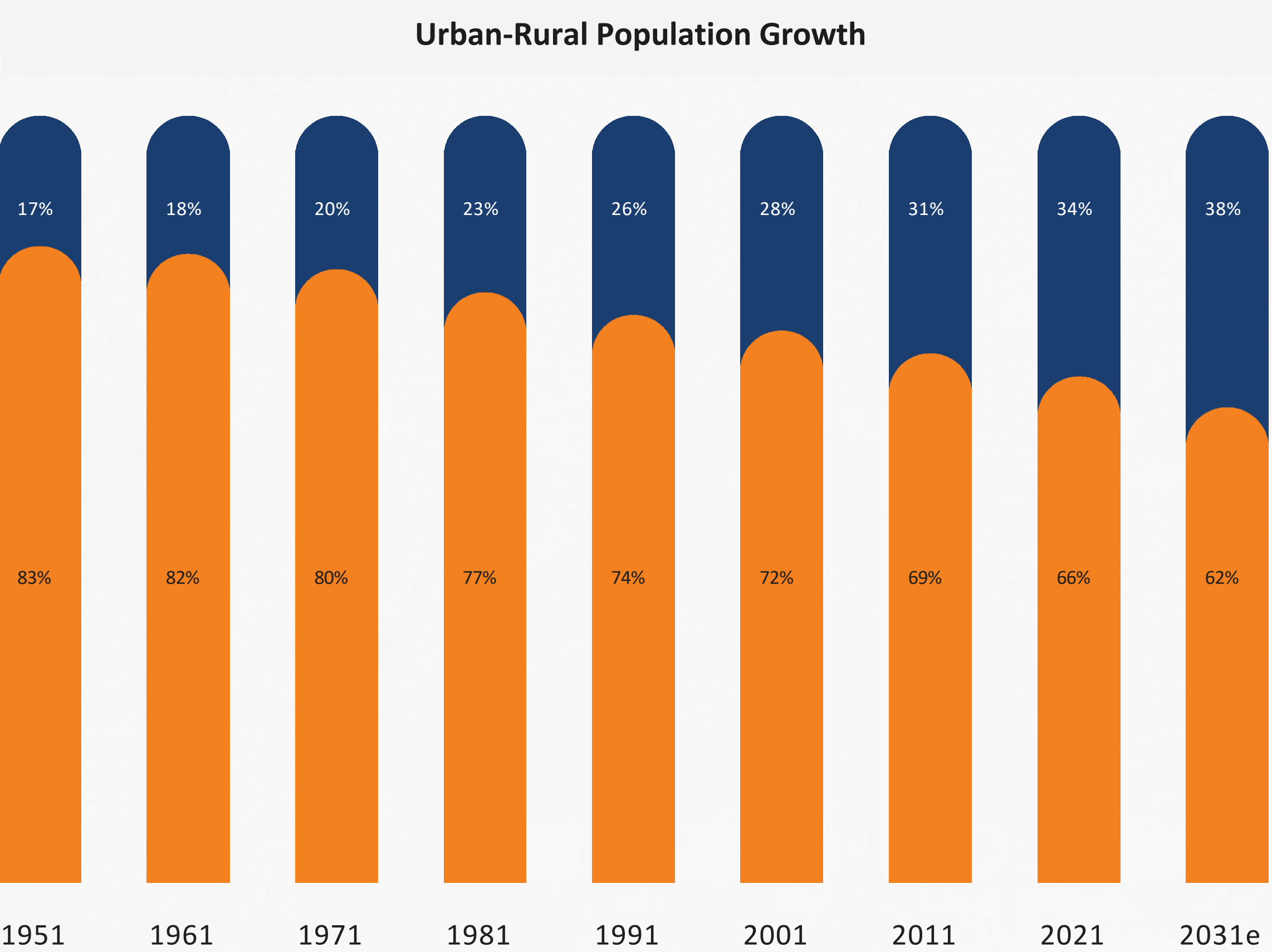


- 1st trillion took 56 years, 2nd took 8 years
- India's structural growth factors should help acceleration in growth: Demographics, and potential in infrastructure.

Favorable Demographics Will Support Long Term Growth



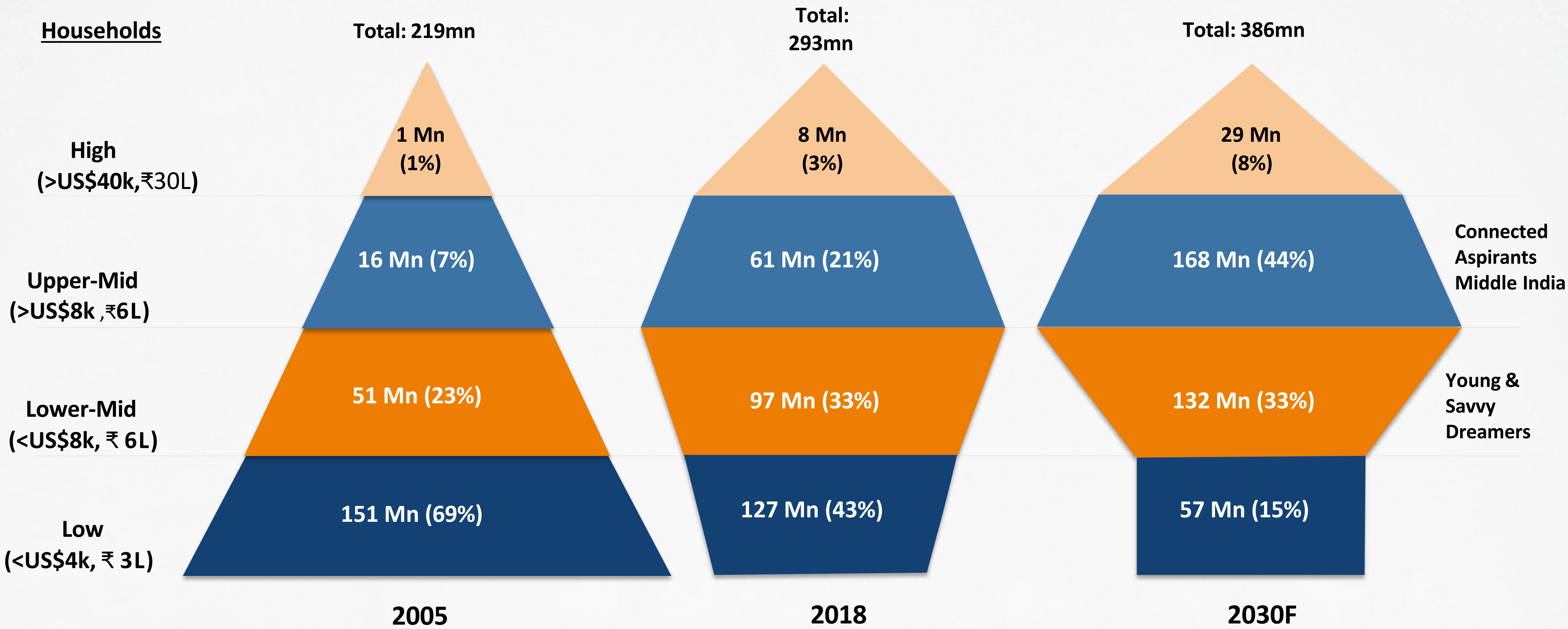
Urbanisation Trends



Rural

Urban

Evolution Of Household Income in India



How Indian Consumer has Evolved

Then



Baby Boomers & Gen X

- Fulfilling basic needs
- Save first and purchase later



Shopping from offline stores (Kirana stores)



Joint Family



Availability of products were limited

Now



Gen Z and Millennials

- Fulfilling wants
- Aspirational
- Consumer Finance



Shopping online



Social Media influence



Nuclear Family



Preference for Branded products

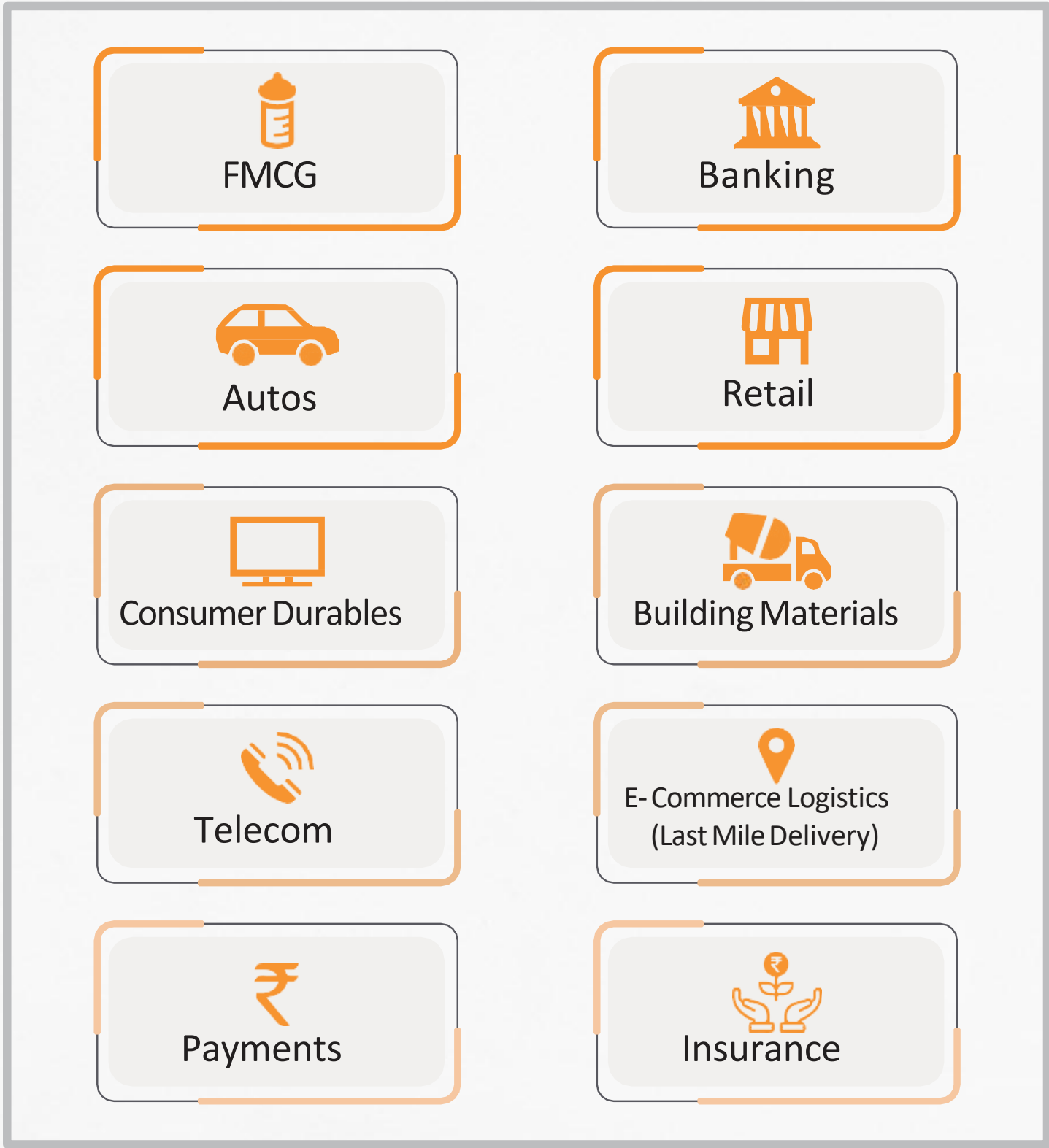


Lasting effects of COVID on behavior (Travel, Real estate)

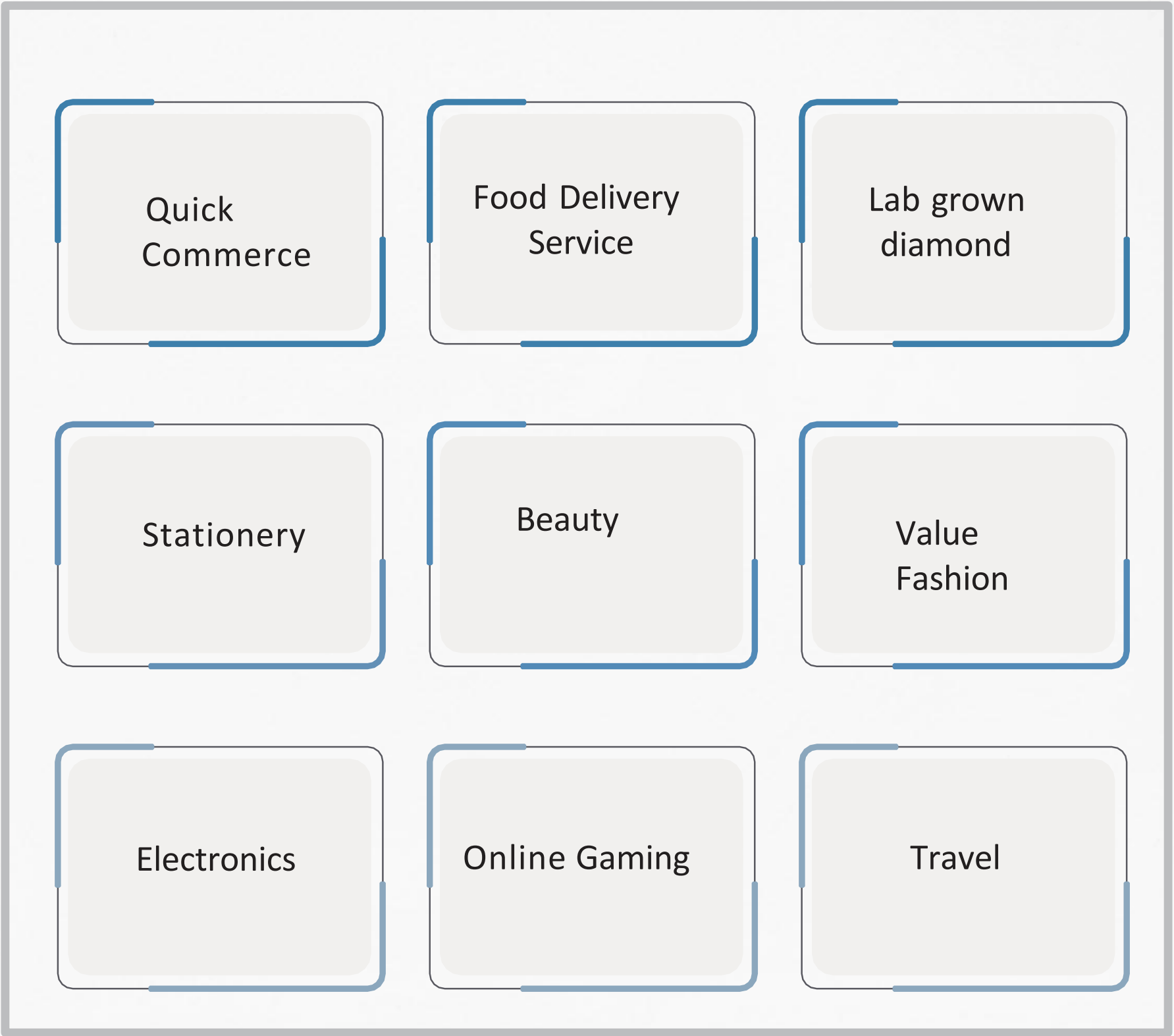
Investment Universe of Consumption Theme: New Opportunities

Emerging

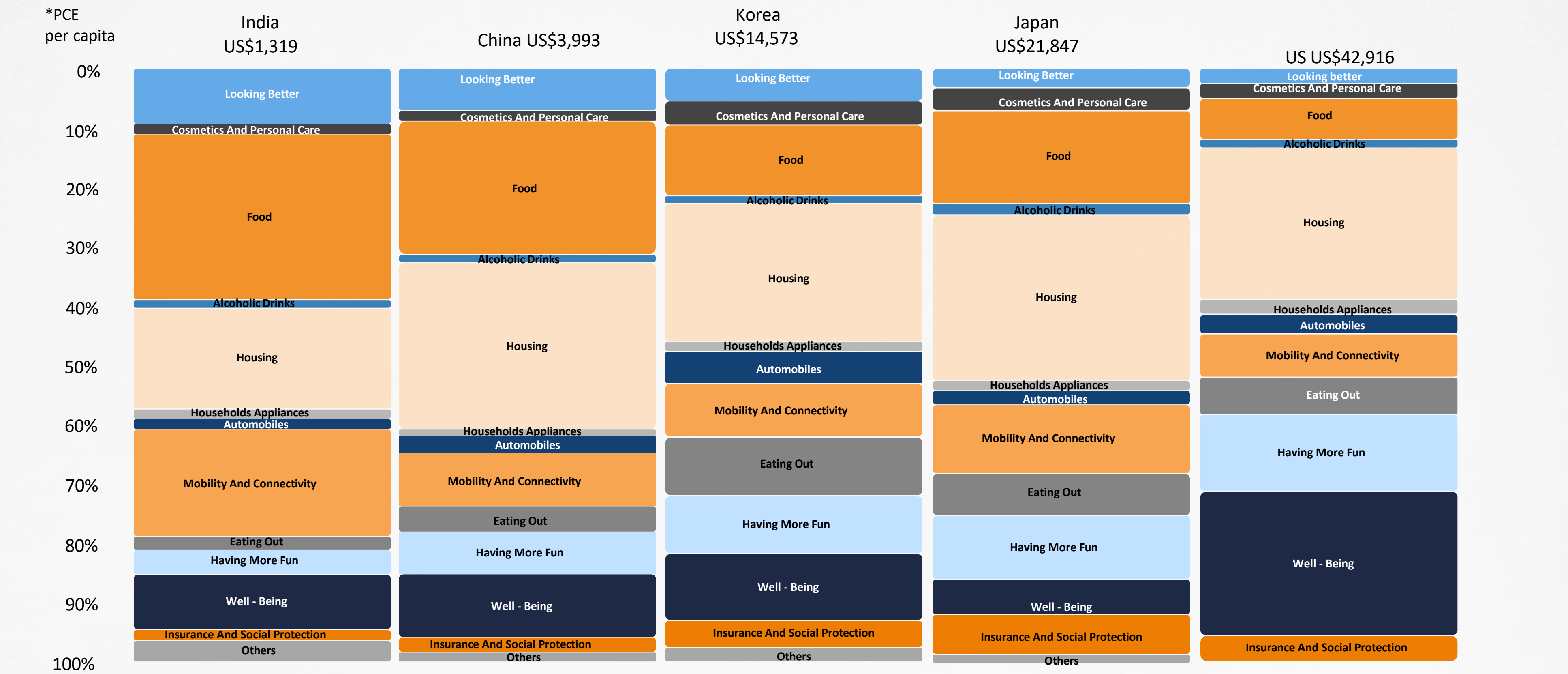
Current Investment Universe



Potential Additions to Universe



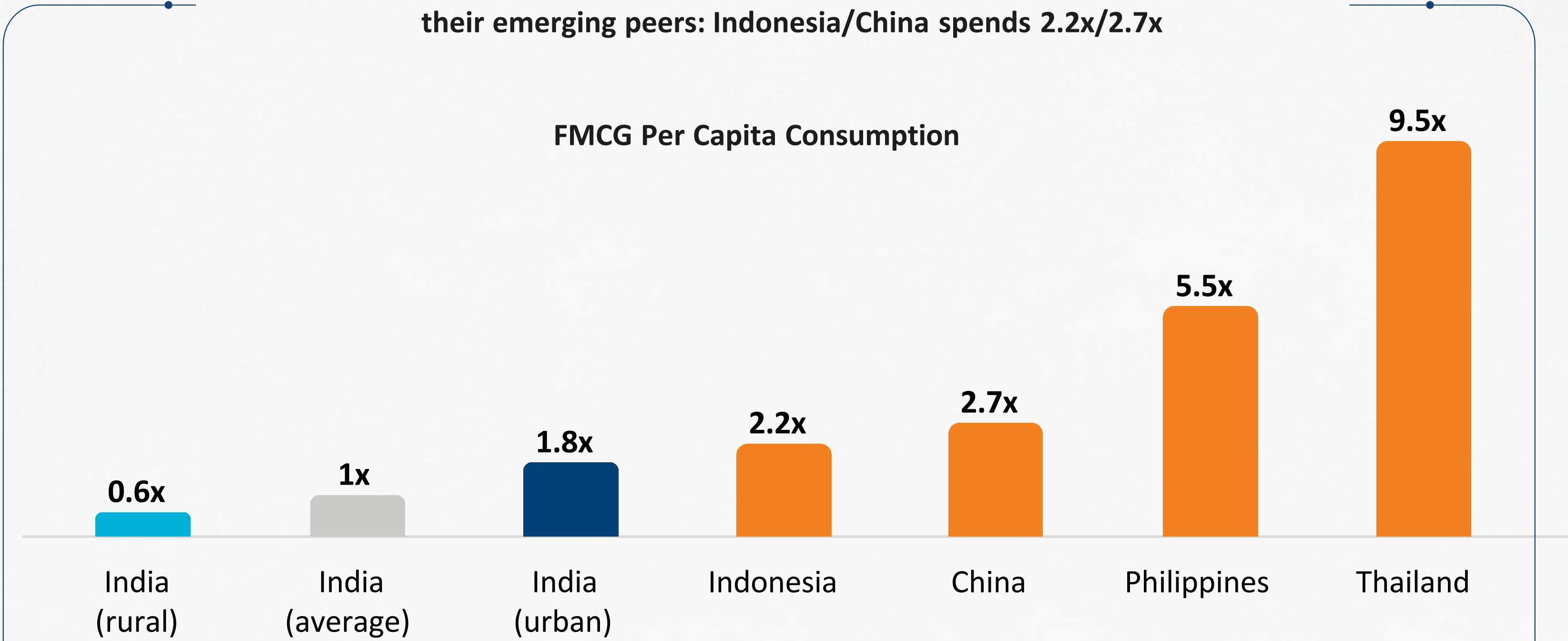
India's Consumption Is Skewed Towards Basics, Discretionary Spends Set To Gain Share



Source : Euromonitor, CEIC, Goldman Sachs Global Investment Research. Data as on 31st December 2020.
*PCE stands for Personal Consumption Expenditure

FMCG Sector: Still Has Large Room To Grow...

An average Indian spends a fraction of what is spend by their emerging peers: Indonesia/China spends 2.2x/2.7x



Source: Data as on Jan 2022, Euromonitor, Nomura Research. FMCG (Fast Moving Consumer Goods) market size excludes tobacco, alcoholic drinks & fresh food, X: Number of Times.

Premiumisation is driving growth



**Body Wash is now
5% share of personal
wash**



**Detergent liquid is
now ~10% of laundry
industry**



**Semi-premium &
above Whisky has
increased to ~35% now
vs 18% in CY13**

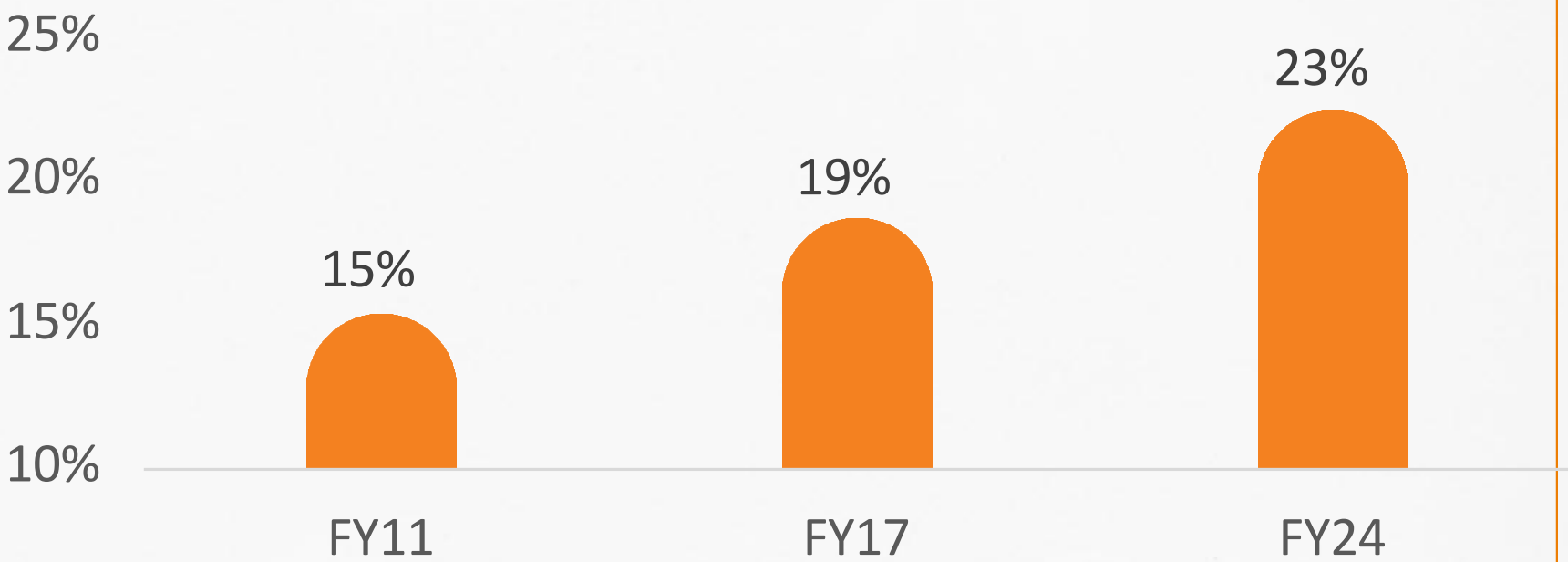
FMCG Sector: However, we are stock selective

FMCG sector is at best ~1x GDP growth; however few sub-categories do outperform GDP growth

Category	Sales CAGR% (FY14-24)	GDP Multiplier
Beverages	14%	1.3x
Food	11%	1.1x
Personal care	10%	1.0x
Cigarette	7%	0.7x
OTC FMCG	7%	0.7x
Hair care	6%	0.6x
Oral care	5%	0.5x
Home care	5%	0.5x
Total FMCG	9%	0.9x

Over last decade FMCG sector has seen significant margin expansion; hereon earnings will be driven by sales growth

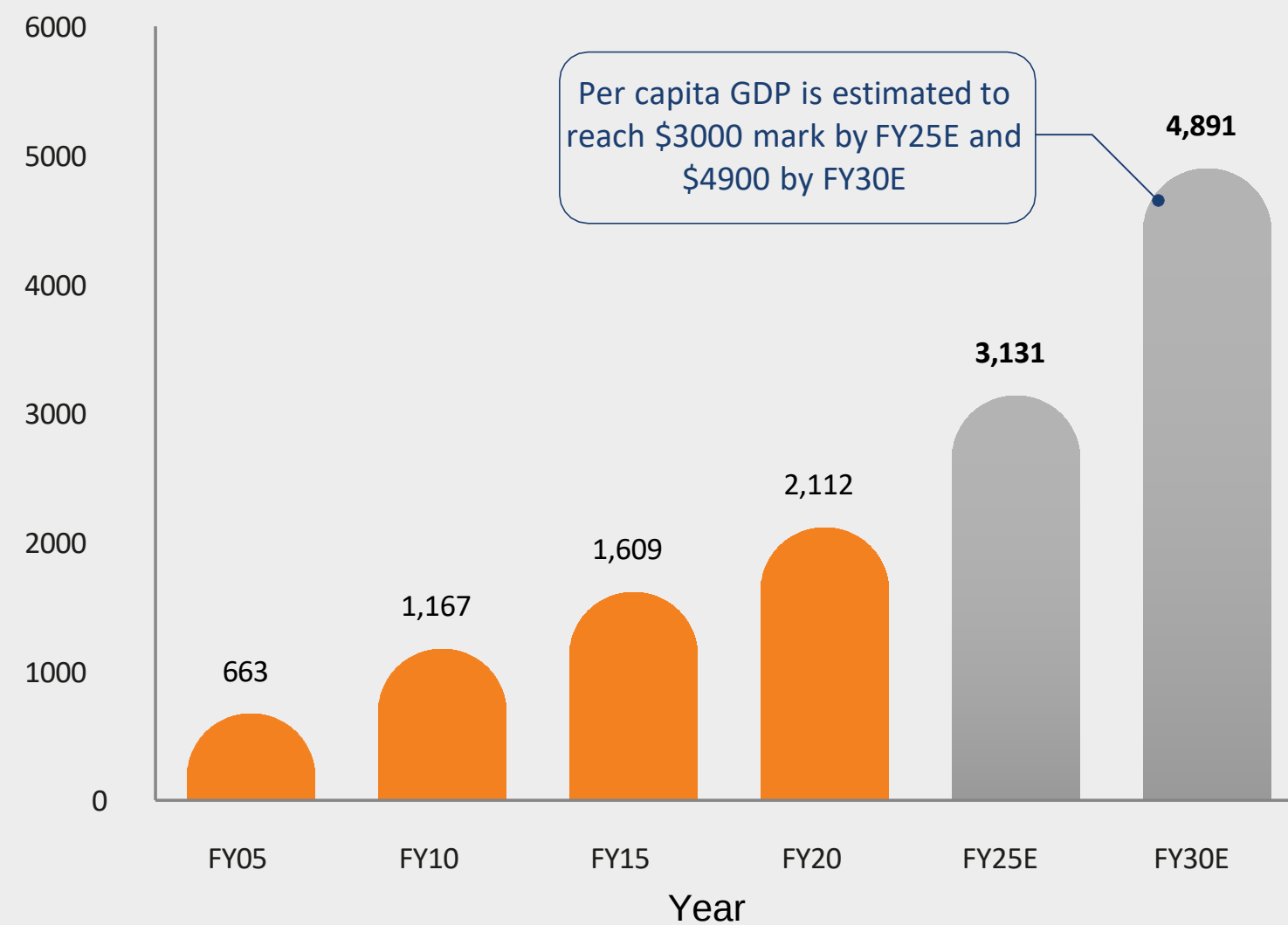
FMCG Sector EBITDA margins



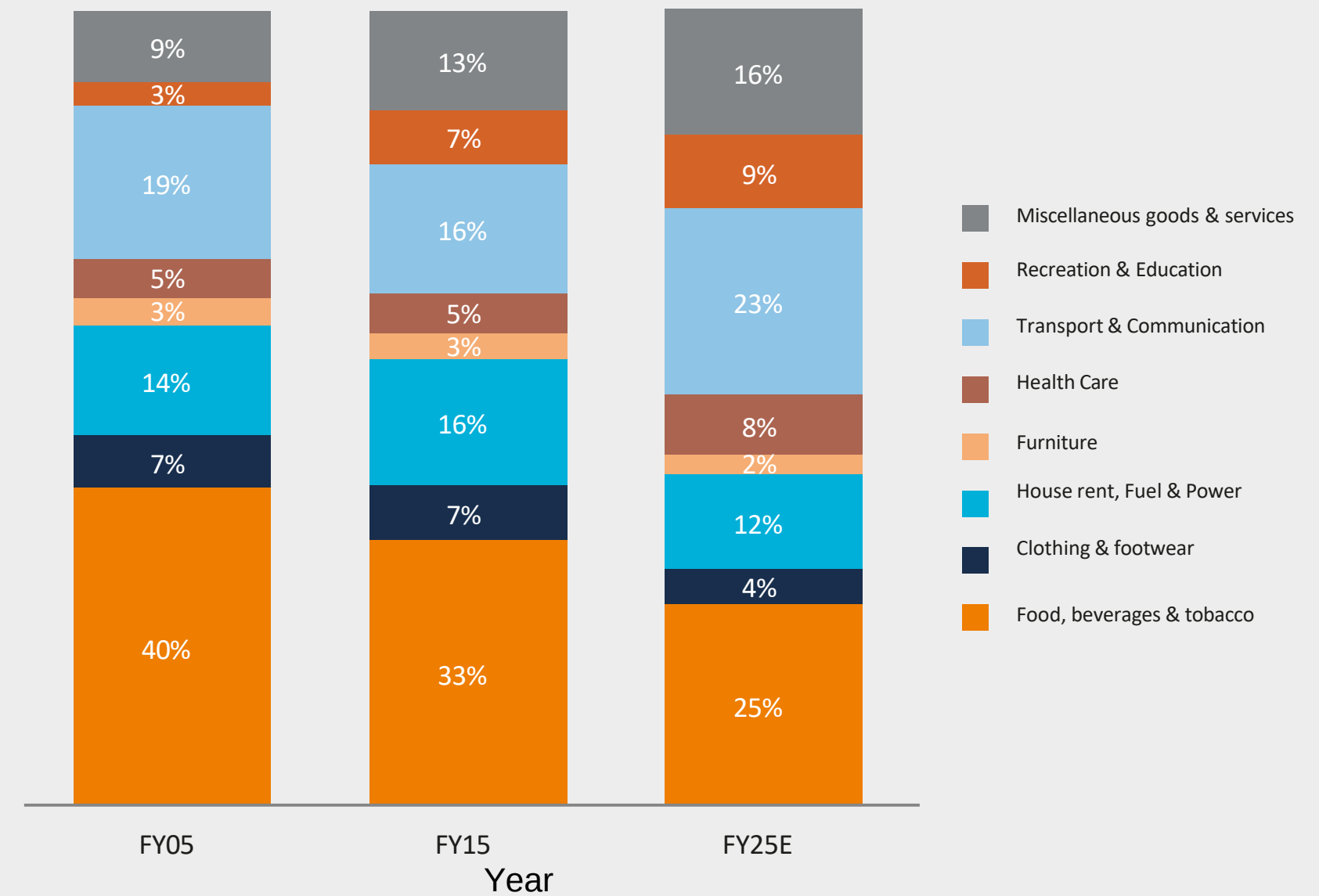
Consumer Discretionary: India's consumption at an inflection point

>\$2000 per capita has been the inflection point for discretionary consumption in other EMs

India per capita income (\$)

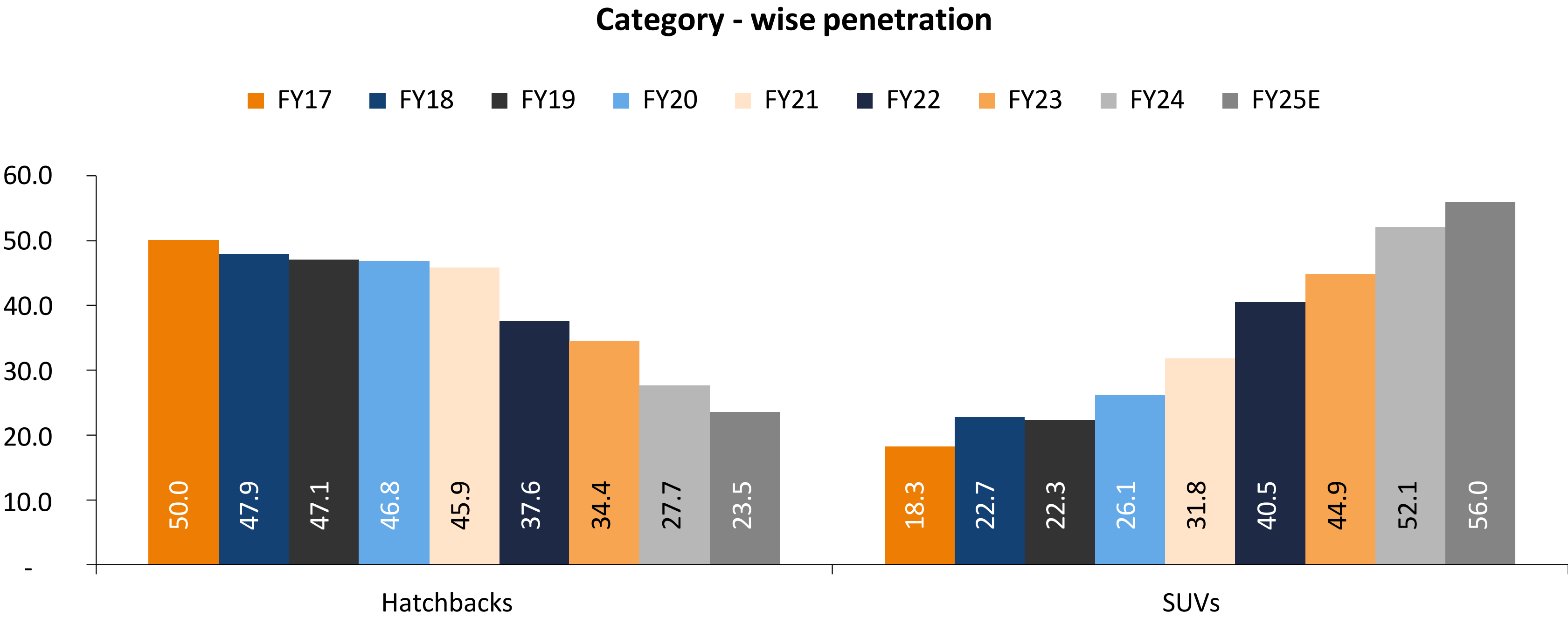


As per capita income grows share of discretionary consumption rises as basic consumption growth has already been met



Discretionary consumption is at an inflection point as India surpassed \$2,000 per capita

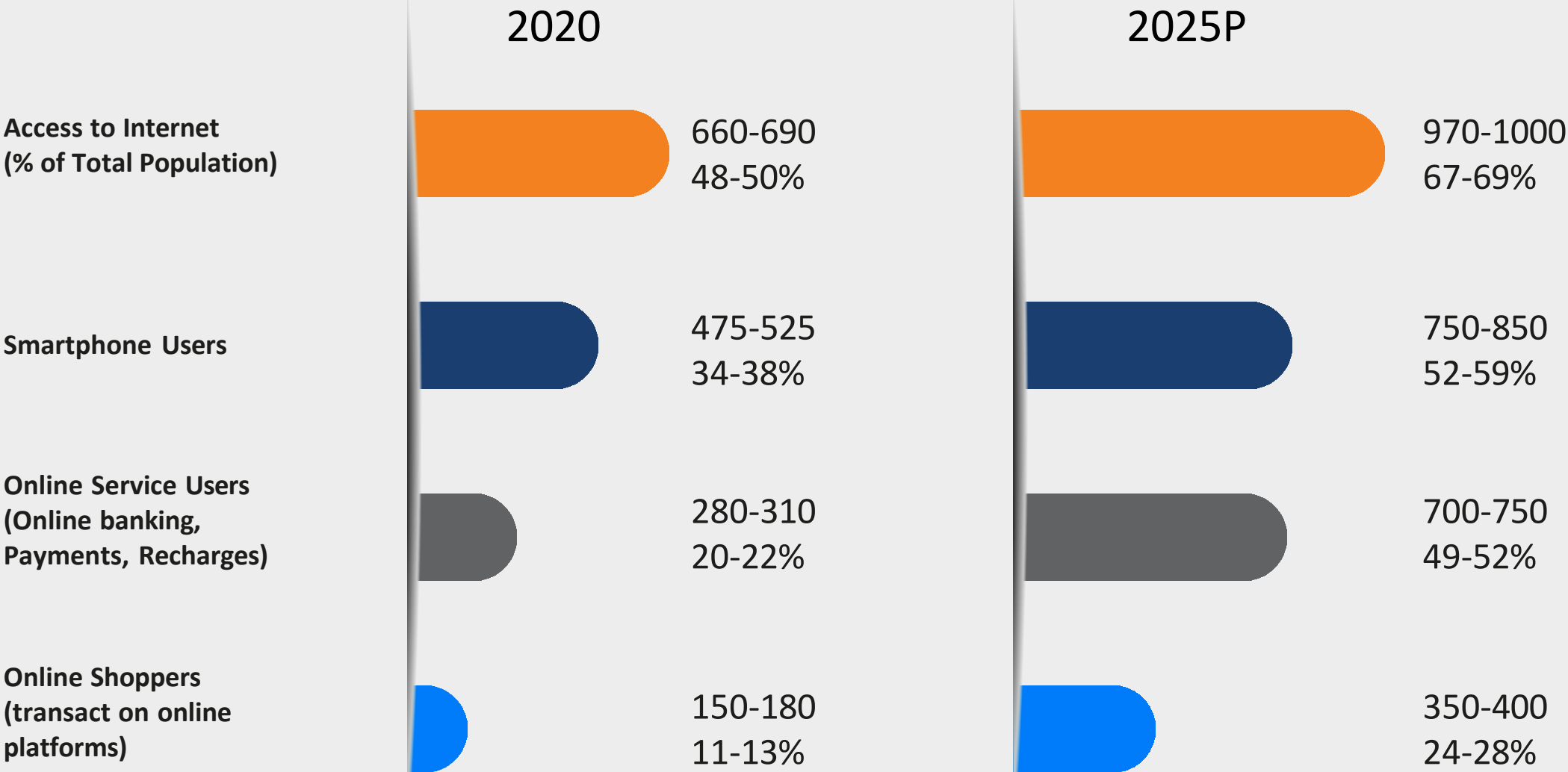
SUVs now contribute >50% of PV volumes



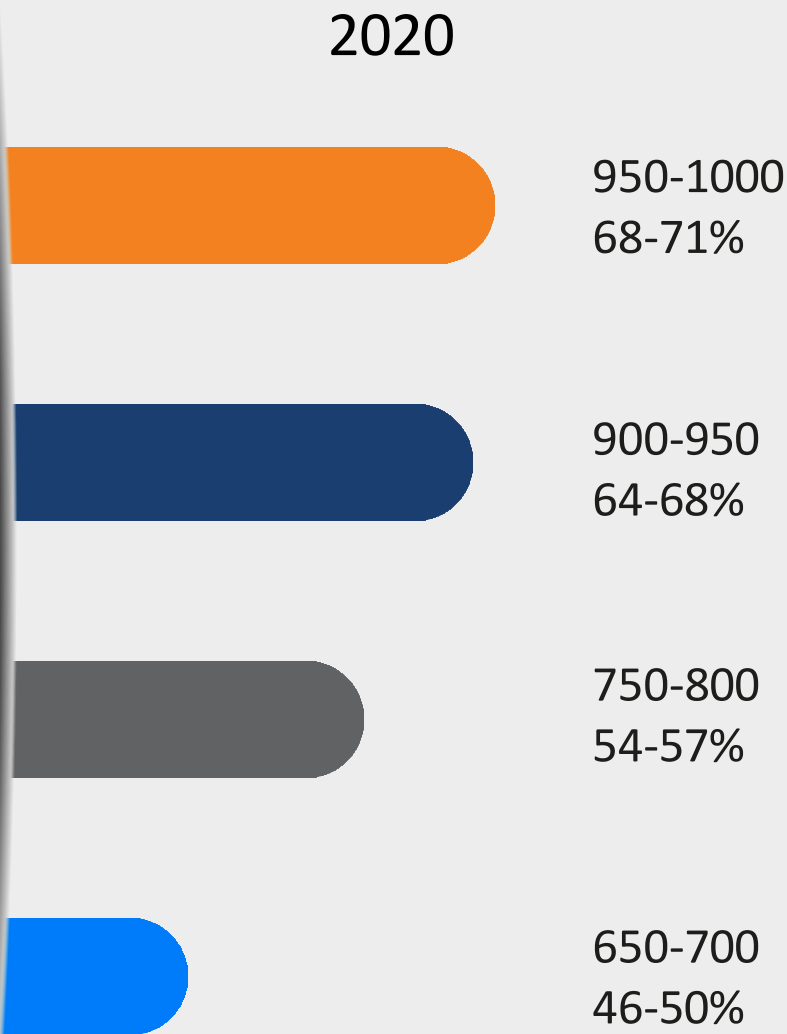
New Age: Digital penetration has been key enabler (1/2)



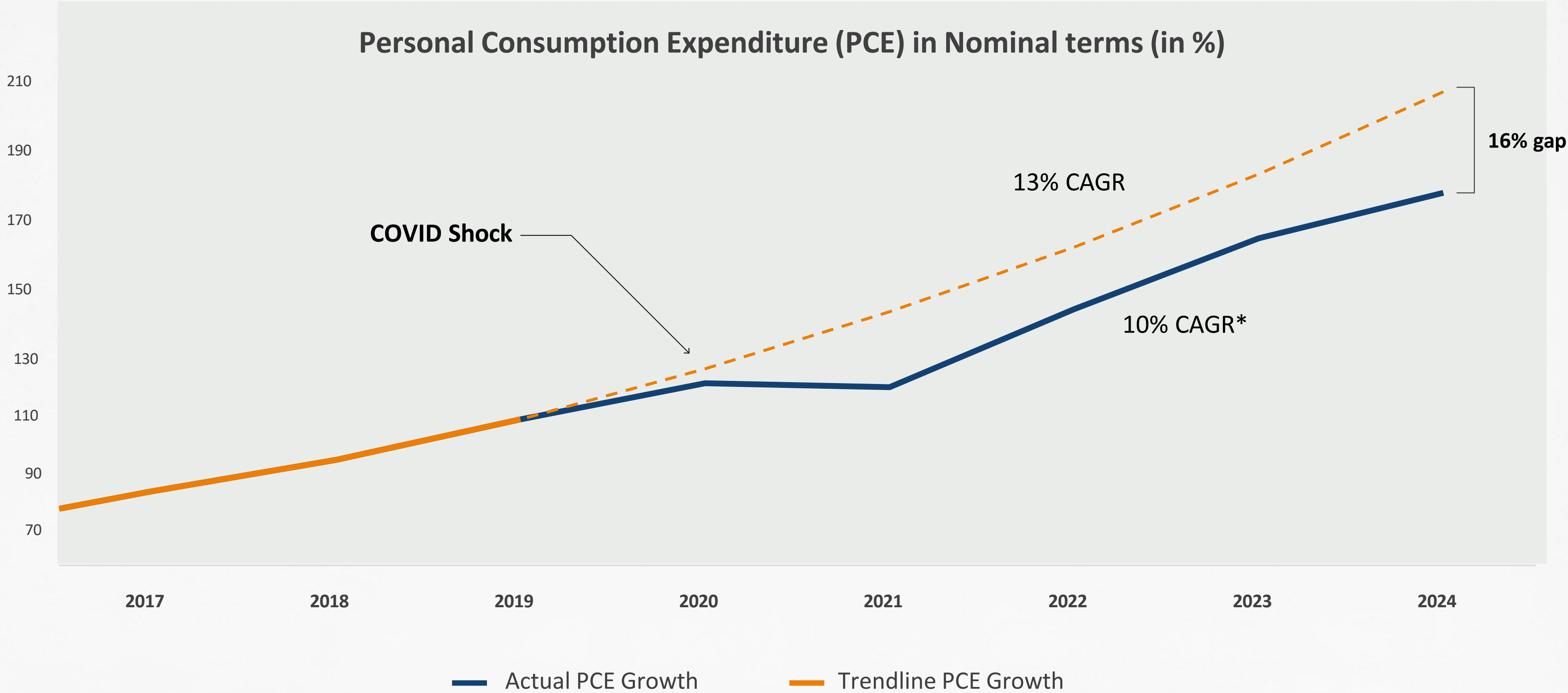
India Online consumer funnel
(Millions of population, % of population)



China Online consumer funnel
(Millions of population, % of population)



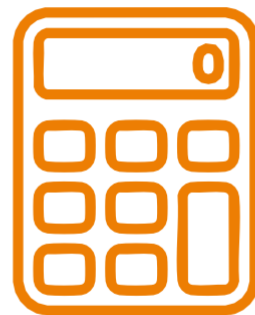
Consumption is below pre-pandemic path



Source: Spark Capital Research, Internal, data as on March 2024.
*CAGR-Compound annual growth rate

For More Information, follow mentioned links-

Click Icons to know more



Calculators



Collaterals



Our Funds

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