How has the Global 50 been affected by Covid?

The Covid-19 pandemic has upended many aspects of life and business, requiring companies to pivot and adapt. The FMCG sector has been particularly affected, with significant changes in consumer behavior and supply chains.

**Winners and Losers**

The 'winners and losers' picture is also evident in the Global 50, with some companies benefiting from the pandemic while others have struggled. The biggest players also played a part in the fortunes of many smaller players, who were faster to adopt the tools available. In some cases, margins have been reduced to some extent, reflecting the lack of advertising for product categories.

**Major Changes**

Major changes have also resulted from the pandemic, with a shift towards online sales, the reduction of advertising, and the increase in the use of DTC websites. Additionally, there has been a reduction in marketing spend as a proportion of revenue, with many companies in the FMCG sector cutting their costs – most notably, a reduction in marketing spend.

**Supply Chain Disruptions**

Supply chain disruptions have been a major challenge for companies, requiring them to adapt and find new ways to supply products. The pandemic has led to labor shortages, with many countries experiencing shortages of workers in various industries.

**Trends and Predictions**

Trends in the FMCG sector have been characterized by the rise of DTC websites, the use of big data and machine learning, and the focus on growth assets, rather than scale consolidation. Though the pandemic has created many challenges, it has also provided opportunities for companies to learn and adapt, and for consumers to develop new habits.

**Conclusion**

The experience of 2020 shows that the global FMCG industry deserves its reputation as a rock in stormy seas. And the scale of the multinational giants will help them to navigate the turbulence ahead. The FMCG sector has demonstrated its resilience, and we can expect it to continue to adapt and thrive in the face of future challenges.