

Other consumer goods

Industry Code (as per CMIE Prowess): 0101012590000000'

June 2022

Overall Industry Risk Score: **13/20 | Marginally Favourable**

Sample Size: 8 Companies

Median Rating Value of sample size: BBB

Individual Parameters Contributing to the Score

Demand & Supply Balance  **12/20**

DS Equilibrium

As per CMIE data, the industry reported y-o-y increase in sales by 10.5% from Rs.10.7 billion for March 2021 quarter to Rs.12.2 billion for quarter ended March 2022. As per Ministry of Commerce statistics, in FY22, exports value of Watches & Clocks and Toys, Games & Sports Goods increased by 17.7% and 36.6% respectively as compared to FY21. Demand for this industry is highly associated with overall macro-economic performance and level of demand in the economy.

Extent of Competition  **8/20**

Fragmented Industry

This industry is highly fragmented. Competitive intensity varies across products.

Regulatory Risk 16/20

Stable Regulatory environment

Government initiated measures to promote the use of indigenous consumer goods such as toys as against imports. Government Initiatives such as Atmanirbhar Bharat are expected to provide an impetus to domestic manufacturers.

Input Related Risk 16/20

No supply disruptions / very narrow price band or fluctuations

The industry is vulnerable to input price risks and increase in labour costs.