

A Review Of Innovative Fmcgs: How To Get A Competitive Advantage

Dr. Muhammad Siddique¹, Dr. Zeenat Kanwal Shar², Ms. Mehrin Farhan Shaikh³, Dr. Shoaib Muhammad⁴, Dr. Jaweria Ali⁵

ABSTRACT

An entrepreneur starts a new business, takes risks, and makes innovative products to satisfy the customers and fulfill the demand of society. The innovative FMCGs get the competitive advantage by using innovative materials, making innovative designs, keeping the products in innovative packaging, making the products in innovative product lines, and keeping safe the products in innovative product storage. The aim of the paper is how to get a competitive advantage from the innovation of fast-moving consumer goods. The literature was collected from science direct. The relevant articles about entrepreneurial products and services have been reviewed to cover different business requirements that need innovation for getting a competitive advantage. It is a review paper that is based on research as well as review literature. For writing this paper, 132 research and review articles, and the required blogs have been carefully reviewed. The existing literature shows a research gap, and no proper literature is available on the topic. Hence, this study provides the guidelines for researchers, students, policymakers, and practitioners.

Keywords: FMCGs, innovative, literature, products, database, packaging.

Introduction

Fast-moving consumer goods (FMCGs) are the products that are available in the consumer market at relatively low cost, and they are also known as consumer-packaged goods. Due to their high consumption, they have a short shelf life, or they may include¹ soft drinks and confections or perishable goods such as meat, dairy products, and baked goods. Similarly, innovation is a value addition that creates the latest look and new momentum in the creativity of entrepreneurial products. It is the basic characteristic of entrepreneurial enterprises that they bring their goods to the market with innovative ideas. The purpose of this paper is to emphasize on competitive advantage that is derived from innovation of FMCGs (Nilsson and Göransson, 2021). Several researchers have given innovative ideas to enhance the current operations based on modern knowledge or technology (Ripanti et al., 2016). Research interest has increased in

¹Associate Professor - Department of Business Administration ORCID numbers: [0000-0001-9150-1975](https://orcid.org/0000-0001-9150-1975)
The HANDS Institute of Development Studies.

²Assistant Professor – Department of Commerce Shah Latif University, Khairpur.

³Lecturer – Department of Business Administration The HANDS Institute of Development Studies.

⁴Assistant Professor - Department of Business Administration The HANDS Institute of Development Studies.

⁵Assistant Professor – Department of Business Administration The HANDS Institute of Development Studies.

innovation of FMCGs (Weiss et al., 2021), because the competitiveness of nations, industries, and businesses is driven by innovation (Schumpeter and Backhaus, 2003). The innovation of businesses depends upon the new shift in economic and social sectors (Henttonen and Lehtimäki, 2017), as innovation creates competitive advantage that is the beauty of life (Purkus and Lüdtke, 2020). For getting the competitive advantage, the producers of FMCGs focus on innovation of their aforementioned products and make the expansion in their businesses from national to international boundaries (Williams and Shaw, 2011). The role of educational institutions act as the innovation drivers and a firm base of competitive advantage established (Müller and Rippel, 2011). Similarly, there is a significant relationship between emotional intelligence and innovation (Appolloni et al., 2023); (Yang et al., 2021). Furthermore, innovation is a value-added factor for entrepreneurial business, and based on it the producers get the competitive advantage (Viaggi et al., 2021), it provides the strength of attraction in the market (Viaggi et al., 2021); (Fleith de Medeiros et al., 2022). FMCG are the demandable products in a consumer market, and if they are innovative, the competitive advantage causes more beneficial for the producers in a society (Gupta et al., 2020). The present educational institutions are preparing their students as creative minded to fulfill the society demand (Abdelal, 2019). The experience of Covid-19 pandemic provided the best guidelines to people of the world to have innovation in their life patterns so that they may meet the public demand easily, because during this period, there was change in every set of life, such as working habits, eating habits, sleeping habits, washing habits, and every habit of life has changed and innovative and that is much helpful in getting the competitive advantage in life (Rowan and Galanakis, 2020). The introducing of green energy is also an innovative step in the energy sector in this era that causes for competitive advantage for idea generators and manufacturers of green products (Wittmayer et al., 2020). The idea of innovative ecosystems is also a basic requirement for an upgraded society and caused for having the competitive advantage in the field (Granstrand and Holgersson, 2020). Innovation provides the sustainable development for the society, and in the result, the initiators get the competitive advantage in every sector of life (Nilsson and Göransson, 2021), and ultimately it teaches the manners of life that is facing the new challenges in this era (Chehade et al., 2020). This paper focuses on the innovative activities of entrepreneurial products that consist of (a) innovation in basic materials; (b) innovation in product designs; (c) innovation in packing materials; (d) innovation in product lines; (e) innovation in product storage and handling, and all these innovative ideas help in achieving the competitive advantage from FMCGs in consumer markets. These are the key considerations to innovate fast-moving consumer goods, see table 1 below:

Table 1: Key Consideration for SMCGs Innovation

S. No.	Particulars	Citation
Innovative Materials		
1	Plastic furniture (SAAB Moulded Furniture)	(SAAB, 2022)
2	Solar Energy System/Items (Premier Energy)	(Energy, 2022)
3	Electric Car (Sazgar Engineering Works Limited (SEWL))	(Tribune, 2022)
4	Eight Innovative & The Best Oil Free Air Fryers in USA in 2021	(Kapoor, 2021)
5	Innovative Health & Fitness Gear	(Rabbithole, 2022)
Innovative Designs		
1	Dress Styles (Tooba Collections)	(Tooba, 2022)
2	Make up Styles (ROSE Beauty Parlour)	(Parlour, 2022)
3	Hair Styles (Toni&Guy North Pakistan)	(Toni&Guy, 2022)
4	What is design innovation?	(Obenauer, 2017)
5	Innovation in design	(Volz, 2014)

Innovative Packaging		
1	Top Packaging Innovation of 2020	(Kazarian, 2022)
2	Johnnie Walker whisky is to become available in a paper-based bottle	(Barr, 2020)
3	Sunday Riley Charcoal Smoothie Jelly Body Scrub	(Mediavine, 2022)
4	This New Mountain Dew Features a Tactile Grip, Resealable Lip Can	(Crecente, 2018)
5	Gravity Drinks	(Drink, 2022)
Innovative Product Lines		
1	Examples Of Innovative Products That Are Changing Lives	(Teo, 2022)
2	Use innovation to grow your business	(Montreal, 2022)
3	What is product innovation, and why is it important?	(Guthrie, 2021)
4	Future technology: twenty-two ideas about to change our world	(Focus, 2022)
5	Why is innovation so important for brand growth?	(Morley, 2022)
Innovative Product Handling		
1	Handling innovation	(Lopez-Pacheco, 2016)
2	Key drivers to automate with innovative handling	(Sylvania, 2017)
3	Material Handling	(Drive, 2020)
4	Seven technology trends shaping the future of material handling	(Manci, 2014)
5	Powder and bulk solids processing, analysis, and handling innovations	(BulkInside, 2022)

Based on table 1, the innovation in FMCGs may be due to the innovation in product materials, innovation in product designs, innovation in product packaging, innovation in product lines, and innovation in product handling or storage. A brief discussion about every factor is given below:

Innovative Materials: To fulfill the demand of the modern era the most entrepreneurs have changed the basic materials. For example, furniture manufacturers have changed their product materials from wooden furniture to iron, and plastic materials. This change and innovation have been welcomed in the market because it is cheaper, and the handling or moving of such furniture is also easy. China is producing more than 32% of the global production of plastic goods (Ststista, 2022). The innovative materials protect the products from different germs and diseases (Hamad et al., 2023). The solar energy systems is an innovative consumable product and in the electric cars are also the best examples of innovation and creativity in FMCGs.

Innovative Designs: Innovation in designs in FMCGs has also been introduced in the market. For example, innovation in dresses, innovation by the beautician, innovation in make-up styles and hair styles, innovation in consumer products due to innovation in technology have made the products very charming and attractive (Sverdlov et al., 2021). Such innovative designs attract the customers easily (Botelho et al., 2021), the demand of these designs is increasing day by day (Brillas et al., 2021). Innovation has become the main part of society, for example, people purchase the innovative products for marriages parties get the competitive advantage in society (de Kwant et al., 2021); (IFC, 2016), see table 1. According to the market demand,

producers introduce new innovative designs (Al-Sahari et al., 2022); (Danish et al., 2022); (Guo and Wang, 2022).

Innovative Packaging: According to the old method of packing, substandard materials were used that caused to spoil the products packed. Now, innovative packaging is used for FMCGs that provide full support and protection to the products. For example, milk packing, soft drinks, and juices are available in better packaging as compared to the previous packaging. Packaging is also a source of promotional activity because the attractive packaging attract the customers and get the competitive advantage (Akhila et al., 2022). Good packaging also prevent the products from harmful germs (Tang, 2011), that is why these are also used for preservative purposes (Guo et al., 2022). There are environmental harmful effects caused by plastic (Hafsa et al., 2022), therefore, such FMCGs are advised to reduce plastic usage and to increase reusing, recycling, or composting the plastic (Hafsa et al., 2022). Innovative and long lasting packaging are prepared to fulfill the need of the busy life (Resnitzky et al., 2021). The attractive and sustainable packaging saves money, and reduce health issues (Jensen, 2021), see table 1.

Innovative Product Lines: A product line is a collection of connected goods sold by the same business and marketed under a single brand name. For example, all the products of Unsilvers company used for cleaning purpose is known as the product line and all the products are used for a specific purpose (Chimalakonda and Hyung Lee, 2021). Normally, FMCGs have more than one product lines and they gradually increases them (Ochoa et al., 2019). The innovation in product lines provide the products according to the market segmentation (Sampaio et al., 2019). The producers introduce the innovative product lines in their businesses to get the maximum edge of competitive advantage (Lyytimäki et al., 2021).

Innovative Product Storage: The FMCGs are now available with innovative carriers that help with easy product storage or and easy carrying and handling. For example, it is observed that most FMCGs producers attach handles with their packaging to make their products handling and storing easy and get competitive advantage, some producers have fixed nozzles with the poches, such as with cooking oil poches, soft materials are used for packing to reduce the handling hazards (Al-Obadi et al., 2022); (Pambudi et al., 2022); (Svensden et al., 2022), see table 1.

A pictorial diagram of the above relationship is further highlighted here, see figure 1:

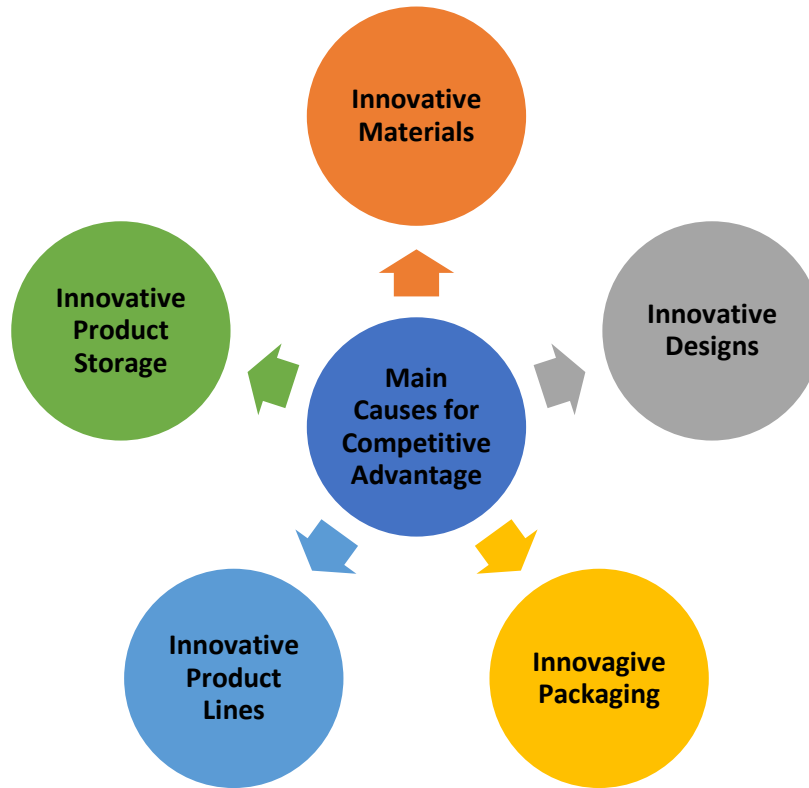


Figure 1: Main Causes for Competitive Advantage

Impact of Innovative FMCGs

Product innovation supports the new fashion and causes to increase in sales of FMCGs.

Supporting New Fashion: The innovative FMCGs support to catch new fashion (Chopra et al., 2022), because fashion industry adds something new to get the competitive advantage in the market (Appolloni et al., 2023). The use of eco-friendly technologies have been introduced in the fashionable products (Ikram, 2022). More than 300 million people have been attached with this industry, and they contribute to employment in low-income countries (Guntu et al., 2020). Trends in the global fashion industry are expected to grow from \$1.5 trillion in 2020 to around \$2.25 trillion in 2025, indicating a continue growing trend in this industry (Fuxman et al., 2022); (Papamichael et al., 2022). But, there is a drawback of fashion industry is also noted, that it creates the serious environmental problems due to dumping of waste materials on the planet (Henninger et al., 2021); (Wittmayer et al., 2020), although it is growing as one of the world's largest as well as the most influential industries (Hultberg and Pal, 2021).

Impact on Sales: The customers of FMCGs like the new arrivals in the market because they consider it as new fashion for them (Klein and Şener, 2022), 2022; (Gunarathne and Lee, 2021); (Qian and Wang, 2020). Therefore, the innovative new products are always welcomed and they have a positive impact on sales of FMCGs (Flachenecker et al., 2022); (Guarascio and Tamagni, 2019); (Kwon et al., 2021); (Carayannis et al., 2022). The consumer products are produced in bulk quantity on commercialization basis with addition of some creativity and innovation (Azhar Mohd Harif et al., 2022); (Scuotto et al., 2017); (Umrani, 2016).

How to get Competitive Advantage

Competitive advantage means that why the products of a producer are liked more than that of others. For example, in a competitive market, many fast-moving consumer products are available, and people have open option to choose the products of any of the brand. If people are attracted towards some specific brands, it means that there are some extra benefits attached to these brands that cause the customers' attraction. Normally, the customers give preference to purchase a product of a certain brand due to product innovation, product quality, after sales services, product warranty, product design, product expiry, product packing, product discount, selling price, and any other benefit associated with the product. These benefits are pictorially shown here, see figure 2:



Figure 2: Reasons of Competitive Advantage

Due to one or more of these facilities customers give preference to purchase the products of a certain brand, and the selected producer (s) may get the competitive advantage among the competitors in the same market.

The innovative FMCGs avail competitive advantage.

It is already mentioned that product innovation may be the main cause of competitive advantage. The popular FMCGs produce the innovative products as per the environmental changes and requirement (Jácome et al., 2022). Those businesses who take care of all the relevant factors of competition, they get the competitive advantage (Ashrafi and Zareravasan, 2022); (Turkcan et al., 2022). There is a detail of famous FMCGs product branches that get the competitive advantage in the market, such as kitchen appliances, furniture products, home decorations, costumes, electricity stuff, internet devices, cosmetics products, jewelry products, robotic toys, farming products, and computer products, see table 2.

Table 2: The Successful FMCGs that avail Competitive Advantage

S.No	Products	Competitive Advantage	Reference
1	Kitchen Appliances	Innovation in Kitchen Appliances (Innovative Services)	(Kendal, 2022)
2	Furniture Products	Innovative Furniture (Customized Furniture)	(Chagti, 2020)
3	Home Decorations	Innovative Home Decoration (Customized Designs)	(Daraz, 2022)
4	Costumes	Innovation in Costumes (Customized)	(Costumes, 2022)
5	Electricity Stuff	Innovation in Electricity Stuff (Customized)	(Woodford, 2021)
6	Internet Devices	Innovation in Internet Devices (Cutomized and Safe)	(StartUs, 2022)
7	Cosmetics Products	Innovation in Cosmetics (Cutomized in new designs)	(WILDE, 2022)
8	Jewellery Products	Innovation in Jewellery Products (Customized designs)	(Team, 2022)
9	Robotics Toys	Innovation in Robotic Toys (In performance & Designs)	(Bhagat, 2022)
10	Farming Products	Innovation in Farming Products	(agritech, 2022)
11	Computer Products	Innovative Computer Products	(Linda, 2022)

A discussion is given in the next pages to highlight the successful FMCGs and their products that can easily get the competitive advantage in the consumer market:

Kitchen Appliances

The innovative kitchens provide comforts, that is why people demand them more. They are comfortable, cost effective, time-saving products. The innovative consumer products consist of modern technologies that make the human life more easy and comfortable (Gill-Wiehl et al., 2021). Due to the continued research, kitchen products may be more society oriented in future (Zhu et al., 2022). A lot of kitchen appliances are available in the market (Yeh et al., 2022).

Furniture Products

Innovative furniture is used a status symbol in most of the under developing and developing countries like Pakistan. By observing the innovative furniture people make their opinion about the financial status of the owner of a house (Caridi et al., 2012). To see this habit the furniture manufacturer enterprises, keep their focus on innovative kitchen products and get competitive advantage. The innovative designs for kitchen products are introducing continuously to attract the people and to fulfill the market demand (Krzyzaniak and Smardzewski, 2021).

Home Decorations

The home decoration consists of interior and exterior decorations. It is the art and science of upgrading a building's interior to provide a healthier and more aesthetically pleasing atmosphere for interested buyers. People spend on home decorations for innovative and a changed environment (Falcon, 2022). For making more attractive, the decorations of walls,

living rooms, bedrooms, drawing rooms, and kitchen are beautifully (Cai et al., 2023). The demand of home decorations is increasing day by day in the society, especially in Pakistan (Viaggi et al., 2021); (Viaggi et al., 2021), and it is also demanded globally (Wu et al., 2019).

Costume

It means wearing clothes or dresses that are innovatively designed for various occasions. A tailoring shop and boutique are micro entrepreneurial businesses. These entrepreneurial businesses make innovative dresses according to the need of time, person, place, or object. Bright colors, sharp contrasts, and a variety of patterns with distinguishing features of ethnic minority clothes. Particularly the symbols, designs of animals and plants, and geometric shapes make the attractive changes for the customers (Delgado and Albuquerque, 2015); (Keturka, 2022). A variety of costumes are prepared on especial occasions, such as Eid festivals, Muharram festival, and Independence Day and other festivals, such as Holy Christmas, etc.

Electricity Stuff

The electricity stuff is available innovative shapes and designs in the market, and the old electric stuff has been replaced with new one, for example, the old electric bulbs had replaced to energy savers, then from energy savers to LED bulbs. These LED bulbs are more innovative and more economical (Skjølsvold et al., 2020). A variety of electricity innovative goods are available in different colors and designs (Fleith de Medeiros et al., 2022). Different electric companies are manufacturing innovative products and get the competitive advantage.

Internet Devices

Internet is now has become an essential part of human life (Clarysse et al., 2022). The Internet-of-Things (IoT) have made human lives more comfortable and easier (Dias et al., 2022). In this era, from mobile phones to heavy machinery, everything needs internet devices (Akhila et al., 2022);(Ahmad and Zhang, 2021). Therefore, due to the heavy use of internet devices, they are also available in innovative designs and colors that fulfill the market need, and most of the common internet devices, such as printers, scanners, photocopiers, and other devices are available in innovative designs (Jokisch et al., 2020); (Kang and Gretzel, 2012). The LED devices are more friendly to the internet and their demand is increasing continuously (Phan et al., 2021). Consumers use LED devices due to their better performance (Kang and Gretzel, 2012).

Cosmetics Products

Cosmetics companies take care of their production procedures due to client concerns. Customized products with the required innovation are demanded in the market, such as immersive beauty, personalized care, anti-aging & rejuvenation, smart skin analysis, cruelty-free cosmetics, blockchain beauty, and 3D printing. Innovative cosmetic products are available in the market, such as Waterless Cosmetics, CBD Skin Care, Microbiome Skincare, Fermented Beauty Products, and Makeup in Metaverse – AR/VR Beauty (Innovation, 2022). These innovative products provide a specification to users (Damasceno et al., 2020). The reliable FMCGs companies use the best methods for creating sustainable cosmetic products from the customers' perspective (Rocca et al., 2022). Various categories of waterless products are more appreciated by consumers (Aguiar et al., 2022). Environmentally friendly cosmetics are gaining importance in the market, and they get the competitive advantage (Bozza et al., 2022); (Gagosian et al., 2022).

Jewelry Products

The innovative jewelry is the most favorable use of South Asia ladies. It is the utmost requirement in social ceremonies like weddings and all other festivals. The recent high inflation has increased the cost of jewelry ornaments, that is why to resolve this problem, jewelry producers are making imitation (artificial) jewelry products that are available at affordable prices. Only innovative jewelry (imitation) gets the competitive advantage (Bilgili et al., 2011).

Robotics Toys

Engineering's field of robotics deals with the creation, design, production, and use of robots (Delgado and Albuquerque, 2015, de Albuquerque Wheler et al., 2021). Robots use sensors, computing, and motors to interact with their surroundings in a thought-out way. Robotic toys are available in innovative shapes and designs (Sylla et al., 2022). Chinese made a lot of robotics toys which are available in Chinese smart toy markets (Zhang et al., 2020).

Farming Products

Pakistan is an agricultural country and the demand of the agricultural innovative products is very high in Pakistani market (Ayoub, 2023), and a lot of innovative works has been done in the agriculture field, such as Bee Vectoring Technologies, Precision Agriculture, Indoor Vertical Farming, Livestock Farming Technology, Laser Scarecrows, Farm Automation, Real-Time Kinematic (RTK) Technology, and Minichromosomal Technology (Tody, 2022); (Leduc et al., 2021). Similarly, various studies have shown the impact of agricultural practices on milk composition, and such products get the competitive advantage in the market (Rey-Cadilhac et al., 2023).

Computer Products

Many computer devices are also available in the innovative designs, in the market, such as the innovative PC hardware consisting of Cyber PowerPC Kinetic case, Cyber Power, and Alienware 34 QD-LED. Dell, 12th-gen Intel 'Alder Lake' laptop CPUs. Intel, Samsung Freestyle portable projector. Samsung, Lenovo Think Book Plus Gen 3. Lenovo, AMD Radeon RX 6500 XT, Nvidia GeForce RTX 3090 Ti, L'oreal Colorsonic (Heitzig et al., 2010). Considering the nature and complexity of the materials used in electrical/electronic products, their energy consumption, and the e-waste they generate, sustainability must be built into design and innovation (Liao and Chuang, 2022). Global competition requires industry new product development (NPD) with innovation, speed, and flexibility with new manufacturing technologies to achieve success and continuous growth (de Almeida et al., 2021). We encourage FMCGs manufacturing companies to improve their business performance using the latest IT technology innovative methods (Fredström et al., 2022).

Summary of Innovative FMCGs Producers

In the previous sections, a brief discussion about the innovative products and services of FMCGs industry has been given with the available examples of the innovative products. These products belong to kitchen appliances, furniture products, home decorations, costumes, electricity stuff, internet devices, cosmetics products, jewelry products, robotics toys, farming products, and computer products. These are the famous FMCGs producers that produce innovative products and services in the market as per the demand of customers. Different

manufacturers are manufacturing the similar products, but as already it is mentioned that the customers always give preference to his or her own benefits, and they will purchase those products that give them more satisfaction. The purchase decision for a certain brand is always based on the competitive advantage received from a certain deal. A pictorial detail of the famous products where the producers of such products get competitive advantage among other competitors in the same market is shown here, see figure 3:



Figure 3: Innovative FMCGs Products

Literature Collection

The literature was collected from science direct. The relevant articles about FMCGs producers and services have been reviewed to highlight the importance of competitive advantage that is achieved from using innovative fast-moving consumer goods. It is a review paper that is based on research as well as review literature.

Discussion

It is a review paper, and it is based on the ideas that have been extracted from the existing literature in the form of research literature and review literature available on science direct database. In a review paper, the researcher (s) first, review the existing literature whether it is available in research articles or in the review articles, and after carefully reviewing such articles, a conceptual outline is extracted from this and then the self-views are shared in the study. In this article, the focus is given to the competitive advantage that is achieved in comparison of the products of a producer to the others working in the same environment and in the same market, in the same conditions, and if a specific brand is getting the competitive

advantage among all the producers, such business is considered a successful business. In this study, the targeted industries are FMCGs that are selling the consumers products that have limited life and a short span because their usage is always remain on the higher side and people want something new in the products, that is why, the FMCGs modify their products and make the innovative products to fulfill the consumers' demand and to get the competitive advantage in the market.

Conclusions, Implications, and Future Directions

The contributions for this paper have derived from the available research and review materials on the science direct database site. Accordingly, this paper focuses on the innovative activities of FMCGs producers who get the competitive advantage due to innovation in basic materials, innovation in product designs, innovation in packing materials, innovation in product lines, and innovation in product storage and handling that provides an integrated overview of the research developed in recent years. A discussion regarding the competitive advantage that is achieved by different organizations due to innovative products of kitchen appliances, furniture products, home decorations, costumes, electricity stuff, internet devices, cosmetics products, jewelry products, robotics toys, farming products, and computer products. Based on the importance of innovation in a different field, this paper provides guidelines to FMCGs producers, researchers, students, policymakers for emphasizing change and creativity in the future production as per the market demand. It is novelty of this paper that it guides about the modern and utmost demand of customers regarding the innovative products that cause for getting the competitive advantage.

Declaration of competing interest

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