

# THE ECONOMIC TIMES

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**PRICE HIKES BY CO MAY CONTINUE THIS YEAR UNLESS MKT SHARE THREATENED**

## India Star Performer in '21: Unilever CEO

**UNILEVER  
INDIA BIZ**

Year-wise  
Growth (%)

2021	13.4
2020	-1.7
2019	6.1
2018	11.2
2017	7.7

**2021 NOS**

**Indian FMCG**  
market grew  
**16%** in value at  
fastest pace in  
9 years

**75%** of portfolio  
gained share  
despite price  
hikes

**Ecomm  
Growth**  
200%

**Revenue**  
€5.6 b,  
accounts  
for 10% of  
Unilever  
annual sales

Biz grew over 13% on year with revenues of €5.6 b, says Jope

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**Mumbai:** Unilever global chief executive Alan Jope said business in India — one of its “highest priority countries” — was the top performer in calendar year 2021, growing more than 13% on year with revenues of €5.6 billion, or about ₹56,000 crore.

“We have chosen to prioritise the key markets for the future. The US, India and China...and all three of the highest priority countries delivered strong and competitive growth in 2021,” Jope said during an earnings call after reporting Unile-

ver's fastest underlying sales growth in nine years at 4.5% globally. “India grew well into double-digits, albeit versus weaker comparators.”

The maker of Dove shampoo and Lux soap said growth in India was a balanced split between price and volume amid rising input costs, and that price increases may continue this year. It may, however, tweak pricing if market shares are threatened. “We stepped up pricing in India during the year, while maintaining positive volume,” Jope said.

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## 'Staying Competitive Top Priority'

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Pricing and savings actions will continue to be important as commodity prices remain elevated, he said.

"In the coming months, we will be playing the trade-off between leading on pricing, protecting the P&L (profitability) of the business, and maintaining competitiveness," Jope said. "We will lead pricing...and where competitors don't follow (in hiking prices) and we start to see an erosion of our competitiveness, we will roll that back. Remaining competitive is our top priority."

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