

# A Review of Environmental, Economic, and Technological Challenges in Green FMCG Logistics

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**Abstract:** *Green logistics has become increasingly significant in the Fast-Moving Consumer Goods sector due to rising environmental concerns and stakeholder pressure. This review explores major environmental, economic, and technological challenges hindering the integration of green technologies in FMCG logistics. Through analysis of existing literature, the study identifies barriers and opportunities, and proposes future research directions. The integration of green technology in Fast-Moving Consumer Goods logistics presents both significant opportunities and complex challenges. This review explores environmental, economic, and technological barriers affecting sustainable logistics practices. Environmental challenges include high carbon emissions, waste generation, and inadequate green infrastructure. Economic challenges involve high implementation costs, uncertain returns on investment, and budget constraints. Technological challenges encompass integration with existing systems, workforce skill gaps, and data security concerns. Despite these obstacles, green logistics offers potential benefits such as operational efficiency, regulatory compliance, brand enhancement, and long-term cost savings. The study highlights strategies and future directions for effective green technology adoption in FMCG supply chains.*

**Keywords:** Green Logistics, Sustainable Transportation, Environmental Challenges

