

# **Environmental Innovations in FMCG Logistics: Opportunities and Challenges**

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**Abstract:** *The fast-moving consumer goods sector is highly dynamic, requiring rapid and efficient logistics operations. However, traditional logistics methods contribute significantly to environmental degradation through carbon emissions, energy consumption, and excessive waste generation. In response, environmental innovations in FMCG logistics have gained increasing attention, focusing on sustainable transportation, green packaging, digitalized supply chains, and reverse logistics. This review examines key environmental innovations, highlighting the opportunities they present for operational efficiency, cost savings, and brand enhancement, as well as the challenges hindering their adoption, such as high capital costs, lack of infrastructure, and supply chain complexity. The paper provides a comprehensive overview of current practices, identifies research gaps, and suggests strategies for FMCG companies to integrate green technologies effectively.*

**Keywords:** Green Logistics, FMCG Supply Chain, Reverse Logistics