

Chart of Difference between Consumer Goods and Capital Goods:

Basis of Difference	Consumer Goods	Capital Goods
Meaning	These refer to the goods which are used by end consumers for consumption	These refer to the goods which are used in the production of other goods.
Users	For these goods, the users are final consumers.	For these, the users are manufacturers or producers.
Marketing Model	Here, business to consumer (B2C) marketing model is used.	In these, business to business(B2B) marketing model is used.
Also known as	Consumer goods are also known as Consumption goods.	Capital goods are also known as producer's fixed assets.
Expenditure	The expenditure on consumer goods is known as Consumption Expenditure.	The expenditure on capital goods is known as Investment Expenditure.
Leads to	The high production of these goods leads to raising the living standard of people.	The high production of these goods leads to raising the future growth of the economy.
Objective	The objective of the production of these goods is to fulfil the consumers' needs.	The objective of the production of these goods is to produce other goods.
Price Determination	For these goods, the prices are determined by the suppliers.	For these goods, the prices are determined by the companies.
Demand	These goods have a high demand in the market.	These goods have less demand as compared to consumer goods.
Interdependency	The production of these goods depends on capital goods.	The production of these goods doesn't depend on consumer goods.
Pricing	These goods are cheaper.	These goods are costly.
Storage	The storage of these goods mainly consists of home.	The storage of these goods mainly consists of warehouses and inventory.
Meant for	These goods are meant for final consumption.	These goods are meant for final investment.