

Four Things CPG Brands Need To Do, NOW!



For Consumer Packaged Goods (CPG) brands, success is hinged on surpassing customer expectations. Here are four strategies enabling brands to eclipse the competition and drive growth.

M&A PURSUITS

As competition heats up, CPG businesses need to expand their customer base.



CPG brands are trading R&D for M&A, in order to innovate and globalize.



Increased Competition

Problem
Solution

Accelerated Innovation

"The most successful acquisitions that we have tend to be small brands or technologies that we grow."

Michael Sneed, Worldwide VP of Global Corporate Affairs, Johnson & Johnson

Decreased Margins

Expanded Customer Base

OPTIMIZE TRADE SPEND

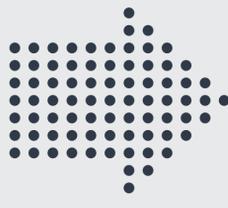
15 - 25% of CPG budgets are dedicated to trade spend.



How can CPG brands make these dollars work most effectively?



- Track
- Measure
- Confirm



The key to success is ensuring incremental gains from trade promotions.



"The old adage that trade spending is bad is no longer true in this day and age, thanks to improved analytics that allow more targeted and effective spending."

Ian Cook, CEO, Colgate-Palmolive Co.

ACT LOCALLY

4 out of 10 individuals use local search once a day.



They expect the "Amazon experience" on a local scale.



"To be a great global company, you have to be a great local company, because you have to touch people where they live."

Tadashi Yanai, CEO, Fast Retailing

local

Big data and digital transformations lead to personalization, relevance, and convenience.

global

Top CPG brands use regional and customer level insights.

They are also 2.2X more likely to use store level insights and 4X more likely to use city-level insights.

SUPPLY CHAIN EXCELLENCE

CPG companies carry 60% of the cost of logistics and hold roughly 50% of inventory.



FASTER
Reduced shipment times for the "Amazon age."



GRANULAR
Individualization to meet customer's needs.



FLEXIBLE
Nimbly respond to changes in supply and demand.



ACCURATE
Real-time, end-to-end supply chain transparency.



EFFICIENT
Optimization and automation to improve processes.

"Sometimes they want it fast, and are willing to pay for that. Sometimes they want it free, and they're willing to wait for it. We need to have the right options there."

Mark Holfield, Executive VP, The Home Depot

Want to learn more? Find out about our powerful solutions for CPG brands: Integrated Sales Forecasting | Field Team Operations | Trade Promotion Management