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.

- Increased Competition
- Decreased Margins

**Problem**

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

- Accelerated Innovation
- Expanded Customer Base

“[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

**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 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.

- 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

**SUPPLY CHAIN EXCELLENCE**

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

- FASTER
- GRANULAR
- FLEXIBLE
- ACCURATE
- EFFICIENT

“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 Holifield, Executive VP, The Home Depot

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.

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

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