

Benefits of blockchain-based, end-to-end supply chain networks

A hypothetical consumer goods company empowers and engages customers and growers, enables supply chain responsibility and ensures quality and authenticity.

ConsumerGoodsNet: A model for an end-to-end consumer engagement solution

In this use case, we follow a hypothetical, fast-moving consumer goods company—Consumer Brands Inc.—as they join a blockchain-based industry network—ConsumerGoodsNet.

Our hypothetical industry network provides ethical sourcing tools with strong authentication, carbon footprint data and calculations and proof of provenance, origin, and authenticity. The network also provides closed-loop condition monitoring, and engagement tools and analytics.



Value generated by ConsumerGoodsNet for Consumer Brands Inc.

The annual value of joining a robust industry ecosystem with broad participation

Improvement	ConsumerGoodsNet advantage		Value generated
Marketing leverage	Enhance consumer trust and engagement	↑	6-point improvement in NPS score
	Connect consumers with suppliers		
Customer growth and loyalty	Improve brand image and trust	↑	7% increase in spend per customer
	Boost customer acquisition	↑	\$3B increase in revenue
Pricing power	Amplify brand differentiation	↑	1% price increase
	Reduce price elasticity	↑	\$200M more pretax profit
Capitalization	Improve social reputation	↓	-3 basis points reduces WACC
	Decrease climate risks	↑	\$450M increase in market cap
Reduced carbon footprint	Capture data on GHG emissions	↓	-2.44M tons of carbon emitted by 2050
	Gain scope 3 emissions visibility	↑	\$95M more profits annually
Anticounterfeiting	Track serialized units end-to-end	↓	35% reduction in counterfeits
	Provide authentication	↑	\$143M additional sales
Talent acquisition	Enable sustainability initiatives	↓	2.45% reduction in turnover
	Improve employee loyalty	↑	\$72M increase in profit
Supplier loyalty and viability	Monitor fair trade practices	↓	50% reduction in supplier turnover
	Track supplier quality and compliance	↑	\$4M savings in sourcing costs

Creating value for other consumer products supply chain participants

ConsumerGoodsNet generates broad value for companies that participate in the network

	Producers, suppliers	Brand owners	3PLs and carriers	Distributors	Retailers	Consumers
Marketing leverage	High	High	Med.	Med.	High	Med.
New business, customer loyalty	High	High	Med.	Med.	High	Med.
Pricing power	High	High	Low	Med.	High	Low
Capitalization	Med.	Med.	Low	Low	Med.	Low
Reduce carbon, water footprints	High	High	Med.	High	High	Med.
Anti-counterfeiting	High	High	Low	Med.	Med.	Med.
Gray market reduction	Low	Low	Low	High	Med.	Med.
Talent acquisition and retention	High	High	Med.	Med.	High	Med.
Supplier loyalty, viability, quality	High	High	Low	Low	Med.	Med.

Intrigued by these findings? Get the details behind the value creation story. Download the full report “The value of networks: Creating consumer trust and empowerment” from ChainLink Research.



[Read the full story](#)

