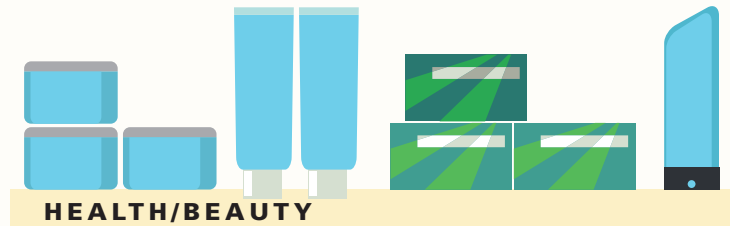




ADVANCED ANALYTICS TRANSFORMING CONSUMER PRODUCTS INDUSTRY

ADOPTION WILL GROW AS BUSINESS FUNCTIONS DEMAND MORE INSIGHT

Forecasting and Planning was selected by 91% of companies as the process expected to be the most impacted by advanced analytics and provide the most benefit; on the flip side, only 40% of respondents expect to find value in the product innovation area.



HEALTH/BEAUTY

Of companies over \$10B,

60%

are using predictive or prescriptive analytics for trade management.



GROCERY

Traditional Business Intelligence used by over

50%

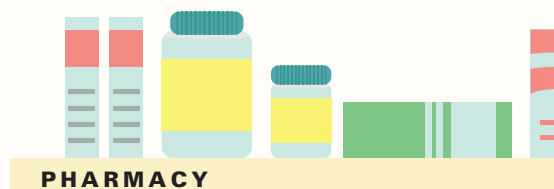
of industry for Trade Marketing, Finance, and Supply Chain; Merchandising and Sales are both close behind at 47% and 42% respectively.

60%

are considering using new or existing loyalty information to develop consumer insights



50% of CP companies plan on using IoT data for sales and marketing



PHARMACY



50%

of CP companies are not using weather-related data at all

66%

learning about consumers through social media data and 88% have a formal program for leveraging social media data



63%

of respondents are still relying on survey data for consumer insights.



GPS and location tracking only accounts for

3%

of consumer data, despite the hype

100%

of companies planning on monetizing social media data in supply chain processes are over \$10B in revenue



CGT
CONSUMER GOODS TECHNOLOGY