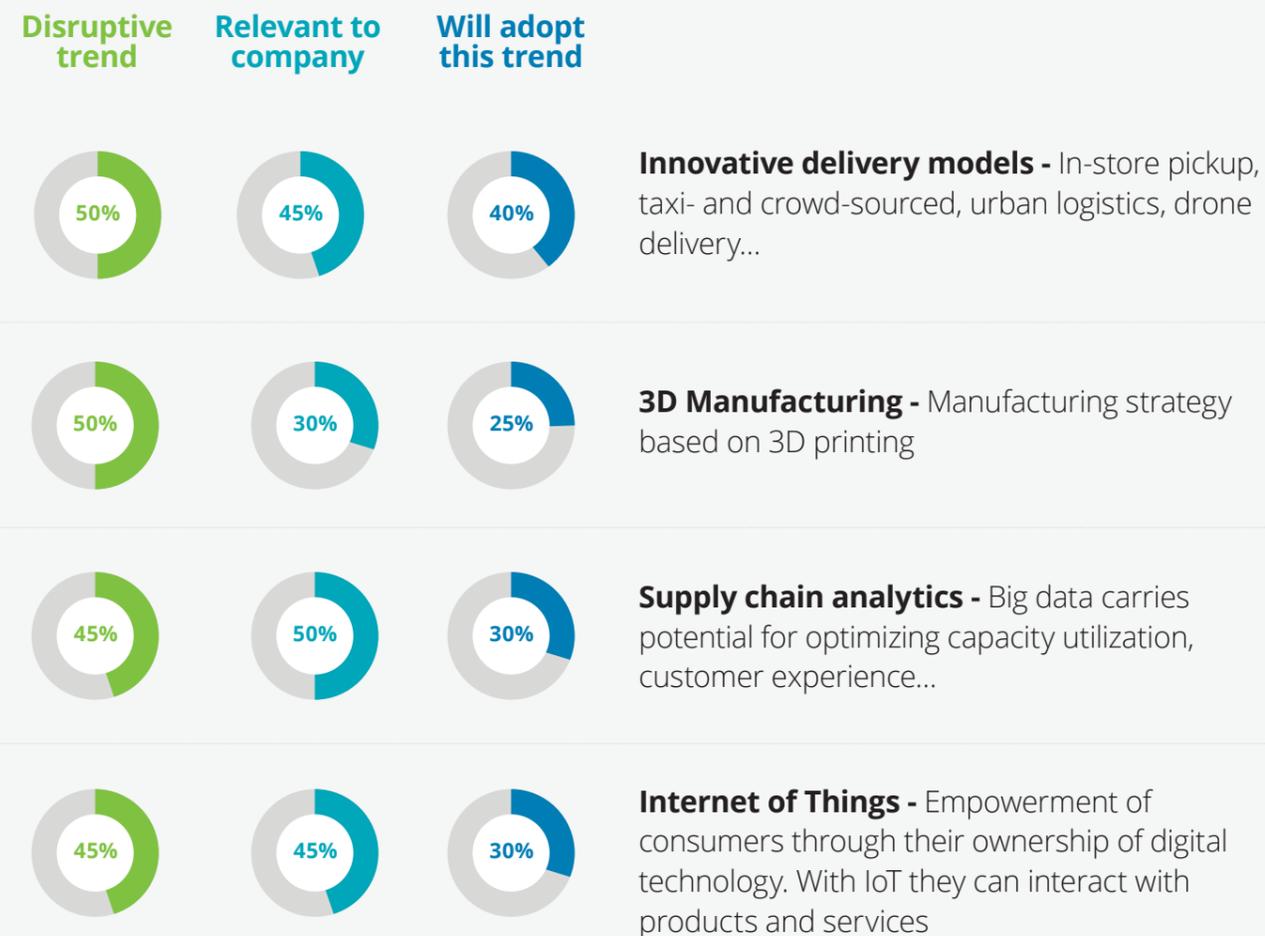


# Supply Chain Pulse Check Consumer Products & Retail Industry

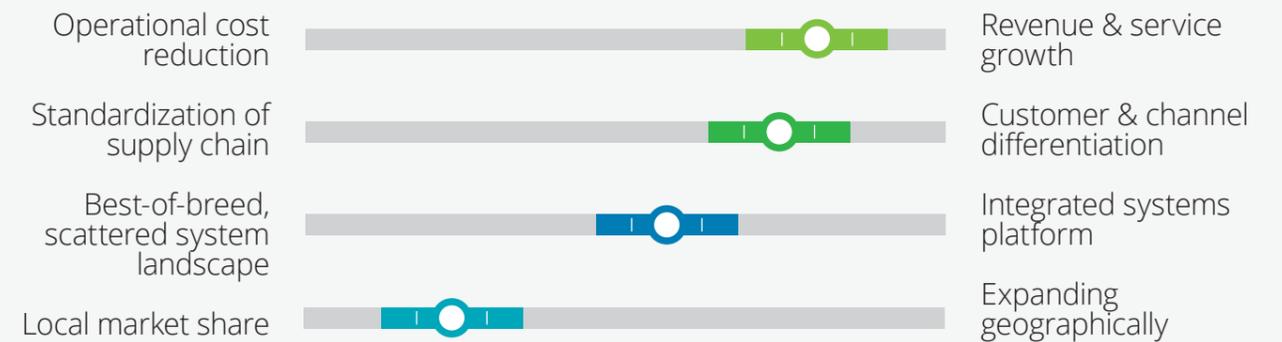
## Coping With Disruptive Digital Trends

Out of a list of **12 potential supply chain trends**, the majority highlighted 4 trends as disruptive. However, companies seem to be rather **prudent in taking action on some of these key disruptors**.



## Building Supply Chain Strategy

Respondent's companies seem to be mainly focused on **revenue and service growth**. To support this service growth, they rather look at **supply chain customization** / differentiation.



## Boosting Supply Chain Maturity

To enhance supply chain maturity in their companies, the participants have put forward 5 key enablers. **Integrated business planning and reducing total cost-to-serve** seem to be the most important ones.



## Survey details

The 'Supply Chain Pulse Check: Consumer Products & Retail Industry' was organized end of 2017, beginning of 2018. The survey has been filled in by a wide variety of senior supply chain professionals, active in renowned CP&R companies. These companies are all operating in Belgium, and cover all CP&R sub-sectors. Smaller as well as bigger companies have participated in the survey: the yearly European turnover differs from a couple of hundreds of million euros to more than 10 billions euros.

