

CAGNY 2017 Roundup


Growth is dominant in 5 key themes


In February, some of the most preeminent US CPG companies gathered in Boca Raton, Florida for the 46th annual conference of the Consumer Analyst Group of New York (CAGNY)


We listened and here is what we heard ...


GROWTH IS DOMINANT IN 5 KEY THEMES

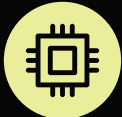
Major themes

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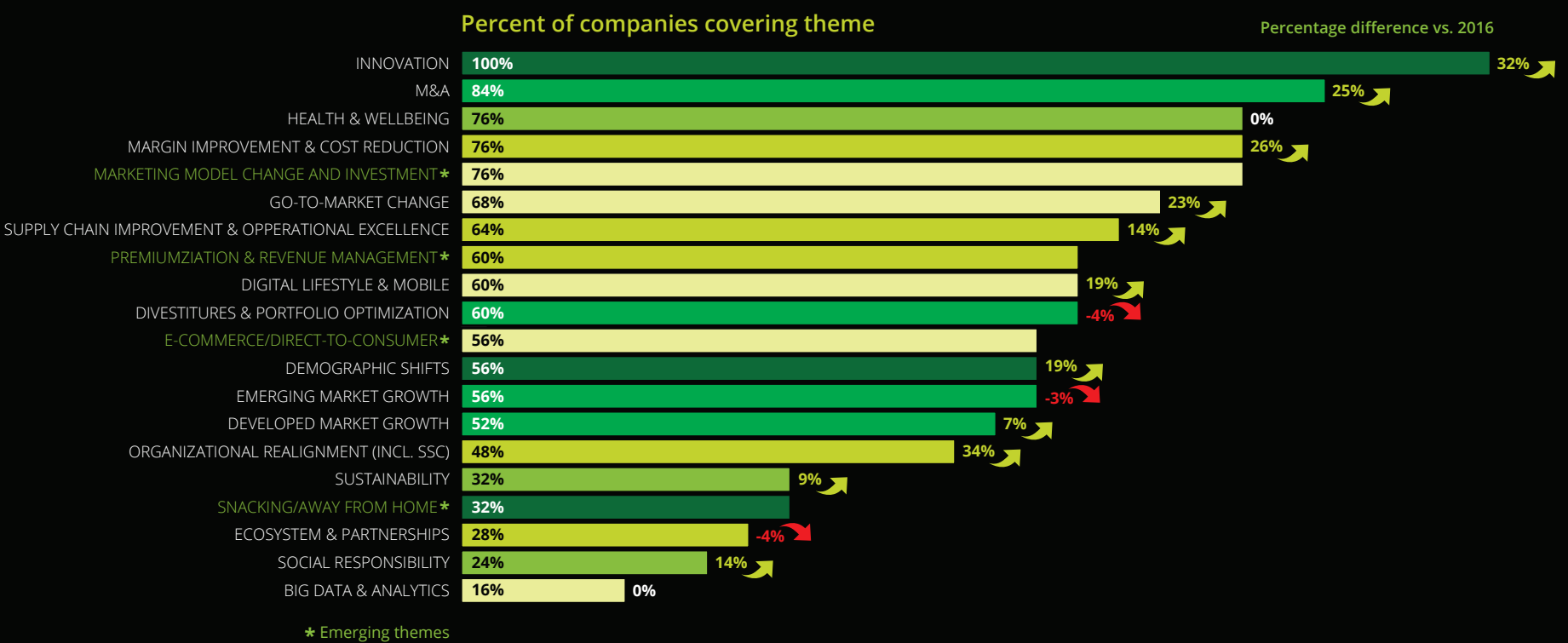
Product and service innovation
- 

Business portfolio optimization
- 

Health and wellness, social responsibility and sustainability
- 

Operational excellence and efficiency
- 

Digitization of the path-to-purchase and last mile



FOUR THEMES GAINING EXECUTIVE ATTENTION



Marketing model change and investment

76% of companies talked about changes to their marketing model


-  Shift from linear to digital was the main topic
-  New innovative ways of engaging with consumers

For example: One leading personal care company presented a new innovative approach to social marketing



Premiumization and revenue growth management

60% of companies talked about premiumization and revenue growth management


-  Premiumization through mix and innovation
-  Price realization through pack size and formats

For example: One food company presented new ways to deliver greater price realization



E-commerce/direct-to-consumer

56% of companies talked about e-commerce/direct-to-consumer

-  Dedicated teams to build e-Commerce
-  Both direct-to-consumers and marketplaces (e.g., Amazon/Alibaba)
-  Exclusive products and offers (e.g., gifting)

For example: Another food company talked about how it is building a dedicated direct-to-consumer business



Snacking/food away from home

32% of companies talked about snacking/food away from home

-  >50% of all US eating occasions
-  3 times per day
-  New packaging, formats and products

For example: Several companies presented 'snackable' version of their traditional products

Note: 26 CPG companies presenting at CAGNY 2017
Source: Deloitte Analysis, 2017

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