

Strategies for Next-Gen Consumer Goods

Consumer goods (CG) companies face mounting challenges regarding supply chains, trend prediction, demand forecasting, and product personalization.

Faced with unpredictable supply chain disruptions and increased pressure to drive sustainability, CG organizations are building strategies around **three key goals**:



1. Enhance supply chain visibility

The CG sector often faces disruptions, ranging from health crises and natural disasters to regional conflicts. These can cause bottlenecks and scarcities in production chains. Moreover, the short shelf life of some products underscores the importance of prompt delivery. Enhanced visibility into the supply chain allows companies to predict and avoid these disruptions, enabling more efficient operations and reducing expensive setbacks.

2. Improve sustainability practices

There's an urgent need for CG companies to reduce their ecological footprint. Governments worldwide are tightening regulations, and consumers are increasingly conscious of which companies align with their values. Data analytics can play a pivotal role in helping CG organizations achieve their sustainability goals by providing real-time insights into operations, resource usage, emissions, and waste.

3. Enable more options for customization

CG organizations are increasingly recognizing the importance of product customization to meet the diverse preferences of today's customers. AI can analyze customer data and help companies create unique variations of products that cater to specific tastes. It can also help predict future trends, optimize inventory, and introduce timely customizations.



“Innovation is by far the industry’s biggest driver of growth—a critical consideration when rising supply constraints and costs, combined with rapidly shifting consumer tastes and a high focus on sustainability, are challenging [consumer packaged goods] companies’ business models.”¹

Consumer goods companies of the future

Inspiring growth with cloud-first technology

Digital tools help CG organizations manage supply chains with agility, adopt more sustainable practices, and offer customizations to meet rising expectations. The cloud makes it possible to transform data into timely insights that help anticipate and navigate disruptions and boost customer satisfaction.

Objective	Solution
Predict trends, improve forecasting, and gain real-time stock visibility.	Enhance visibility with AI-powered supply chain management technology .
Meet consumer demands for sustainable outcomes.	Record, report, and reduce your environmental impact with the Microsoft Sustainability Manager .
Provide more customization options that fit unique needs and requirements.	Use data analytics to better understand customers and their preferences.



With digitally enabled innovation, our work has shown that consumer packaged goods (CPG) companies can bring new products to market 50% faster, at a third lower cost, and with double the return on investment.”¹

Solutions in action: BRF uses machine learning to improve supply chain visibility

Adopting Microsoft Azure Machine Learning helped this high-quality food company create an engine that enhances visibility and forecasting abilities based on purchasing habits.

[Read the whole story](#) >

Take a next-gen approach to consumer goods

Find out how CG companies are transforming their businesses in the digital age.

[Learn more](#) >

Next steps

Learn how to predict demand, plan, and optimize inventory, and mitigate supply disruptions using AI-powered supply chain management technology.

[Take the guided tour](#) >

Read the e-book to learn more about digital solutions that help retail and CG companies bring their operations into the future.

[Read Strategies for Next-Gen Retail](#) >

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