



Operational Transformation in the CPG Sector: 2019

Market Analysis
Report Abstract

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Who Is This Report For?

NelsonHall's "Operational Transformation in the CPG Sector: 2019" report is a comprehensive market assessment report designed for:

- Sourcing managers investigating operational transformation developments within the CPG sector
- Vendor marketing, sales and business managers developing strategies to target operational transformation and business process services (BPS) opportunities within the CPG sector
- Financial analysts and investors specializing in the IT services and BPS sector.

Scope of the Report

The report is based on interviews with executives in the CPG sector in the U.S., U.K., Continental Europe, and Asia Pacific.

The report analyzes the worldwide market for operational transformation and business process services within the retail sector and addresses the following questions:

- What are the principal business priorities faced by organizations in the CPG sector?
- What benefits are sought from operational transformation by CPG firms?
- In which functional areas are CPG firms planning operations transformation initiatives?
- What initiatives are CPG firms planning around key technologies such as analytics, AI, and blockchain?
- To what extent, and how, will BPS vendors be involved in operations transformation?
- What are the key characteristics sought in an operations transformation partner by retail firms?
- What levels of productivity gain are being targeted by CPG firms?



Key Issues & Highlights

The CPG sector is facing a low growth environment, with CPG firms typically looking to improve their knowledge of, and speed to access to, new growth markets. While this involves some need to develop new products, CPG firms also need to fundamentally transform their supply chains to improve their visibility, predictability, and efficiency. Seventy-two percent of CPG firms regard operational transformation as highly relevant to their future strategy. Consequently:

- Supply chain management is the key area for operational transformation within the CPG sector
- IoT is key to inventory tracking with blockchain beginning to emerge in support of product authenticity and proof of provenance
- Eighty-two percent of CPG firms would consider operations transfer to achieve end-to-end operational synergy.

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Report Length

40 pages, consisting of 7 chapters

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