

# Top 10 Benefits of AI in Food and Beverage



Artificial intelligence (AI) is empowering food and beverage manufacturers to optimise operations, meet changing demands and compete in today's dynamic market.

New research by Aptean shows organisations implementing AI see significant benefits across multiple business areas. We asked respondents to indicate the top advantages from implementation of the technology.

## Here are the top 10 ways AI is transforming food and beverage manufacturing:

- 1 Automation of Routine Tasks (35%)**  
 From ingredient sell-by date management to customer order entry, AI automates repetitive tasks, reducing human error and freeing up workers for more strategic responsibilities.
- 2 Better Customer Insights and Engagement (33%)**  
 AI analyses customer feedback and market data to identify emerging trends and opportunities for product innovation.
- 3 Cost Reduction in Operations (32%)**  
 Through predictive maintenance, waste reduction and process optimisation, AI can help food and beverage manufacturers achieve significant operational cost savings.
- 4 Increased Competitive Advantage (31%)**  
 AI-driven insights help manufacturers, processors and distributors stay ahead of market trends and optimise their operations to maintain a strong market position.
- 5 Enhanced Innovation and Development Capabilities (31%)**  
 AI accelerates new product development by analysing market trends, predicting consumer preferences and optimising formulations for taste, texture and nutritional content.
- 6 Enhanced Decision-Making Capabilities (30%)**  
 Real-time analytics and predictive modelling enable better decisions about core operational processes such as inventory management, production planning and supply chain optimisation.
- 7 Improved Efficiency and Productivity (30%)**  
 AI-powered systems optimise production schedules, reduce downtime and maximise equipment utilisation, leading to significant improvements in overall plant efficiency.
- 8 Personalised Customer Experiences (30%)**  
 AI helps food and beverage manufacturers understand and respond to specific customer preferences, enabling the development of targeted products and customised packaging solutions.
- 9 Faster and More Accurate Data Analysis (23%)**  
 Advanced AI algorithms process vast amounts of production data in real-time, enabling quick identification of quality issues and optimisation opportunities across the food and beverage production process.
- 10 Improved Product Quality (22%)**  
 Machine learning algorithms continuously monitor production parameters and detect quality deviations before they become issues, ensuring consistent product quality.



## Company Size Influences AI Priorities

Our research revealed interesting variations in AI adoption benefits across different company sizes:

- » **Large enterprises (£100M+)** focus strongly on enhanced decision-making capabilities (42%) and automation of routine tasks (38%).
- » **Mid-sized companies (£20M-£99M)** prioritise customer insights and engagement (50%) and efficiency improvements (45%).
- » **Smaller organisations (£10M-£19M)** value customer insights (48%) and cost reduction in operations (45%).



## Download Our Food and Beverage Technology and Trends Report

Want further insights on how AI is influencing food and beverage manufacturing? Download your free copy of Aptean's latest industry technology and trends report.

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