

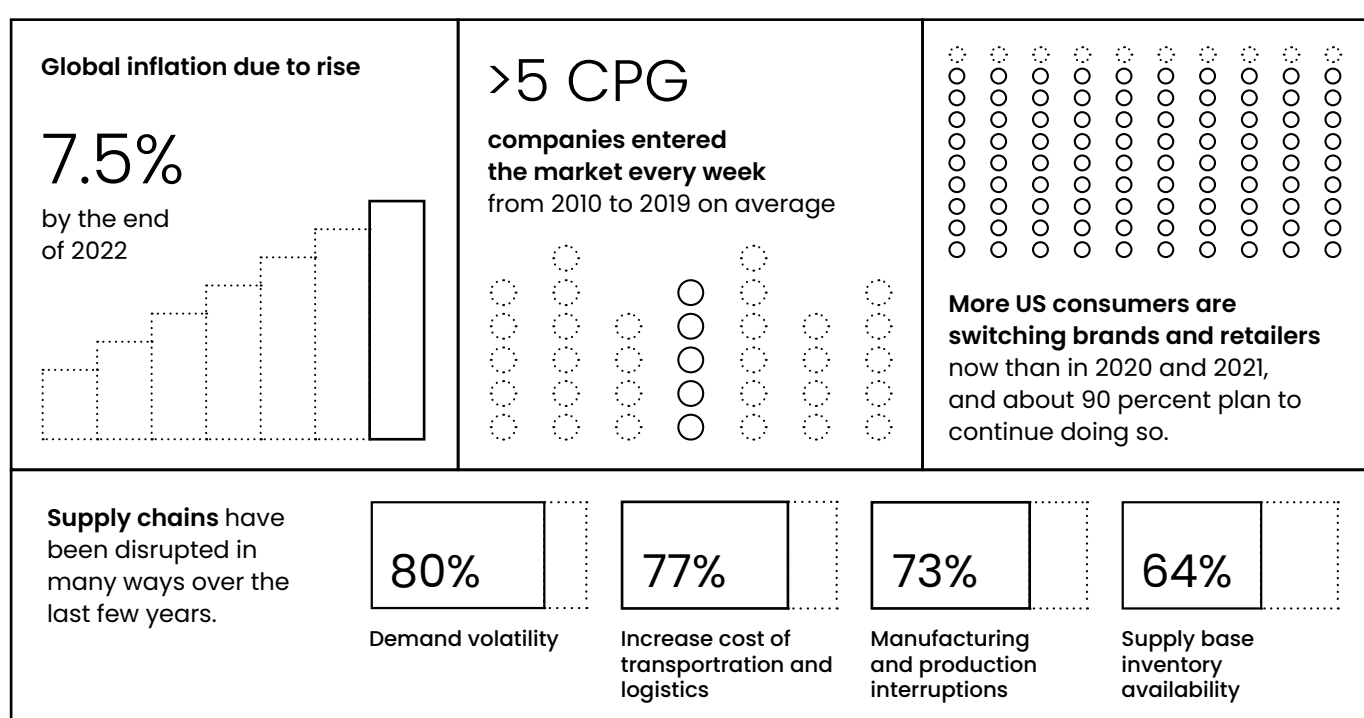
The secret to CPG success

How Execution Management can help you win your spot on the shelf.

The gloves are off

The CPG industry has grown more competitive. Consumers are happier to switch brands, and today's

macroeconomic pressures have compounded the fight for consumers' share of wallet.



Staying competitive

To outperform their competitors, CPG leaders have used both time-tested and new strategies. And many are offsetting increasing costs due to inflation by raising prices.

Expanding market share through M&A

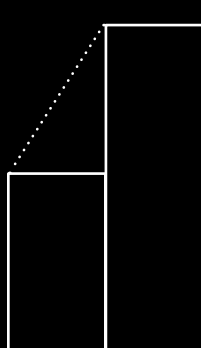
^64%

from 2020 to 2021, the highest it's been since 1980.

Expanding into new product areas

35%

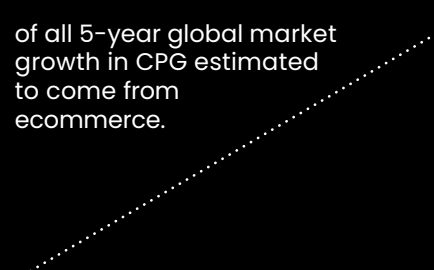
of M&A spend was on adjacent categories and new business models, compared to just 3% in 2015.



Connecting with consumers in new ways

66%

of all 5-year global market growth in CPG estimated to come from ecommerce.



But the quality of your operations is the true competitive advantage.

Mergers and acquisitions **take time and effort** to integrate. New business models introduce **uncertainty and complexity**. And **increasing pressure from consumers and retailers** is driving CPG companies to look for alternative ways to cut costs.

The answer?

By revealing and fixing inefficiencies in your business, you can delay (or prevent) price hikes, keep your promises to customers, and ensure your operations run efficiently — even on new business models.

This **helps keep your customers happy and wins you incremental space on the shelf**. But don't take our word for it.

Here are companies doing just that, using **Celonis' Execution Management System**:

ABInBev

A Leading CPG Company

L'ORÉAL

\$3.1M

savings identified in OTC process optimization in Europe, Mexico and USA

~\$59MM

identified in revenue leakage due to stockouts and is now using Celonis to recommend substitutes to customers when their original orders are out of stock.

8x

increase in touchless orders — aiding a 20% increase in productivity

Reveal and fix the inefficiencies in your processes.

Almost every single one of the world's biggest and best CPG companies are using Celonis to optimize their processes.

Ready to join them? →

Source list

Source: The Resilient Digital Supply Chain: How Intelligent Workflows Balance Efficiency and Sustainability, Celonis and IBM, 2022

Source: How US consumers are feeling, shopping, and spending—and what it means for companies, McKinsey & Company, 2022

Source: Ready for breakthrough growth? Your business model isn't, Accenture, 2021

Source: 2022 Primed after 2021's Record M&A Deals, NetworkNewsWire Editorial Coverage, 2022

Source: Four steps CPGs can take to increase growth, Accenture, 2021

Source: Facing Inflation—Weary Shoppers, Grocers Fight Price Increase, The Wall Street Journal, 2022

celonis.com