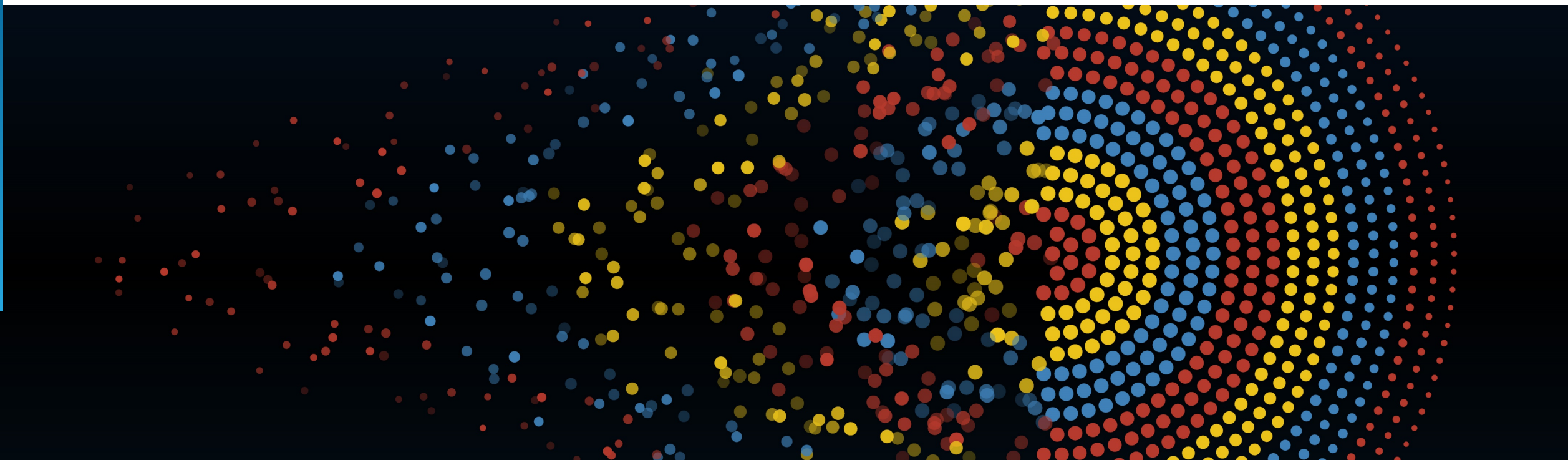


# Winning with Analytics in CPG & Retail – The Need to Continuously Re-invent with Evolving Customer Preferences

October 2020: Complimentary Abstract / Table of Contents





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# Contents

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<b>1. Introduction and overview</b>	<b>05</b>
• Research methodology	06
• Everest Group scope of D&A services	07
• Background and scope of research	08
• Summary of key messages	09
<b>2. Current state of analytics in CPG and retail</b>	<b>11</b>
• Analytics maturity of CPG and retail vis-a-vis other industries	12
• Analytics maturity across CPG and retail ecosystem	13
• CPG and retail D&A services' market size	14
• Key drivers of growth	15
• Emerging themes	16
– Data-driven value-chain disruption	17
– IoT-enabled supply chains	19
– AI-led customer experience enhancement	20
– Cloud-based faster insights	21
<b>3. Analytics adoption by value chain segment</b>	<b>23</b>
• Analytics adoption across value chain	24
• Sourcing and procurement – use cases and adoption	25
• Production – use cases and adoption	26
• Distribution and logistics – use cases and adoption	27
• Assortment and in-store operations – use cases and adoption	28
• Sales and marketing – use cases and adoption	29



# Contents

<b>4. Analytics service deal characteristics</b>	<b>30</b>
• Geography and size of buyer	31
• Commercial construct of deals	32
• Size of deals	33
• Type of engagement model	34
<b>5. Impact of COVID-19</b>	<b>35</b>
• Severity of impact on different verticals	36
• Impact on CPG and retail	37
• Steps to mitigate the challenges	38
• Features of a resilient supply chain	39
• D&A driven e-commerce strategy	40
<b>6. Appendix</b>	<b>41</b>
• Glossary	42
• Research calendar	43



## Background and scope of the research

Rapid pace of analytics advancement is creating entirely new ways of adding value to different industries. CPG and retail has emerged as one of the most dynamic, fast paced industries and is seeing major analytics action in the market. Two of the key reasons have been the increasing shift towards e-commerce and change in consumer buying patterns (further accelerated by COVID-19) that have impacted both CPG and more importantly, Brick and Mortar stores. CPG and retail enterprises are adopting advanced analytics and AI in order to improve the customer user experience, gain higher operational efficiencies across the supply chain, and improve targeted marketing with increased personalization.

In this report, we analyze the current state of data and analytics adoption in CPG and retail industry, technology themes emerging to support the changing customer requirements, and identify real world analytics, AI, and cognitive use cases across the CPG and retail value chain. Further, the report discusses what it takes to stay relevant in the new normal under changing customer expectations.

### Scope of this report:



**Geography**  
Global



**Industry**  
CPG and retail



**Services**  
Data and analytics



**Use cases**  
Only publicly available information (~500 distinct use cases) has been used for the entire analysis in this report



## Overview and abbreviated summary of key messages

This report examines the data and analytics adoption within CPG and retail industry globally and identifies real world analytics, AI, and cognitive use cases across the CPG and retail value chain. Further, the report discusses the impact of the pandemic and strategies to mitigate the challenges.

Some of the findings in this report, among others, are:

### Current state of analytics in CPG and retail

- CPG and retail is ahead of most other industries in analytics maturity, with only BFSI and digitally-native hi-tech industries at similar level of advanced analytics adoption
- The data and analytics services market continues to grow at a double-digit rate for CPG and retail, with low expected impact of COVID-19; The need for improving customer experience, personalization, and operational efficiency have driven the high demand for analytics

### Analytics adoption by value-chain segment

- Analytics adoption varies across the CPG and retail value chain, with maximum utilization of analytics and AI done for sales and marketing, driven by the direct engagement with customers and quantum of data available

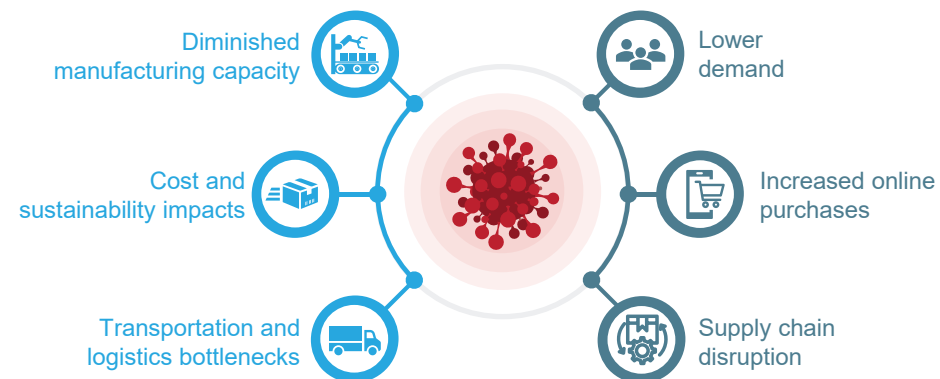
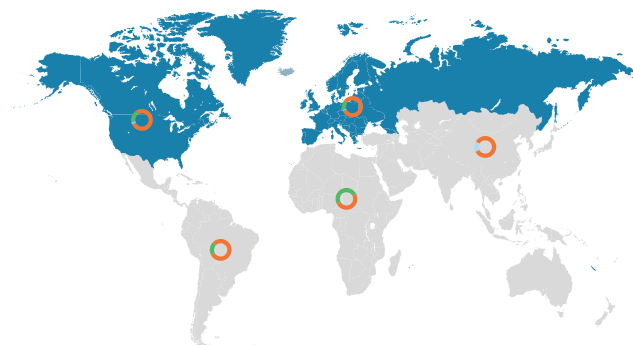
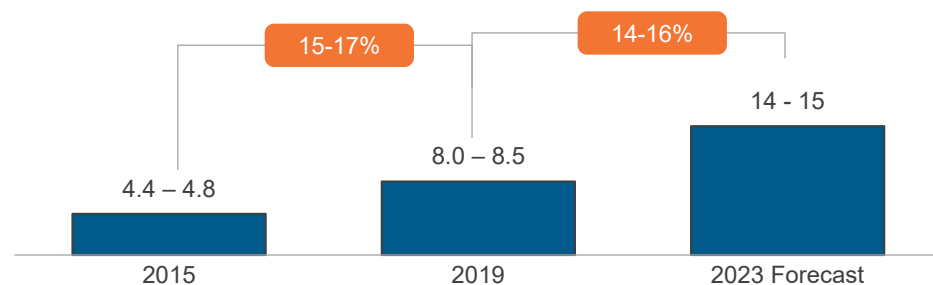
### Data and analytics service deal characteristics

- Large enterprises from North America and Europe dominate the third-party D&A service deals within CPG and retail
- While project- and FTE-based models remain dominant, use of hybrid pricing model in large D&A deals is on the rise
- CPG and retail is witnessing a strong share of large D&A deals; the UK is expected to emerge as a key demand pocket for such deals with focus on D&A deals embedded within broader IT/BPO engagements

### Impact of COVID-19

- COVID-19 has had an adverse impact on luxury retail enterprises due to large-scale lockdowns and social distancing practices being followed worldwide. Consumer product companies and other retail enterprises, on the other hand, have seen spurts in demand but have been impacted due to reduced manufacturing capacities, distribution system disturbances, and increased shift of consumers to online channels
- CPG and retail players can look to mitigate these challenges through D&A adoption by using a two-fold strategy to succeed post pandemic







# Research calendar

## Data & Analytics

Published Planned Current release

### Flagship D&A reports

	Release date
Insurance Analytics and Insights (A&I) Third-party Services PEAK Matrix® Assessment 2020	June 2020
Data and Analytics (D&A) Services PEAK Matrix® Assessment 2020	September 2020
D&A Service Provider Compendium	Q4 2020
Data & Analytics (D&A) State of the Market Report 2020	Q4 2020
Advanced Analytics & Insights (AA&I) – PEAK Matrix® for Services Assessment	Q4 2020

### Thematic D&A reports

	Release date
The Future of Data	January 2020
Data Monetization in Healthcare	July 2020
Winning the War for Talent: An Enterprise Guide to Building a Sustainable Workforce Strategy	July 2020
Charting the Skilling Journey to Build the IT Services Talent of Tomorrow	August 2020
<b>Winning with Analytics in CPG &amp; Retail – The Need to Continuously Re-invent with Evolving Customer Preferences</b>	<b>October 2020</b>
Banking analytics case book	Q4 2020
Data Modernization	Q4 2020
Advanced analytics masterclass	Q4 2020

Note: For a list of all our published D&A reports, please refer to our [website page](#)





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