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The consumer packaged goods industry is changing rapidly. While emerging markets receive a lot of attention, mature markets like Western Europe also face significant changes. Watch this video to learn more, and read our accompanying article, "Western Europe's consumer-goods industry in 2030."

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Consumer Packaged Goods Compared with the rest of the world, Americans are feeling pretty good about their finances. While many consumers in other countries are living paycheck to paycheck and worrying about becoming unemployed, American consumers are comparatively unconcerned about their household's financial future.

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While e-commerce has disrupted retail with vibrant new marketplaces and shopping tools, one sector was for a long time blissfully above the blast area: consumer packaged goods (CPG). In fact, CPG had so few online competitors that in 2013, online accounted for less than 1 percent of total sales in packaged food and about 3 percent in nonfood areas, according to Euromonitor.

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A similar pattern is playing out in other consumer-packaged-goods (CPG) categories as well. After years of share increases, US private-label products saw their share fall slightly in 2015. 2
2. Based on US multioutlet sales data from IRI InfoScan Reviews.

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The consumer-packaged-goods (CPG) industry can no longer count on historical sources of growth. In this episode of the McKinsey on Consumer and Retail podcast, McKinsey senior partners Udo Kopka, Ed Little, and Jessica Moulton explain why, and they describe a new model for where to play

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Our latest survey shows that the region's leading consumer-packaged-goods companies are agile, collaborative, data driven, and digital in their commercial approach. We use cookies essential for this site to function well.

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Over the past few years, Latin American countries have experienced slowdowns in both GDP and private-consumption growth, a rise in inflation rates, and devaluations in currency. In

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this difficult environment, consumer-packaged-goods (CPG) manufacturers must make careful choices and deliberately weigh trade-offs.

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Similarly, traditional consumer-goods companies should consider creating platforms of products, services, and experiences that aggregate or connect customers around brands. Companies historically defined by the products they sell or consume can now rethink their value-creation models, leveraging more direct relationships with consumers and new distribution channels.

The digital future of consumer-packaged-goods companies ...

Leads our consumer packaged goods and retail work in Latin America, ... Jan Henrich Senior Partner, Chicago. Leads our Consumer Packaged Goods Practice in North America and serves global consumer and agriculture companies on strategy ... Leads

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The following are some high-level insights on the core commercial capabilities of consumer-packaged-goods (CPG) companies in the region today: Portfolio, innovation, and design. Innovation is a weak spot in the region: portfolio-management practices are relatively basic across all participant companies, with little differentiation between “winners” and others.

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What can consumer-packaged-goods (CPG) and retail companies expect, and how should they adjust? ... in Latin America as a whole, 26 percent of down-traders chose private-label products; in more mature markets such as the United Kingdom and the

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United States, ... including those by McKinsey Quarterly and the McKinsey Global Institute, ...

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Consumer Packaged Goods Americas Mckinsey On top of tough economic realities, consumer-packaged-goods (CPG) companies in the region are also grappling with rapid changes in the consumer landscape. New and potentially “sticky” consumer behaviors have emerged in response to the pandemic and its related physical-distancing mandates.

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