Global CPG sector outlook

- **Market penetration**
  - June, 2018
  - HQ-Belgium
  - $8.0 billion
  - 2.7%

- **Competitive landscape**
  - Top 10
  - Colgate

- **(Key M&A Deals)**
  - International Breweries, Intafact Beverages and Pabod Breweries
  - J
c
  - $12.5 billion

- **Legacy brands**
  - During 2010–2016, Gillette's share of the US men's razor market

- **Digital traceability**
  - An AI-based Buzz words for 2019

- **Robotics**
  - Rising adoption of green packaging and

- **Healthy and environment-friendly**
  - products

- **Buzz words for 2019**
  - SMART PACKAGING
  - AI/ML

- **Invention**
  - has been considered, as there may be multiple patents filed in different

- **Customer engagement through AR/VR**
  - Key motivations for M&A

- **Top 10**
  - info@thesmartcube.com.

- **Growth leaders**
  - substantially outperforming their peers

- **Revenue growth**
  - of 400 US-based leading CPG firms

- **Environmentally friendly**
  - snack bars and paleo-focused food

- **Cost effective**
  - Plant-based meat substitute

- **Value add for consumers**
  - These are anticipated to reach maturity during the next 2–5 years

- **Big brands dominated retail**
  - limited access to

- **Distribution channels**
  - Agile small brands

- **Influence**
  - can engage with customers on

- **Data analytics**
  - Large CPG firms are also focusing on data analytics firms to understand and speak to shoppers better

- **IoT**
  - Last-mile logistics and on-demand

- **Digital platforms**
  - Optimising e-commerce offerings