

# Reimagining the Grocery Aisle: Driving Growth for Consumer Packaged Goods Brands

## The CPG landscape is changing fast.

Consumer expectations are shifting, and so are people's purchasing habits. Overall demand for groceries is up.

Still, global supply chains continue to suffer slowdowns and delays, and record inflation is impacting grocery prices.

The effects of today's events can be felt in every grocery aisle, and traditional retail outlets are where most people still shop. It's more important than ever to maximize the value of every square inch of shelf space in order to ensure efficiency and meet customers' needs.

OF GROCERY SHOPPERS

eat at home more often today than before the pandemic.<sup>1</sup>

OF GROCERY SHOPPERS

are cooking more of their own meals.<sup>2</sup>

OF FOOD PURCHASES

are still made in brick-and-mortar grocery stores.<sup>3</sup>

CPG SALES REMAIN

18.5% higher than pre-pandemic levels.<sup>4</sup>

ALUMINUM COSTS ARE UP

135% year-over-year.

PAPER'S COST HAS GROWN BY

125% between 2020 and 2021.<sup>5</sup>

Meanwhile, new streamlined ways to shop whetted consumers' appetite for ease and convenience.

#1

INFLUENCE on purchasing decisions was if everything they needed was in one place.<sup>6</sup>

537%

INCREASE in the number of retailers offering curbside pickup from late 2019.<sup>7</sup>

23%

OF GLOBAL CONSUMERS are using BOPIS more often than before.<sup>8</sup>

64%

OF SHOPPERS purchased groceries online in 2021.<sup>9</sup>

## In today's world, successful grocery sales execution runs on data.

To move the needle in this increasingly competitive market, CPGs need to innovate their trade promotion and distribution strategies.

However, companies continue to face challenges in working effectively with retailers.

\$200 billion

SPENT PER YEAR by CPG companies on in-store merchandising and marketing.<sup>10</sup>

52%

OF CPG LEADERS say their advertising and marketing plans aren't executed as intended at the store level.<sup>11</sup>

38%

OF CPG LEADERS are satisfied with how their company sells new SKUs into retail stores.<sup>12</sup>

51%

OF CPG LEADERS say their business is not very effective at quickly taking new concepts from idea to shelf.<sup>13</sup>

## Want to get the right products in front of the shopper at the right time?

You need an intelligent solution that can get the right data into the hands of marketing, merchandising teams, and every rep in the field.

## Salesforce Consumer Goods Cloud is:

a seamless, intelligent custom built solution that enables consumer goods companies to navigate the increasing market complexity.

a modern way for field reps to work efficiently, leveraging AI, automation, and guided selling to streamline operational activities.

a solution that enables flawless retail execution to elevate the in-store experience for consumers.

an intelligent guide that makes use of advanced analytics to identify key areas of growth and determine your best course of action.

## With Salesforce Consumer Goods Cloud ...

- ✓ You can reduce out-of-stocks
- ✓ Pricing and promotions match expectations
- ✓ Marketing and merchandising are more closely aligned and audited
- ✓ Field reps can devote more time to building relationships and driving sales

## Integrating Trade Promotion Management.

Streamline sales planning and account management on a single platform. Real-time collaboration and insights into performance enables sales teams to optimize trade spend and maximize ROI.

Account managers can boost customer relationships with:

- A comprehensive trade and marketing calendar that gives a single view of all promotion executions
- A promotion library to speed up promotion creation
- Dynamic funding to improve budgeting
- The ability to seamlessly execute account planning – from headquarters to shelf
- Enterprisewide visibility into KPIs and customer business plan to derive end-of-year ROI

## Advancing Retail Execution

Improve field rep productivity at every visit, deliver perfect execution, and win at the shelf.

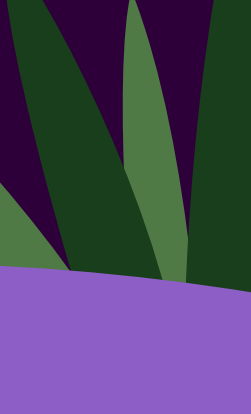
Field sales teams can spend more time selling with:



A prioritized schedule of store visits.



The ability to streamline repetitive tasks from planogram compliance to surveys.



Effortless shelf audits with access to all the information they need, right from their mobile device.



Real-time fleet tracking that reroutes when necessary and prioritizes deliveries.

## Plan and execute together on one connected platform.

Stale data is a liability in today's fast-changing world. Full visibility into business needs and store performance lets you empower your field team to dedicate time and attention to the locations that need it most.

Robust reporting and account-level planning capabilities let you learn about your customers – their wants, needs, and desires, what's working and what's not.

Intelligent analytics lets you compare past and present promotions to surface insights on their effectiveness and identify opportunities for growth.

Deliver sustainable growth on one connected platform.

Optimize retail pricing and promotions to maximize margins, growth, and deliver commercial excellence with Salesforce Consumer Goods Cloud.

[Learn more about Consumer Goods Cloud.](#)