

# 2025 Food & CPG Outlook

By Russ Dieringer // December 9, 2024 // Briefings, Forecasts, Research

*3 minute read*

*Log in to download the full report linked at the bottom*

We analyzed 30 CPG companies including their revenue growth and profit trends, as well as what they said about the consumer backdrop, promotional intensity, marketing spend plans, and innovation. In addition, we developed a CPG Index model that estimates future growth, including differences in physical and digital channels.

These 30 CPG companies include representation across packaged foods, beauty, everyday essentials, health and wellness, and pet food. Combined, these companies will generate over \$675 billion in global sales this year, providing us insight into the strategies and tactics that CPG companies are leveraging to adapt to changing consumer behavior.

The report is designed to inform those working in the CPG industry by sharing:

1. 7 key takeaways
2. Capabilities checklist
3. 2024 growth analysis and consumer insights
4. 2025 growth outlook
5. Digital share of growth analysis
6. Profitability analysis
7. Promotions, innovations, and advertising commentary

THIS IS A GATED ARTICLE JUST FOR MEMBERS

## Join the **Stratably** community

Access independent research on the omnichannel market

Enterprise membership unlocks:

Bite-sized market updates

Deep dive analyses

Industry benchmarks

Retailer forecasts

Invites to live events

And More!

Enterprise Membership unlocks our full insights that you and your team can use to drive alignment across your organization, improve your forecasting, and invest in the right capabilities.

Simply put, it makes your organization much more informed, providing a competitive edge over your rivals.

[Join Today](#)

Already have an account? [Login Now](#)