

2025 Food & CPG Outlook

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

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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

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