

2Q24 Food & CPG Deep Dive

By Claire McBride // August 19, 2024 // Briefings, Forecasts, Research

August 19, 2024

2 minute read

Log in to download the full report linked at the bottom

We recently analyzed 2Q24 results and investor call commentary from 25 large and mid-sized Food & CPG brands to understand real-time and forward-looking dynamics.

This report shares the findings from our analysis, which answers these six questions:

1. How is the consumer holding up?
2. How is growth trending?
3. How is profitability trending?
4. What's the promotional environment like?
5. How should we be adjusting for greater success in 2H and into 2025?
6. What role is eCommerce playing?

Once logged in, you'll see the link to download the PDF directly below.

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](#)