# 2Q24 Food & CPG Deep Dive

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

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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?

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