

2Q24 Food & CPG Deep Dive

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

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2 minute read

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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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