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CAGNY 2025 – CPG Growth Strategies Analyzed

By Russ Dieringer // March 1, 2025 // Briefings, Research

TL;DR: *Presenting CPG companies at CAGNY 2025 made it clear that AI, premiumization, and digital commerce are now critical for growth, with a widening gap between brands that fully integrate digital commerce versus those that still treat them as secondary.*

1 minute read

The 2025 CAGNY conference featured presentations from leading consumer packaged goods (CPG) companies, highlighting their strategic priorities and market outlooks. This report synthesizes insights from 18 major CPG companies, distilling five key themes shaping the industry, what changed from last year, and the importance of making eCommerce a strategic priority.

Our analysis underscored how CPG companies are navigating an evolving market landscape characterized by inflationary pressures, digital transformation, and changing consumer behaviors.

Companies that actively integrate AI, leverage digital commerce, and optimize operations through automation are future-proofing their business and setting themselves up for long-term success. Brands that fail to prioritize these areas risk falling behind in a highly competitive market.

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- Strategic Recommendations for 2025
- 2025 Themes
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