September 2025 Food & CPG Outlook

By Claire McBride // September 17, 2025 // Forecasts, Research

TL;DR: *CPG growth forecasts for 2025–2026 have edged higher following a stronger-than-expected 2Q, but consumer sentiment remains fragile and uncertainty persists. Margins are set to contract in 2025 under tariff and cost pressures, though still healthy relative to historic norms. Innovation, price pack architecture, disciplined pricing, sustained brand investment, targeted promotions, and eCommerce remain the critical levers for growth in today's market.*

1 minute read

We analyzed recent financial results and management commentary of 30 CPG companies including their revenue growth and profit trends, as well as what they said about elevated tariffs, the consumer backdrop, promotional intensity, marketing spend plans, innovation, and eCommerce.

In addition, we updated our CPG Index model that estimates future growth, including comparisons between physical and digital channels.

These 30 CPG companies include representation across packaged foods, beauty, everyday essentials, health and wellness, and pet. Combined, we estimate these companies will generate over $680 billion in global sales this year, providing us with robust insight into the omnichannel strategies and tactics CPG companies are leveraging and what to expect in the future.

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Stratably CPG Index Composition		
Conagra Brands	The Honest Company, Inc.	McCormick & Company, Incorporated
Church & Dwight Co., Inc.	Hormel Foods Corporation	Mondelez International, Inc.
Colgate-Palmolive Company	The Hershey Company	Monster Beverage Corporation
The Clorox Company	Keurig Dr Pepper Inc.	PepsiCo, Inc.
Coty Inc.	Kraft Heinz	Post Holdings, Inc.
The Campbell's Company	WK Kellogg Co	The Proctor & Gamble Company
The Estee Lauder Companies Inc.	Kimberly-Clark Corporation	Pilgrim's Pride Corporation
e.l.f. Beauty	The Coca-Cola Company	The J.M. Smucker Company
Freshpet, Inc.	Kenvue Inc.	Tyson Foods, Inc.
General Mills	L'Oreal S.A.	Unilever PLC

Inside the Report:

(For logged-in members)

- 8 key takeaways from our analysis
- Review of 2Q25 Food & CPG performance
- Food & CPG growth and margin forecasts for 2025-2026
- 6 must-have capabilities for driving sales, share, and profitability
- Real-time insights on consumer sentiment and shopping behaviors
- Real-time insights on key growth levers:
    - Pricing
    - Innovation
    - Advertising
    - Promotions
    - eCommerce

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