Future-proofing Consumer Packaged Goods Firms

Held back by cobbled-together, poorly integrated systems that require a high level of internal IT support, consumer packaged goods (CPG) companies must make changes in order to be able to scale up to meet customer demands while maintaining a competitive position and serving a dynamic retail channel.

The Growing CPG Market

$721.8 — CPG companies operate in an industry that's on track to reach $721.8 billion in annual sales by 2020.

35.4% — Online CPG sales rose 35.4% in 2018.

64% — Online sales also represented 64% of the growth in total (online and offline) U.S. CPG sales in 2018.

Where CPGs Legacy Solutions Fall Short

- Supply chain planning
- Forecasting
- Demand planning
- Multi-currency and multi-subsidiary management

GSI Customers

- CPG companies
- $50 million to $200 million in annual revenues
- Have very specific customization needs
- Quick implementations with GSI SuiteSuccess

Manage your CPG with NetSuite and Gain:

- Increased competitive advantage.
- Greater flexibility in managing complex pricing scenarios.
- Increased traceability from supplier to store.
- Optimized inventory and supplier performance.

The Growing CPG Market Sources:

https://www.statista.com/statistics/380825/us-cpg-sales/

https://www.digitalcommerce360.com/2019/02/08/online-cpg-sales-in-the-us-grew-35-4-in-2018-and-represented-11-of-the-total-market/

GSI