Consumer Goods

Supply Chain Horizons 2025 Industry Fact Sheet

Supply chain in the consumer goods industry is a complex and dynamic network; and in recent years, it has faced significant challenges, including disruptions due to geopolitical tensions and shifting consumer demands. The Supply Chain Horizons Market Report 2025* found that despite these hurdles, the industry continues to evolve, driven by the need for greater efficiency, sustainability, and resilience.

Artificial intelligence (AI) and cloud-based solutions are playing pivotal roles in enhancing supply chain visibility, improving demand forecasting, and optimizing inventory management. Notably, the consumer goods industry has room to grow, with average performance of 44% for forecast accuracy and 50% for on-time-in-full orders. However, opportunity abounds as supply chain leaders have improving talent retention and operational performance as key drivers for their supply chain digital transformations. The horizon is bright for the industry with GenAI/AI/ML implementation sitting at the top of leadership priorities.

Supply Chain Challenges

49%

Supplier visibility and third-party collaboration 33%

Limitations caused by legacy/on premises supply chain technologies 33%

Building a

supply chain

technology

Organizational silos /lack of internal business case for visibility across our

33%

supply chain

Key Performance Indicators

44%

Forecast accuracy **50%**

Perfect orders/ on time in full

20%

Profitability

37

Net promoter score

Inventory turns (days)

Digital Transformation Drivers

Improve talent retention

78%

Improve operational performance

61%

Better align to business strategy/goals

57%

Most Cited Use Cases for GenAl

Transportation/logistics

45%

Risk Management

32%

Inventory optimization

32%

Priorities (Long Term)

Implement or increase use of GenAI/AI/ML

69%

Ensuring transparency

31%

Workforce Evolution

29%



About Logility, an Aptean company

Logility's Al-first supply chain management software helps organizations build sustainable digital supply chains that improve people's lives and the world we live in. Our fully integrated, Al-driven end-to-end platform helps clients know faster, turn uncertainty into opportunity, and transform supply chain from a cost center to an engine for growth. ©2025 Logility, Inc. and its affiliates. All rights reserved. https://www.logility.com/white-papers/sc-horizons-2025-market-report/

*This report is based on independent research conducted by Vanson Bourne on behalf of Logility. References to this report and included results, excluding those with third-party citations, should be credited to "The Logility Supply Chain Horizons 2025 Market Report".