

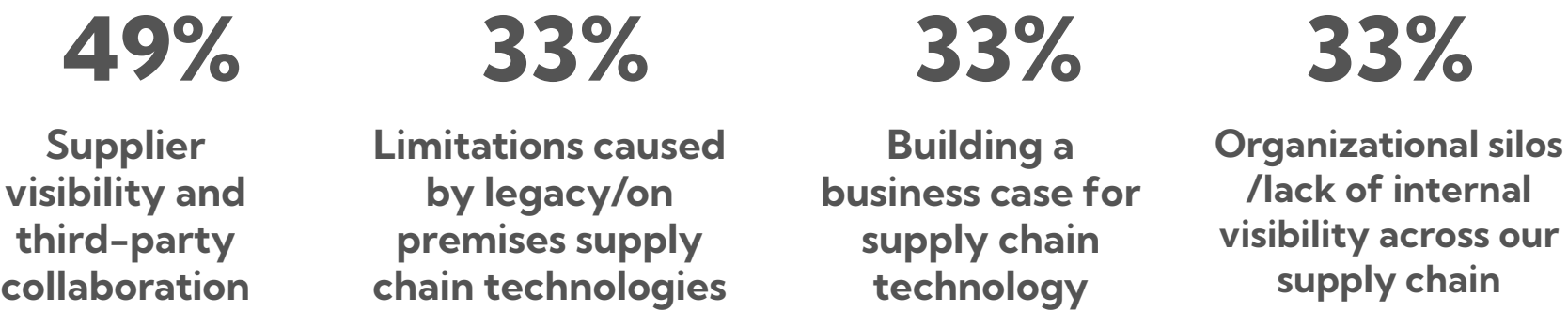
Consumer Goods

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.

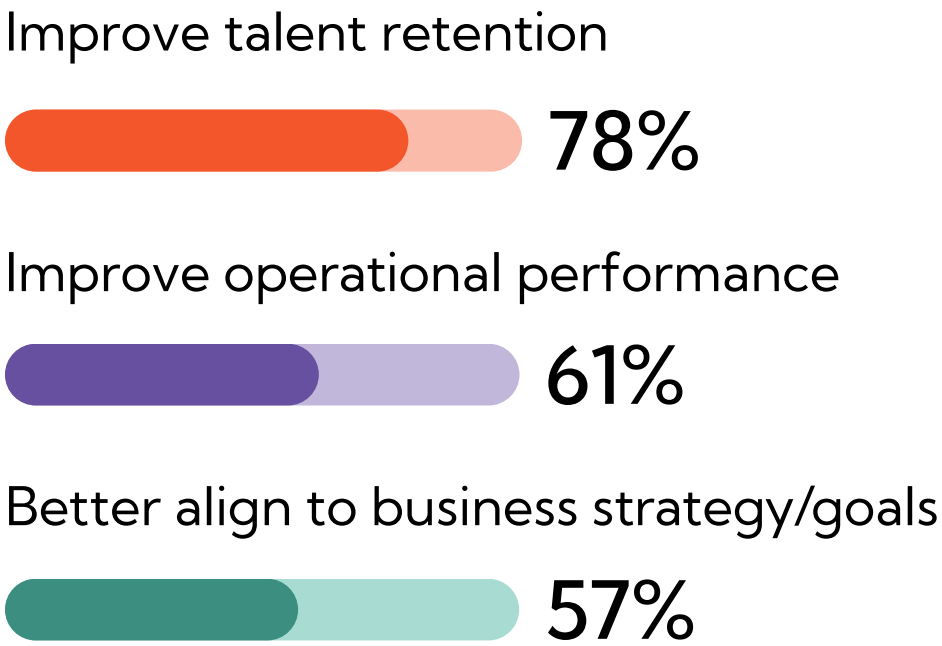
Supply Chain Challenges



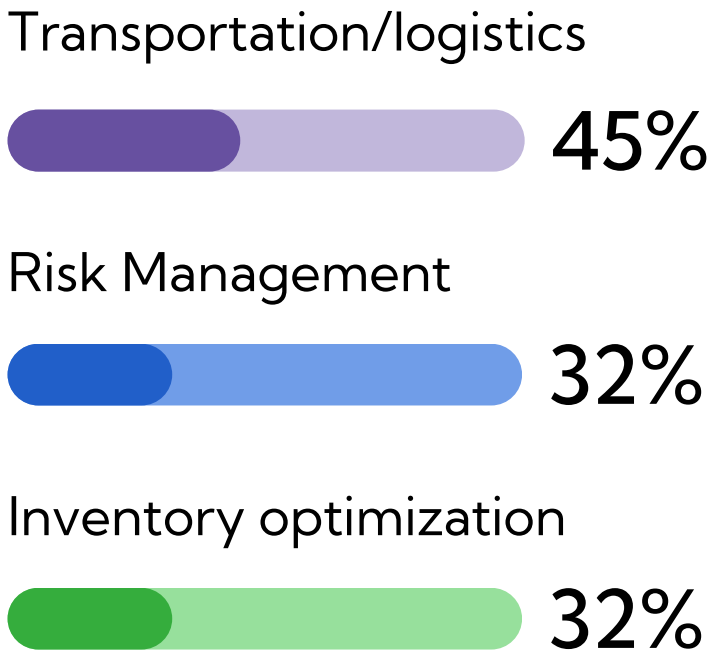
Key Performance Indicators



Digital Transformation Drivers



Most Cited Use Cases for GenAI



Priorities (Long Term)

