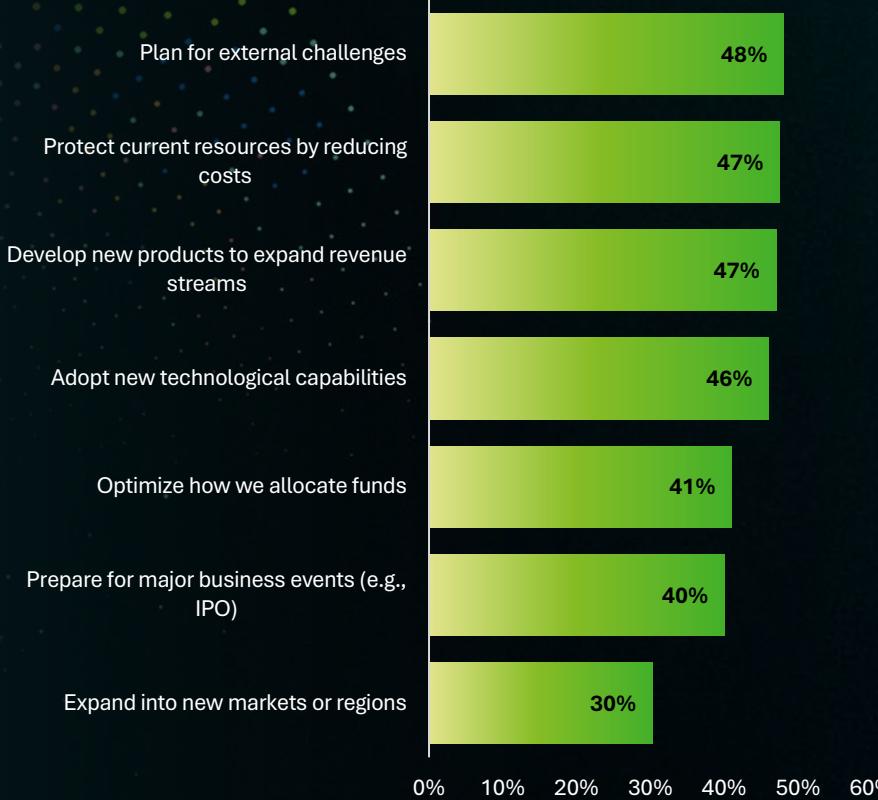


## Finance Trends 2026: Consumer Industry Perspective

Deloitte polled 453 CFOs and senior finance professionals from companies within the Consumer industry with annual revenues of US\$1 billion or more.

Many Consumer leaders are focusing on several priorities, from planning for external challenges to protecting current resources

### TOP 3 CONSUMER RESPONDENT PRIORITIES THROUGH FY 2026



### TREND 1

#### The speed priority—Advanced scenario planning and agile governance for navigating uncertainty

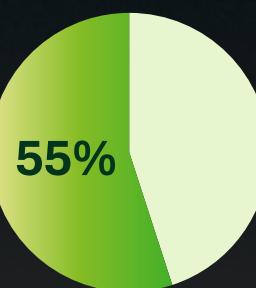
Most surveyed Consumer leaders cite better anticipation of needs and more agile governance models as most important for managing uncertainty more effectively.



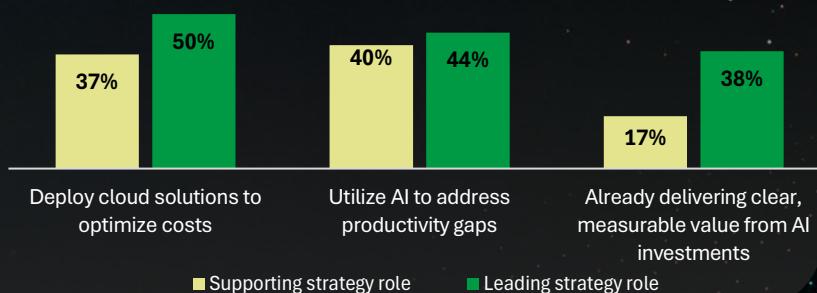
### TREND 2

#### Finance leaders are stepping up as strategy leaders—especially when they embrace advanced AI and cloud

Many Consumer leaders use cloud and AI to scale their influence.

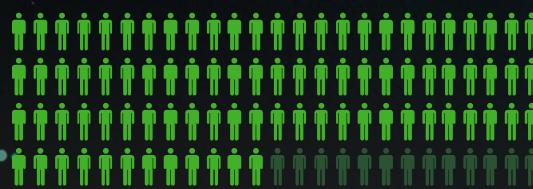


Of surveyed Consumer leaders play a leading role influencing enterprise strategy

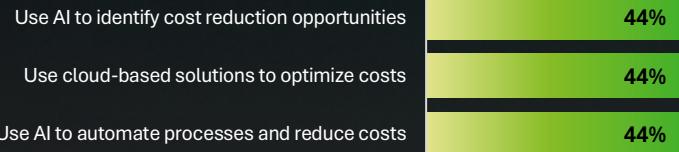


**TREND 3****Focus. Precision. Discipline—How finance-led cost management helps drive measurable value**

Many surveyed Consumer respondents focus on AI along with cloud to optimize costs.



**87%** of surveyed cost and expense management owners deploy at least one of the following three tactics:

**TOP 3 COST MANAGEMENT TACTICS REPORTED BY SURVEYED CONSUMER LEADERS****TREND 4****The journey to agentic insights—Many finance teams embrace AI, but ROI and agentic implementations often lag**

Data security concerns and limited expertise hinder AI adoption for many respondents in the Consumer industry.

While 65% of respondents fully deployed an AI solution in finance, only 16% have also demonstrated measurable value and integrated at least one agentic solution

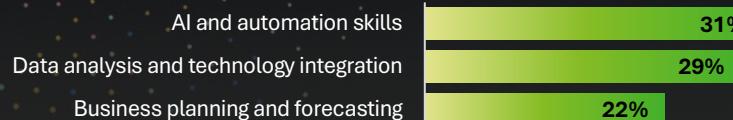


Top three opportunities cited for agentic AI:

1. Financial planning and analysis (51%)
2. Working capital optimization (42%)
3. Sales and profitability management (42%)

**TREND 5****Infusing tech talent in finance—Where data scientists and accountants meet**

Technical and business skills are of priority for many surveyed Consumer respondents.

**TOP 3 SKILLS PRIORITIZED THROUGH 2026 FOR CONSUMER RESPONDENTS**

**66%**

Of Consumer respondents choose at least one technical skill as a top development priority through 2026

Collectively, these trends illustrate the integral—and increasingly more prominent—role finance leaders are often playing in helping their organizations optimize costs, catalyze innovation, and orchestrate a strategic agenda that fuels enterprise-wide growth and value.

**Finance Trends 2026****Let's get started**

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