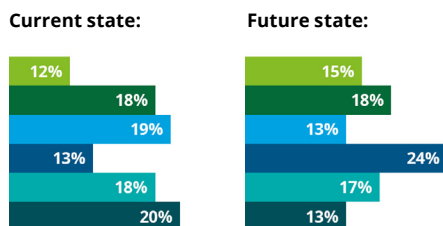
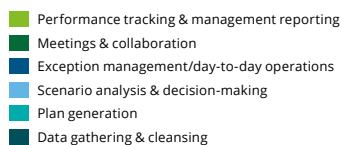
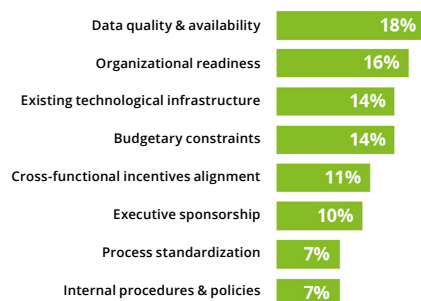


## Transforming supply chain planning in the food and beverage sector

What does “a day in the life” look like for a supply chain planner? How do you envision this in the future?



What are potential challenges/roadblocks to jump-starting a digital planning transformation journey?



Both charts are based on data collected from 153 professionals specializing in supply chain planning.

In early 2025, Deloitte surveyed over 150 supply chain planning professionals across nine food and beverage subsectors—including dairy, snacks and convenience foods, frozen foods, meat and poultry, and alcoholic and nonalcoholic beverages. This comprehensive study uncovered the latest trends, challenges, and evolving perspectives shaping the future of supply chain planning in the industry.

The findings reveal that planners are increasingly taking on a strategic role, driving value-based decision-making throughout the organization.

### Key insights

#### Evolving planner roles:

Survey results show supply chain planners want to cut time spent on routine tasks—like data cleansing and exception handling—by about 13%. Instead, they aim to boost time on value-added activities by 14%, focusing on scenario analysis, performance tracking and cross-functional decisions. This shift highlights a transformation in the planner’s role, making them more central to strategic outcomes.

#### Scenario-based decision-making:

As technology improves, planners can use unified platforms and reliable data to quickly model and compare scenarios—reported by 24% of survey participants. This helps planners show the impact of choices in clear terms, such as cost or on-time delivery, making it easier to explain recommendations and gain stakeholder support.

#### Overcoming organizational barriers:

Planners are being held back by gaps in data technology and processes (39%), as well as challenges with alignment and organizational readiness (27%). Overcoming these barriers is crucial for planners to become stronger strategic business partners.

#### Advanced analytics for performance tracking:

Combining structured decision-making with advanced analytics lets planners effectively track and improve key supply chain KPIs like forecast accuracy, on-shelf availability, and supplier On-Time In-Full. GenAI and automation further enhance their capabilities by generating near real-time insights, automating routine tasks, and proactively identifying risks or opportunities.

Let’s talk



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