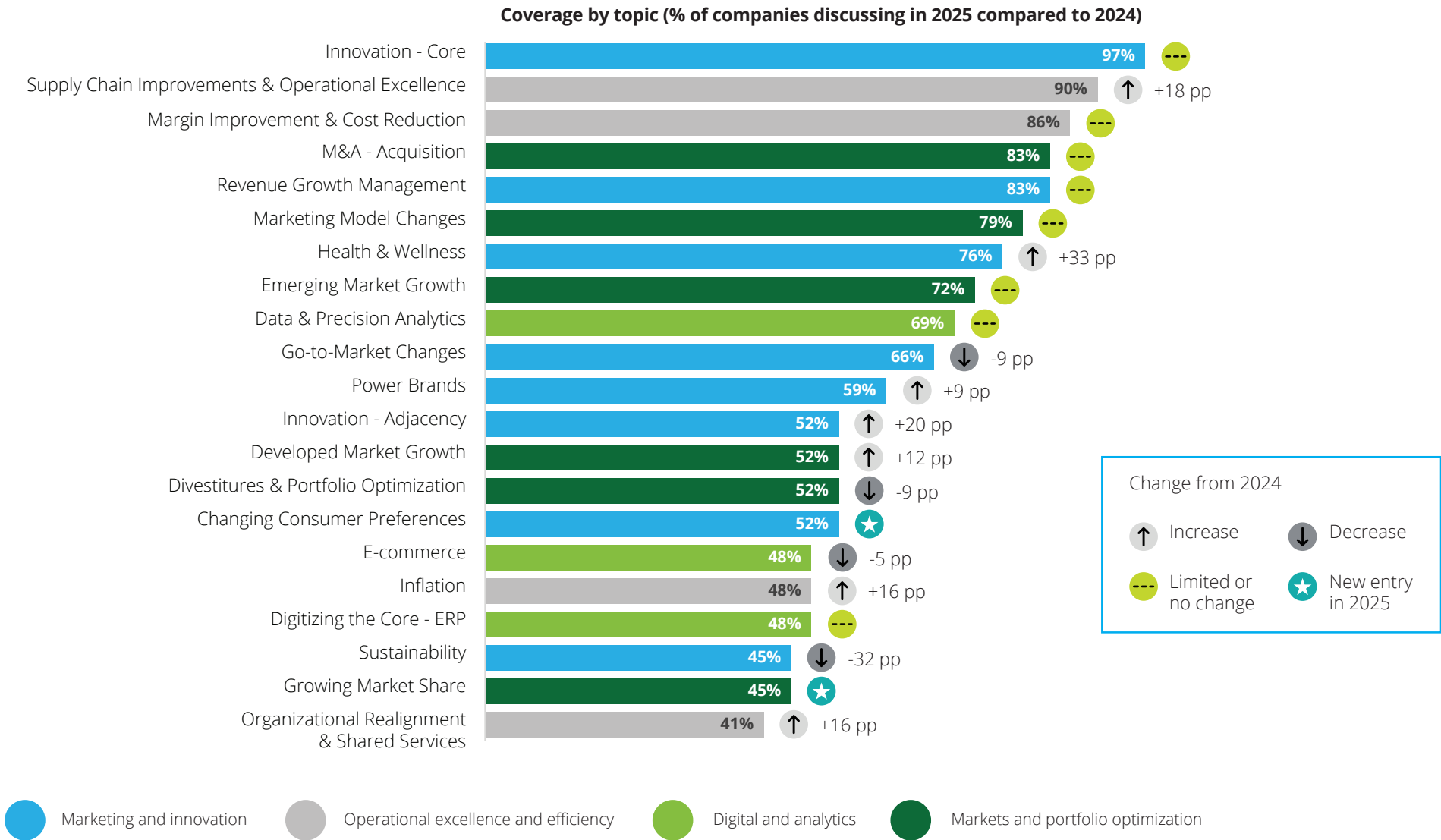


CAGNY 2025 roundup

Several well-known consumer packaged goods (CPG) companies discussed their priorities and strategies during the annual Consumer Analyst Group of New York (CAGNY) conference. Here's what we heard.

Key themes



Source: Based on Deloitte's analysis of presentations from 29 CPG companies from the CAGNY 2025 conference; pp is the percentage point change compared to 2024.

Topics gaining executive attention

Product as a hero

Companies appear to be leaning on product innovation to drive engagement and sales, with core innovation topping the trend list for CAGNY 2025

This dovetails with Deloitte's survey results where 95% of CPG execs agreed innovation is a priority for 2025 and 2/3rds said they'll shift more funding to truly novel products.

Many CAGNY CPGs say they are using GenAI and other tech to shorten innovation cycles and boost speed to market.

Presenting CPGs say they are actively managing their portfolios, including through M&A (top 5 trending topic), to get into higher growth categories.

Supply chain readiness

Presenting companies are reporting that investments in new plants/production are coming online and their supply chains are more resilient. (#2 trending topic)

CPG companies appear to be gearing up their supply chains for geopolitics, tariffs

However, some are already dealing with high input costs on essential commodities such as cocoa and green coffee, with pricing implications

Several CAGNY presenters say they'll improve productivity and decrease costs, with plans to reinvest these savings to support their product and demand generation initiatives

Modernized marketing

Companies discussed sustaining elevated levels of A&P investment with substantial emphasis on marketing efficiency and effectiveness. 68% of surveyed CPG execs in Deloitte's outlook believe more of their A&P spend will be digital in 2025

CAGNY presenters say they are also using AI tools to create personalized content and get better creative content out faster.

RGM systems seem to be playing a central role for these presenting CPGs in coordinating pricing, messaging, and price pack architecture decisions

Reformulated Health & Wellness

Longstanding H&W trends got a big boost in prominence (+33 pp) from drivers like clean labels, GLP-1 usage, protein, aging populations, mental health, and potential new regulations and incentives.

Multiple companies pointed to H&W as a focus for their product innovation and marketing, including that meant for GLP-1 users.

Reformulations of existing products to remove additives, dyes, sugar, etc. were already underway, but seem to be taking on new urgency for CAGNY companies

Potpourri

Companies are operating in a context of high uncertainty (and perhaps higher elasticity) with consumers seeking value. 67% of outlook execs surveyed expect an increase in trade downs to lower-cost options

Several CAGNY companies noted their retailers in 1Q sold more product than the inventory they replenished, which elicited comments from some financial analysts

Many companies appear to be seeking growth from emerging markets, including India and Latin America

The Pet Humanization trend is attracting continued investment

Source: Based on Deloitte's analysis of the presentation content from 29 CPG companies from the CAGNY 2025 conference; all survey statistics on this page are from Deloitte's 2025 Consumer Products Industry Outlook, January 6, 2025

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