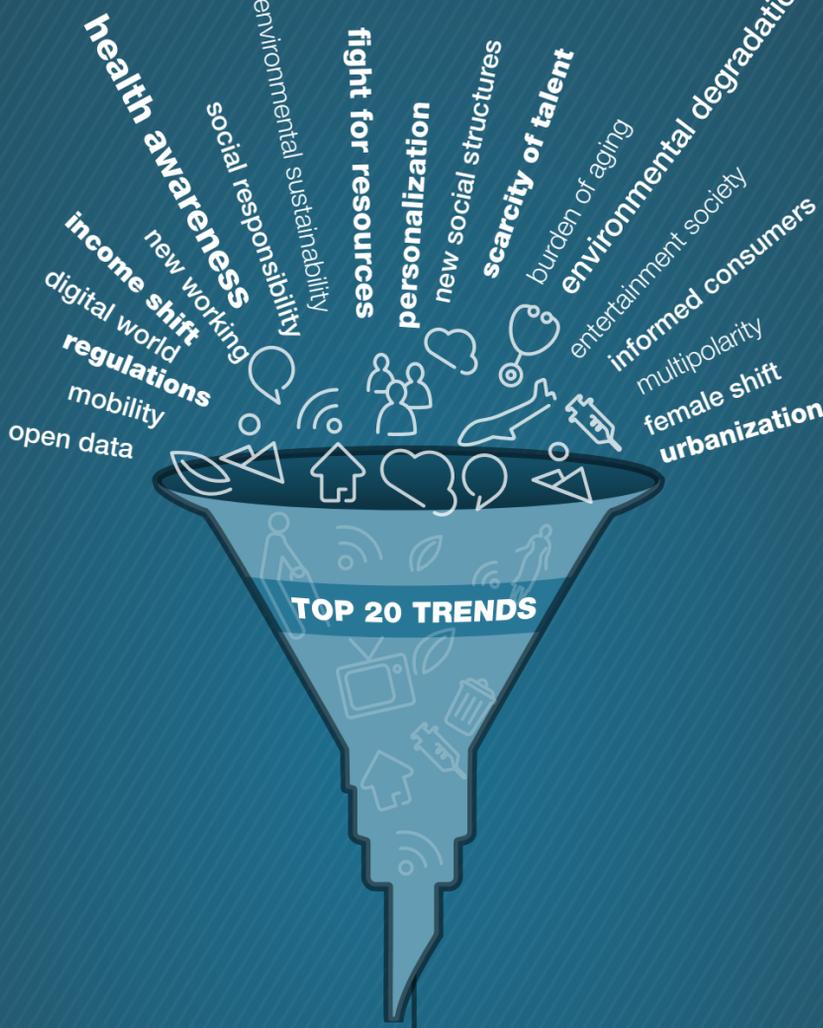


# Future Value Chain 2022

KEY TRENDS IN THE CONSUMER GOODS AND RETAIL INDUSTRY TODAY AND LOOKING TO THE FUTURE

## THE TOP TRENDS



FIVE MEGATRENDS WITH HIGHEST RELEVANCE FOR THE CONSUMER GOODS AND RETAIL INDUSTRY

## GAPS IN THE INDUSTRY

THE QUESTIONS THAT REMAIN ON THE MINDS OF RETAIL AND CONSUMER GOODS EXECUTIVES

**DIGITAL WORLD**

- How can businesses simplify consumers' daily lives through **new technology**?
- How can companies deal with **data transparency** better?
- How does the digital world impact **existing regulations**?

**FIGHT FOR RESOURCES**

- How can the industry ensure people receive and maintain access to **shrinking resources**?
- How can companies ensure resources are **distributed fairly**?

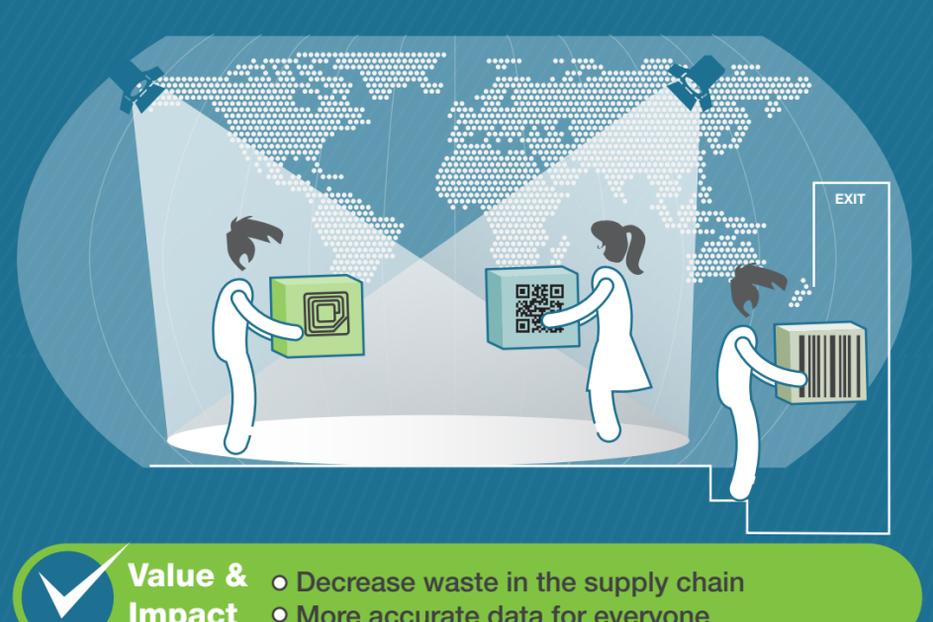
## DRIVING INDUSTRY CHANGE

HOW CAN COMPANIES TACKLE THESE CHALLENGES AND BETTER SERVE THEIR CONSUMERS?

**1 Develop a protocol for digital engagement with consumers**



**2 Transform product identification and information to improve supply chain transparency**



**3 Improve sustainability of packaging across the different value chain stages**

