



How can consumer products manufacturers build competitive advantage? Industrial intelligence.

Consumer products (CP) companies embracing smart manufacturing and AI-driven industrial intelligence are set to win big. They're boosting productivity, getting agile, and accelerating growth at scale.

What trends will shape tomorrow's CP manufacturing?

AI, automation, workforce transition, and customer-centric product and services innovation.



84%

of CP manufacturing executives say containing costs to improve margins is a top priority.¹



85%

see upskilling workers as imperative.²



52%

cite budget constraints as a significant hurdle to driving growth and efficiency.³



45%

report feeling pressure to accelerate decarbonization efforts.³



How can CP companies differentiate themselves?

Industrial intelligence solutions drive productivity, enable multi-site standardization, and deliver sustainability benefits—that's good for margins and competitive advantage.

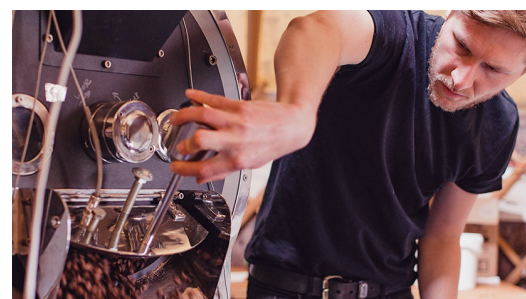
92% of manufacturing executives say smart manufacturing will be the main driver of competitiveness.⁴

62% of consumer manufacturing executives say generative AI will deliver measurable value.⁵

93% of cross-industry executives say digital technologies are key to accelerating sustainability agendas.³

Will industrial intelligence live up to its promise?

Yes. Early adopters of industrial intelligence report transformative, real-world impact:



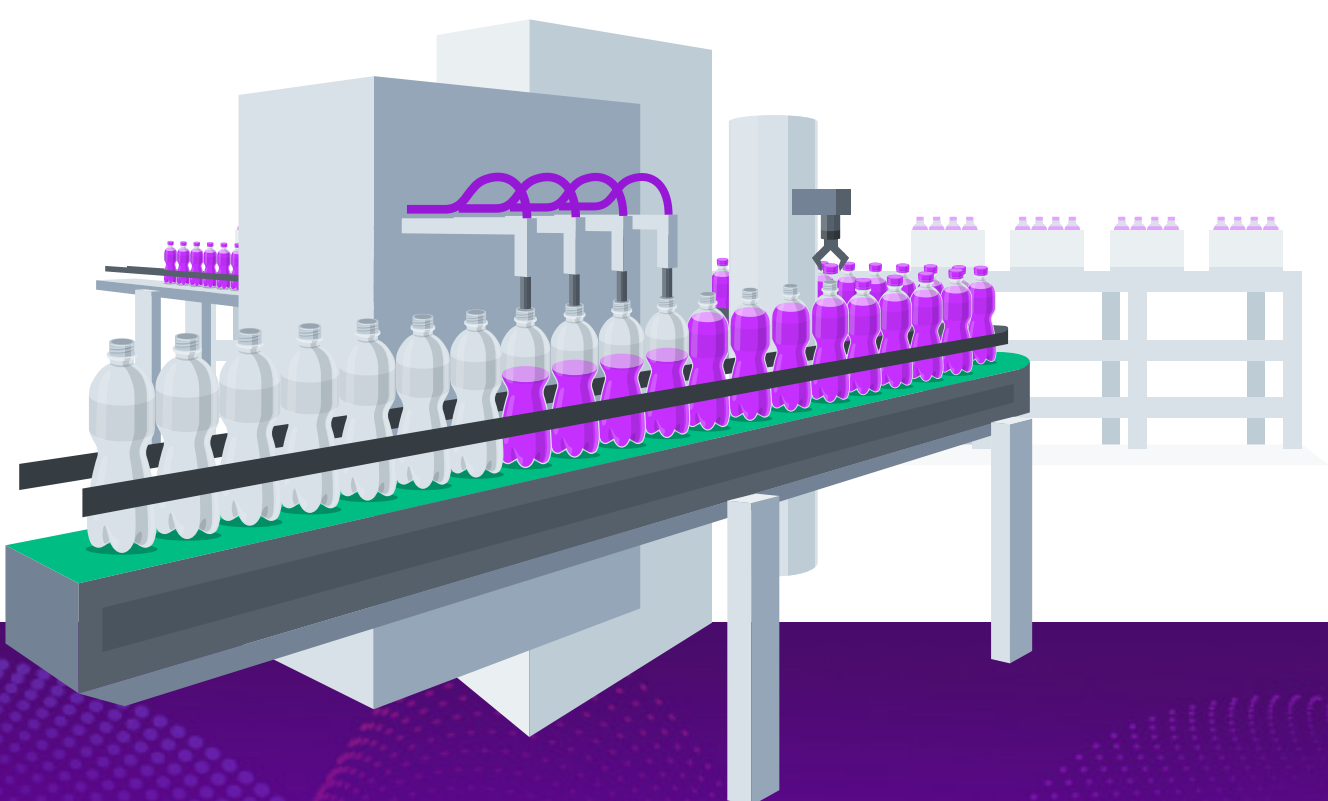
Starbucks protected its brand integrity and profitability by gaining real-time visibility from the shop floor to the top floor.



Hill's Pet Nutrition improved process-to-product output by nearly 30% and significantly reduced waste with AI-powered insights.



Agropur integrated 15 sites in just 18 months, improving collaboration, agility, and end-to-end value chain visibility.



Can industrial intelligence solve market volatility and drive differentiation simultaneously?

Absolutely. Smart manufacturing enables CP companies to:

Drive productivity and sustainability gains across all plants: Improve quality and performance output, minimize waste, and optimize resource usage.

Connect and compare plants: Ensure consistent quality, regulatory compliance, and KPIs across your global footprint.

Build unified data-sharing ecosystems: Gain real-time, end-to-end visibility for traceability and agile, informed decision-making.

Leverage the best industrial AI platform for smart manufacturing.

Get the best software portfolio for multi-site standardization

Adopt the leading industrial data management solutions.

Citations:

1. Deloitte. 2024 Consumer Products Industry Outlook. 2024.
2. PwC. "The Connected Supply Chain: Unlocking the value of digital operations." 2022.
3. Wakefield Research. "Solving Tomorrow's Challenges, Meeting Today's Goals: A Look at Industrial AI in Power, Chemicals, Manufacturing, and Infrastructure." 2024. Independent survey commissioned by AVEVA.
4. Deloitte. "2025 Smart Manufacturing Survey." 2025.
5. EY. "Connected manufacturing: A framework to help industrial companies digitize operations." 2022.