

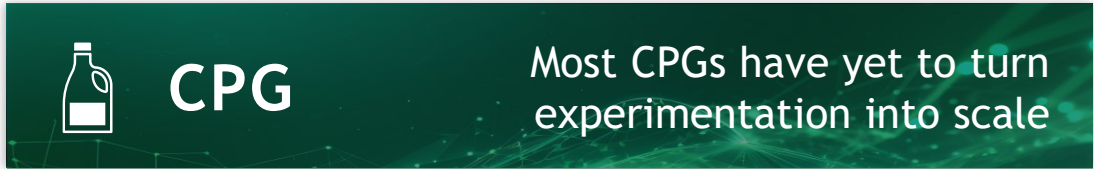


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AI in CPG and Retail: How Winners Are Pulling Ahead

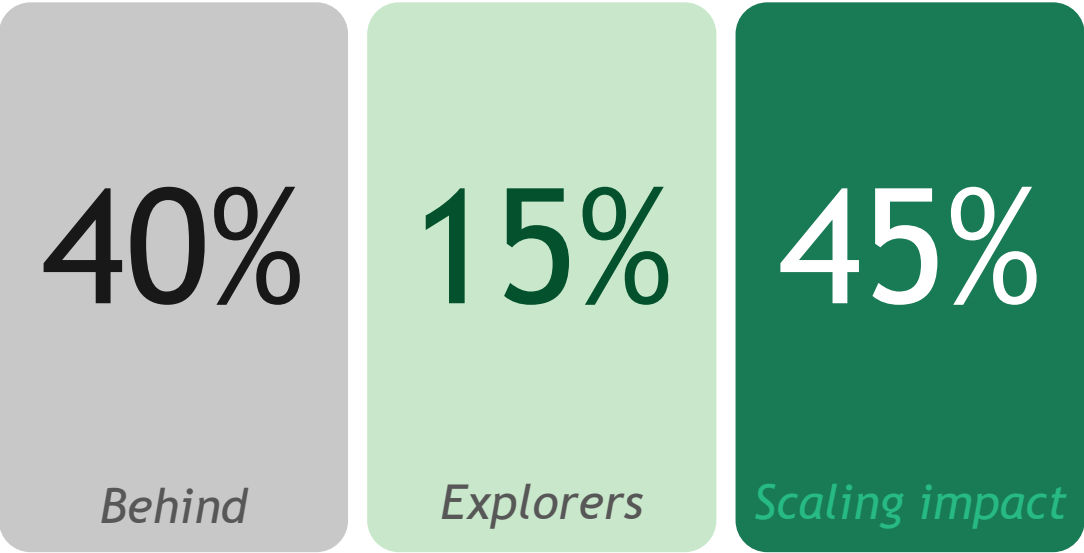
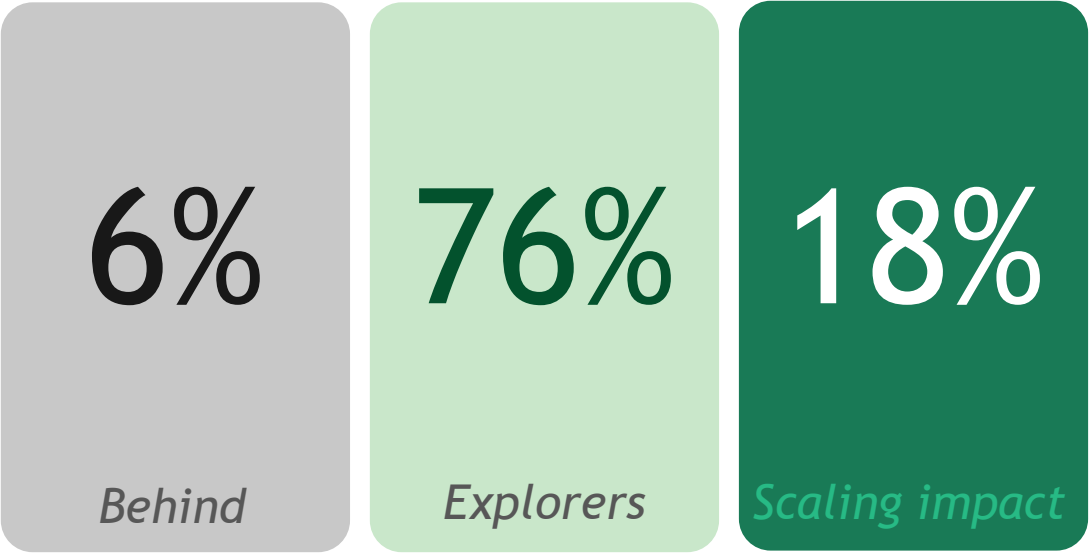
Significant dispersion in maturity; CPG lagging retailers

Sample-based; not representative of the full industry



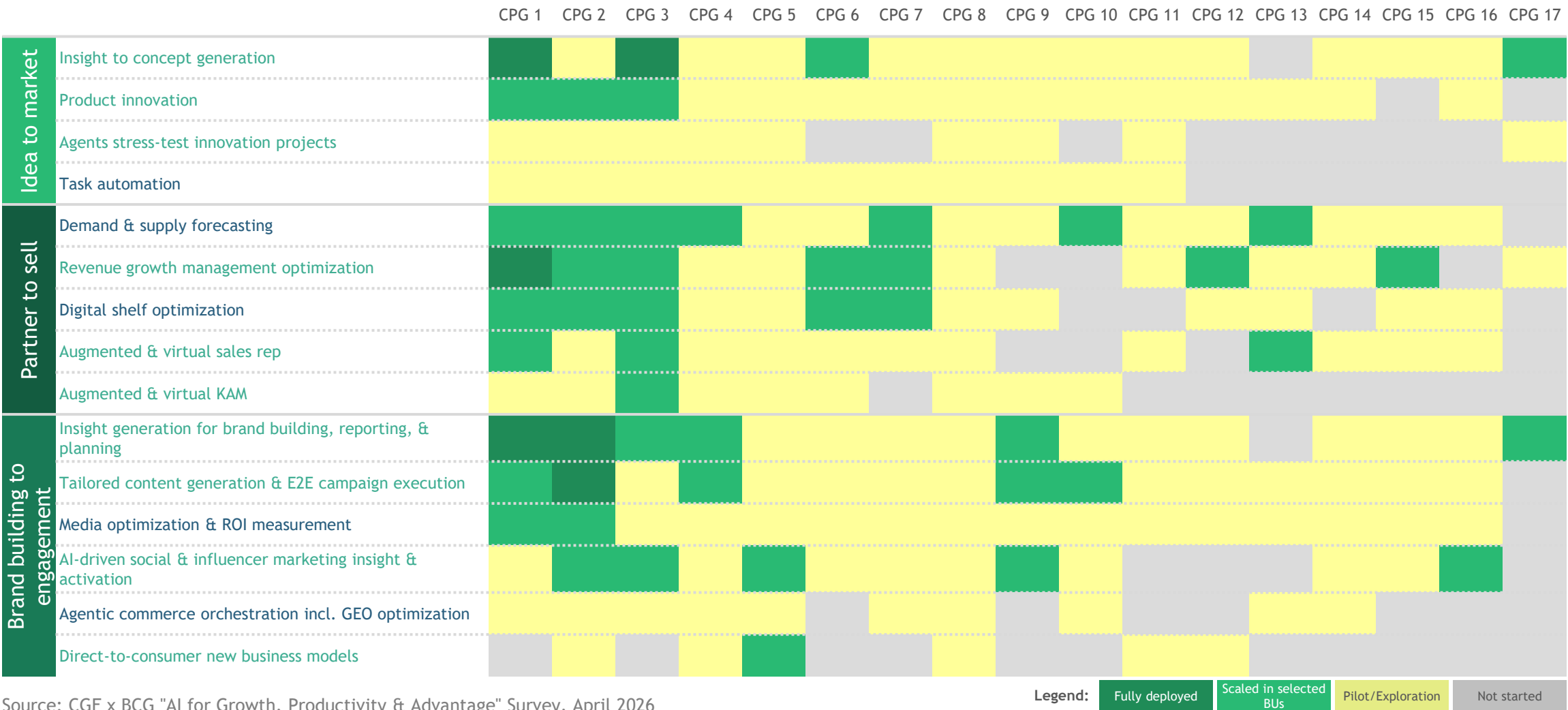
Current state of AI deployment maturity
(% of respondents in each stage, aggregated across domains)

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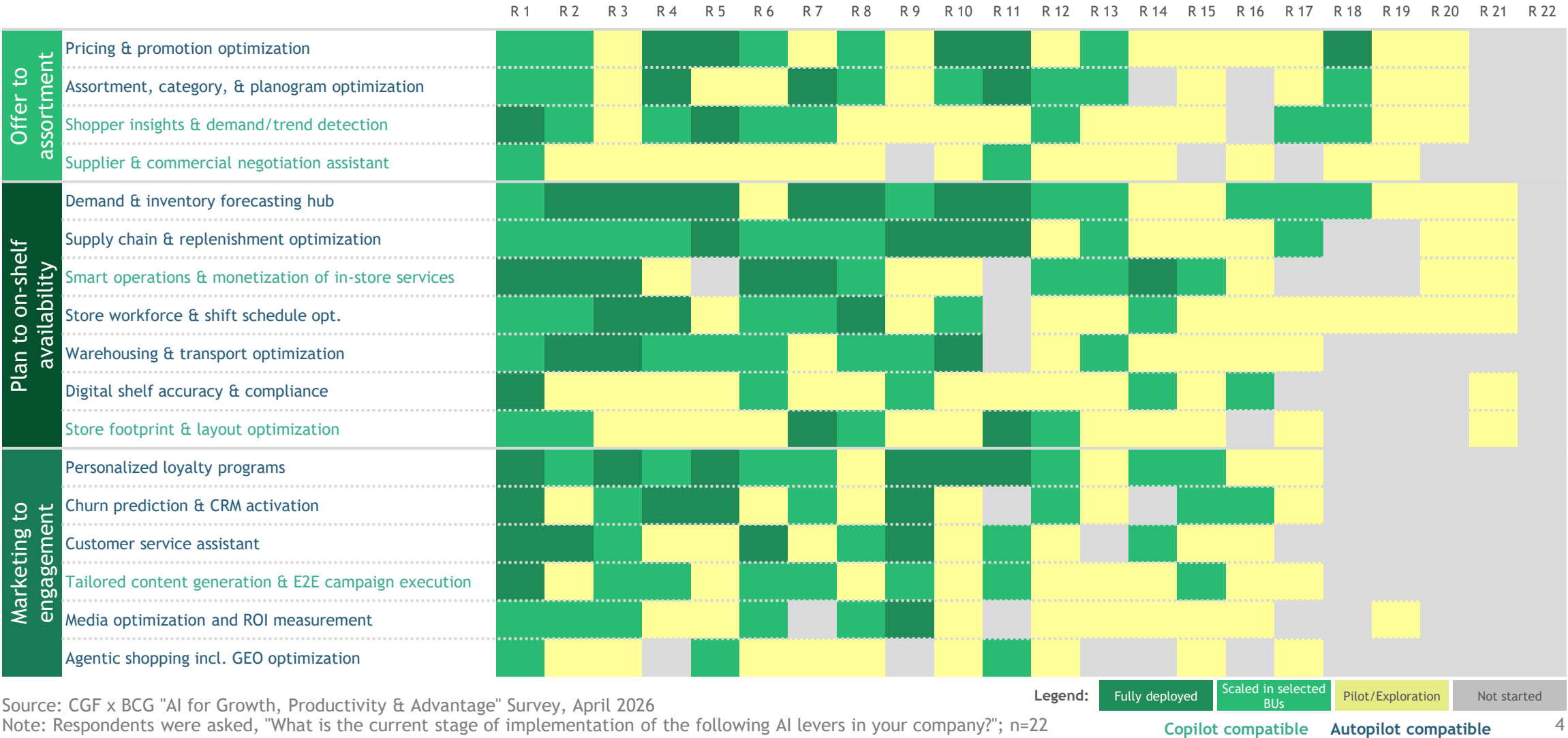
Note: Scaling impact: companies scaled or fully deployed on at least half of the demand-shaping levers. Explorers: companies with a mix of scaled and piloting initiatives. Behind: companies yet to start or still in early pilot on at least half of the levers.
Source: CGF x BCG "AI in CPG and Retail: How Winners are Pulling Ahead" Survey, April 2026 (n=39), BCG analysis

Most advanced CPG companies are scaling in demand and supply forecasting and insight generation for brand building



Source: CGF x BCG "AI for Growth, Productivity & Advantage" Survey, April 2026
Note: Respondents were asked "What is the current stage of implementation of the following AI levers in your company?"; n=17

Retail landscape shows more of a bifurcation, with front-runners focusing AI capabilities on pricing, demand forecasting, and operations



What AI leaders do differently to win

1

They point AI at 2-3 battles they want to win and focus on the supporting functions to deliver

2

They set a quantifiable ambition for exponential change and track it diligently

3

They go beyond productivity tools and reshape high-impact workflows

4

They redesign growth functions and roles for an agent-led, continuous workflow

5

They codify tacit knowledge - what only their teams know about the consumer and the industry

6

They track cost against realized value, including on token consumption

THANK YOU

AI in CPG and Retail How Winners Are Pulling Ahead

Scan to download and read the new report.



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