

Reimagining innovation: the Kraft Heinz & EY collaboration



A man with glasses and a beard, wearing a dark blue t-shirt, is seen from the side, reaching up to a high shelf in a supermarket aisle. The shelves are stocked with various products, including jars of tomato sauce. A yellow and green geometric frame is overlaid on the left side of the image, containing the main title and session information.

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Special Session | CGF Summit 2026

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The better the question. The better the answer. The better the world works.



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Introductions



Jens Weng

EY-Parthenon Global
Consumer and Health Leader



Alan Kleinerman

Vice President, Global
Innovation, Kraft Heinz

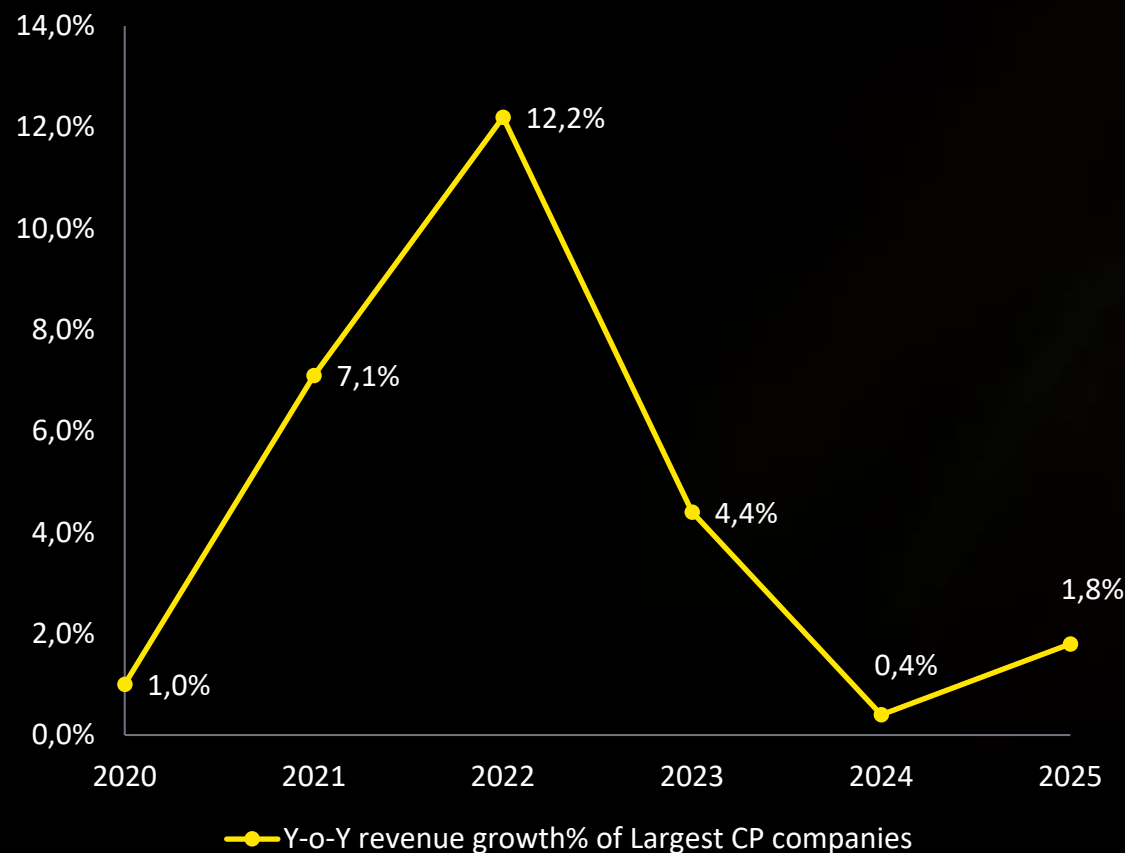


Thomas Pyschny

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Excellence leader

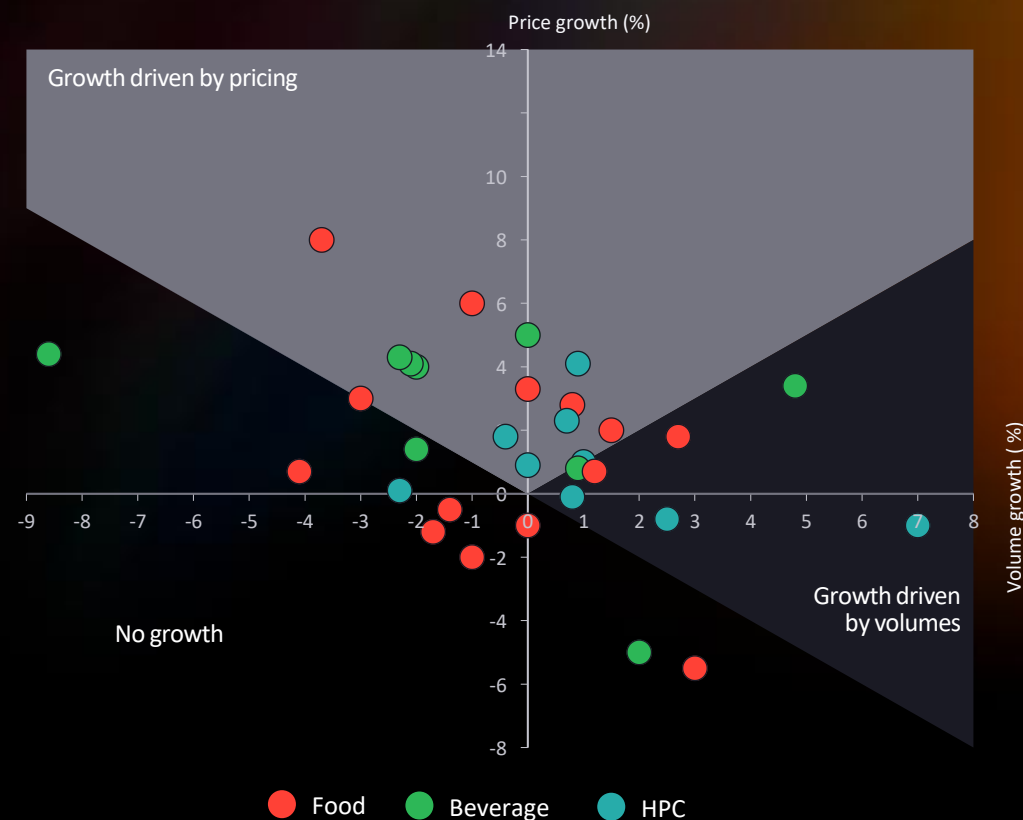
CP growth remains below peak levels and relies on pricing — not volume — for growth

Growth has normalized at lower levels



63% global CP companies still rely on pricing for growth

Volume and pricing growth for the fiscal year FY25, for select companies by sub-sector



CP sector seems more fragmented, outpacing legacy large brands

2025 CPG Sales share by Manufacturers Size



Source: Circana

CPG companies avg. growth cycle (\$ppt change Y-o-Y)

	2022	2023	2024	2025
Private Labels	0.6	0.2	0.5	0.3
\$100m - 1b	-0.1	0.0	0.1	0.2
\$1b - 8b	-0.3	-0.1	-0.1	-0.2
\$8b+	0.1	0.1	-0.5	-0.4

1

CPG manufacturers <\$1b size and Private labels gained share in 2025

2

Private labels growth driven by newer items, but slowed down Y-o-Y

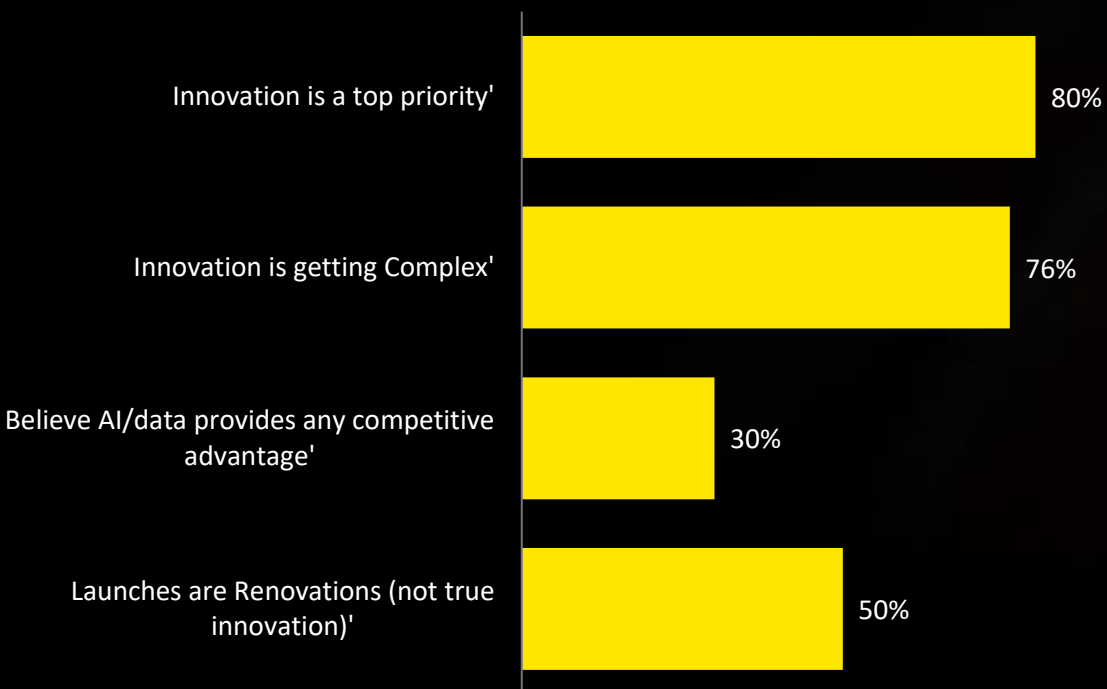
3

Competitive intensity is shifting from linear rivalry → multi-directional ecosystem competition

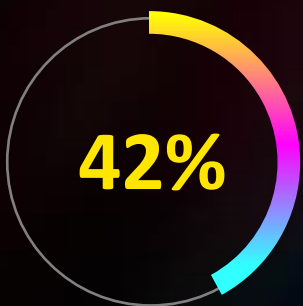
Innovation complexity is rising, despite AI advancements

A reset of innovation is critical today in CPG sector

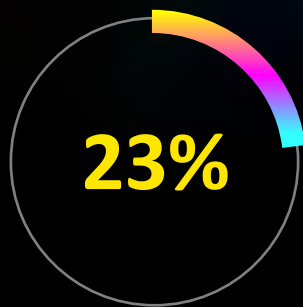
Rising complexity (CEO survey findings):



Rising distrust (Consumer survey findings):



Of the consumers believe 'product improvements' are just cost-cutting exercises



Of consumers are not willing to pay premium for any product feature or innovation

Source: EY Consumer Products Dynamics Research 2026 and EY Future Consumer Index

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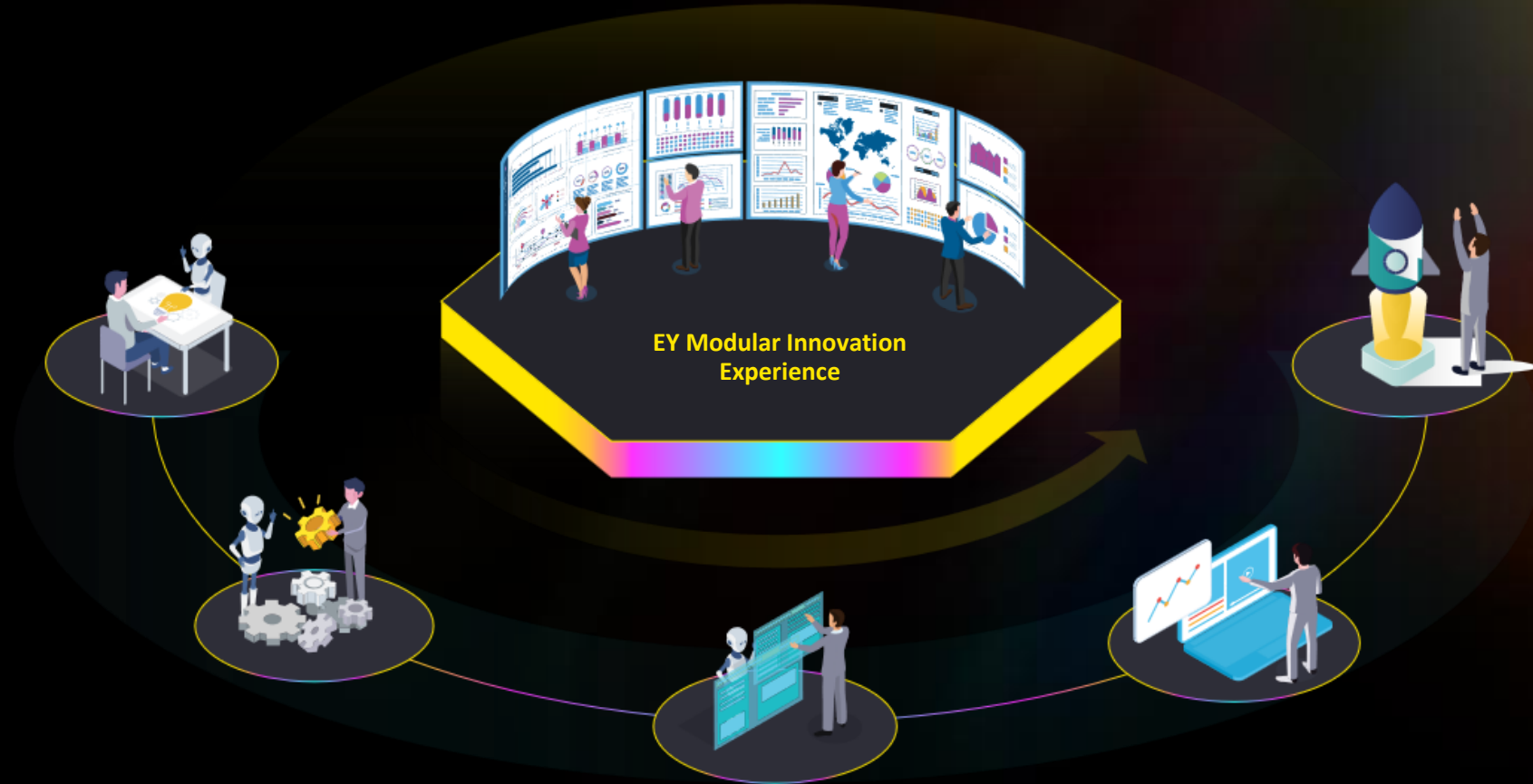
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EY Modular Innovation Experience - a digital ecosystem that reinvents the way you innovate, from ideation to market



“one home of innovation”

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and find out more
Talk to us about a
demo while you are
at the CGF Global
Summit



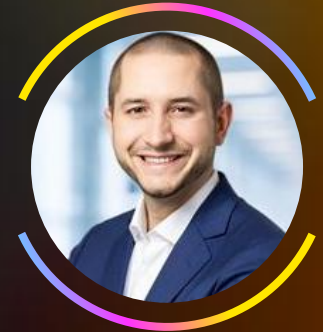
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Latest thought leadership from EY
Featuring the EY and Kraft Heinz
collaboration

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Innovation Experience



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