

# SPRINGBOARD

THE NEW **VIRTUAL** EVENT  
RUNNING ON **CGF LEAPFROG ENGINE**

4<sup>th</sup> MARCH 2021

## JOIN THE FIFTH GENERATION

Retail on the Cusp of  
Entering a New Era



SPRINGBOARD



**EDGE**<sup>^</sup>  
BY ASCENTIAL



# RETAIL ON THE CUSP OF ENTERING A NEW ERA

By 2025, online sales will account for around 40% of CPGs' total sales and ecommerce will be dominated by a handful of major platforms.

This virtual SpringBoard event, hosted by data and analytics experts Ascential is relevant to any CPG looking to optimise their operations, strategy and marketing spend ahead of the new era in retail. The event will explore the challenges and opportunities for consumer goods brands in Retail 5.0, and aims to predict how this next evolution will be dominated by a handful of giant online marketplaces and who will own the relationship with shoppers.

Join us to find out more from the experts on:

- What is Retail 5.0?
- Winning at capturing the marketplace shopper
- Winning at product innovation and delivery
- Key recommendations for CPGs to be Retail 5.0 ready

CGF INTERNAL  
Document ID



**Spaces are limited,  
contact us to book  
your spot!**

For more information, please contact:

**Ruediger Hagedorn**

Director, End-to-End Value Chain

(+49) 17 16 93 55 83

[r.hagedorn@theconsumergoodsforum.com](mailto:r.hagedorn@theconsumergoodsforum.com)