

The Age of Insight

How Consumer Products and Retail organizations can accelerate value capture from data

How leading CPR organizations are using data to gain a competitive edge



...launching innovative products/services and business models at speed using data

- Reducing time to market for new products and services
- Enabling business model innovation
- Leveraging data ecosystems to enhance insights





...optimizing business activities across the organization with data

 Leveraging data across their activities, from consumer insights to category management, fulfillment to consumer



...enhancing sustainability through data

• 47% of organisations are investing in AI/ML and IIoT sensors to drive their sustainability agenda

What CPR "data masters" do differently

Only 16% of CP organizations and 6% of retail organizations are data masters

We divided organizations based on their data maturity, assessing them against two dimensions:



Data foundations: the necessary tools and technologies which an organization can use and leverage data



Data behaviors: the DNA of the organization as it relates to people, processes, skills, and culture.



■ Consumer products ▲ Retail ○ Other

Source: Capgemini Research Institute, Data-powered enterprises survey, August 2020, N=1,004 global organizations, N=100 consumer products manufacturing and retail organizations each.

Data foundations: CPR data masters excel at data management

practices



Source: Capgemini Research Institute, Data-powered enterprises survey, August 2020, N=1,004 global organizations, N=100 consumer products manufacturing and retail organizations each, N=22 data masters organizations in CPR, N=159 all-sector data master organizations.

Data behaviors: CPR data masters have established the right data processes



Source: Capgemini Research Institute, Data-powered enterprises survey, August 2020, N=1,004 global organizations, N=100 consumer products manufacturing and retail organizations each, N=22 data masters organizations in CPR, N=159 all-sector data master organizations.





In 96% of CPR data masters organizations, data literacy is widespread 91%

of CPR data masters focus on data skills such as data storytelling

How can CPR organizations unlock business value through data?





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