

The Future of Top-Line Growth in the Consumer Goods Industry

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26/10/2023 How to navigate through top trends, growth bets, and industry hurdles in challenging times.

Amidst the mounting challenges in today's market, what strategies can Consumer Packaged Goods (CPG) companies adopt to foster robust and sustained growth? Against the background of a slowing global economy, concerns surrounding globalization, persistently high inflation rates, and constantly evolving consumer behaviors, maintaining a steady growth trajectory has become an increasingly intricate task.

This study presents a comprehensive analysis of the key trends, growth opportunities, and obstacles that confront CPG companies. Leveraging insights derived from a survey conducted among more than 30 industry leaders, it provides valuable perspectives on the development of enduring growth

strategies in the current uncertain economic landscape. Emphasis is placed on evaluating the crucial elements of their 2025 top-line growth strategy.

Download the study: The Future of Top-Line Growth in the Consumer Goods Industry

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Jan Boris Wintzenburg

Director Communications and Marketing
Porsche Consulting GmbH
+49 (0) 152 3911 8663
jan_boris.wintzenburg@porsche-consulting.com

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