

TOP 20 CPG PREDICTIONS for 2022

Macro Consumer Predictions

- 1 Focus on Self-Care**
Consumers spending on items that support personal health and well-being
- 2 Experience-Based Shopping**
Brands building memorable experiences will cash in
- 3 Emphasis on Sustainability**
Packaging and plastic concerns will continue to be addressed



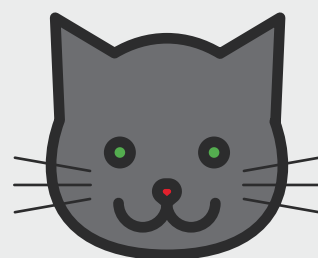
Shopping Experience Predictions

- 12 Retailers Double Down on Remodels**
E-commerce causing increased competition for foot traffic
- 13 Focus on Store Experience**
Consumers want stores to deliver sights, sounds and smells
- 14 Mobile-Enabled Shopping in the Store**
Seamless integration between stores and digital experience imperative
- 15 Path to Purchase is No Longer Linear**
Buyer journey that begins on one platform can end on another
- 16 Continued Perimeter Improvement**
Grocers reallocating space to augment fresh categories
- 17 Low Price is Table Stakes**
Retailers push back on price increases to stay competitive



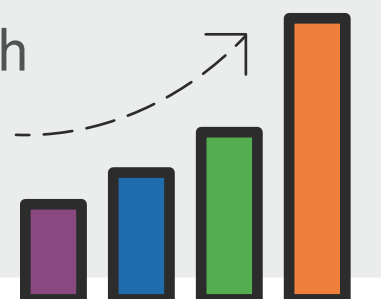
Category & Brand Predictions

- 4 CBD Goes Mainstream**
28% of consumers already use CBD oil and another 54% are open to trying
- 5 Plant-Based Everything**
Thanks to improved taste, protein benefits and favorable environmental impact
- 6 Consumers "Begging" for More Pet Products**
Humanization of pets driving trends across category
- 7 Comeback of Premiumization**
Due to good economic climate
- 8 Further Expansion of Functional Foods & Beverages**
Shoppers reaching for products with added nutritional benefits
- 9 Rise of Private Brands**
Market share for private brands will continue to grow
- 10 Reduced Access to E-Cigarettes & Tobacco**
Due to new and growing health concerns
- 11 Buying Local Continues**
Consumers seek and support local brands



Store Operations Predictions

- 18 Supply Chain Focus**
Increased emphasis on on-time deliveries and order fulfillment
- 19 Expanded Grocery Delivery & Pickup Options**
Traditional delivery models will need to expand to meet changing consumer expectations
- 20 Non-Traditional Channel Growth**
Strong sales growth projected for small store formats



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