

10 Key GROWTH DRIVERS for 2016

CPG 2016 will be shaped by some new and some existing trends. CPGs looking for growth in 2016 must hit the ground running as the new year begins. The trends illustrated here will have a profound impact on the industry throughout this year and beyond. CPG marketers that can stay on top of or ahead of these trends, truly understanding how the trends impact their own brands and embracing strategies that turn opportunity into growth, will excel in the marketplace in 2016 and beyond.

1 Circle THE Wagons

Omnichannel retail is turning the CPG industry on its ear. Harness in-depth insights about where consumers are going online to provide valuable insights into the new path to purchase and drive in-store growth.

6 ON THE Highway to Health

Consumers are embracing a wide variety of healthier-living strategies. Look across CPG aisles for new ways to deliver healthier options for shoppers and the environment.

2 MELTING POT Gets Hotter

The growth and transformation of U.S. households are altering shopper attitudes and behaviors. Keep a finger on the pulse of increasing ethnic diversity and the explosion of nontraditional families.

7 Get Real

Consumers want to know what they're putting into and onto their bodies, what they're feeding their pets, and exactly what is making their houses cleaner. Answer consumers' thirst for transparency and authenticity.

3 Doing More WITH LESS (MEDIA)

Consumers are constantly barraged with marketing messages. Cut through the noise in the marketplace and focus on quality versus quantity.

8 Snack Attack

On-the-go lifestyles continue to have a profound impact on consumer eating behavior. Tap into grazing, the new sit-down meal.

4 Lean & Mean GROWING MACHINE

Manufacturer consolidation will continue as CPGs look for new revenue streams. Consider specialized acquisitions to fill white space growth opportunities.

9 Go Smart OR GO HOME

The focus on big data is rapidly giving way to smart data that will drive smart growth. Marry big data with technology and analytic know-how to pave the way to growth.

5 BIG OPPORTUNITY IN Small Packages

The urbanization of America will drive growth of smaller-footprint stores. Meet urban shopper needs with localized specialty outlets.

10 Growth COMES FROM Within

There is no shortage of retail outlet options, so driving growth by adding stores is an ineffective strategy. Find growth by improving efficiency and productivity from within current stores.

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