



IRI

BCG

**GROWTH
LEADERS
IN CPG**

2020



Today's Presenters



Cara Loeys

Principal
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Aman Gupta

Managing Director
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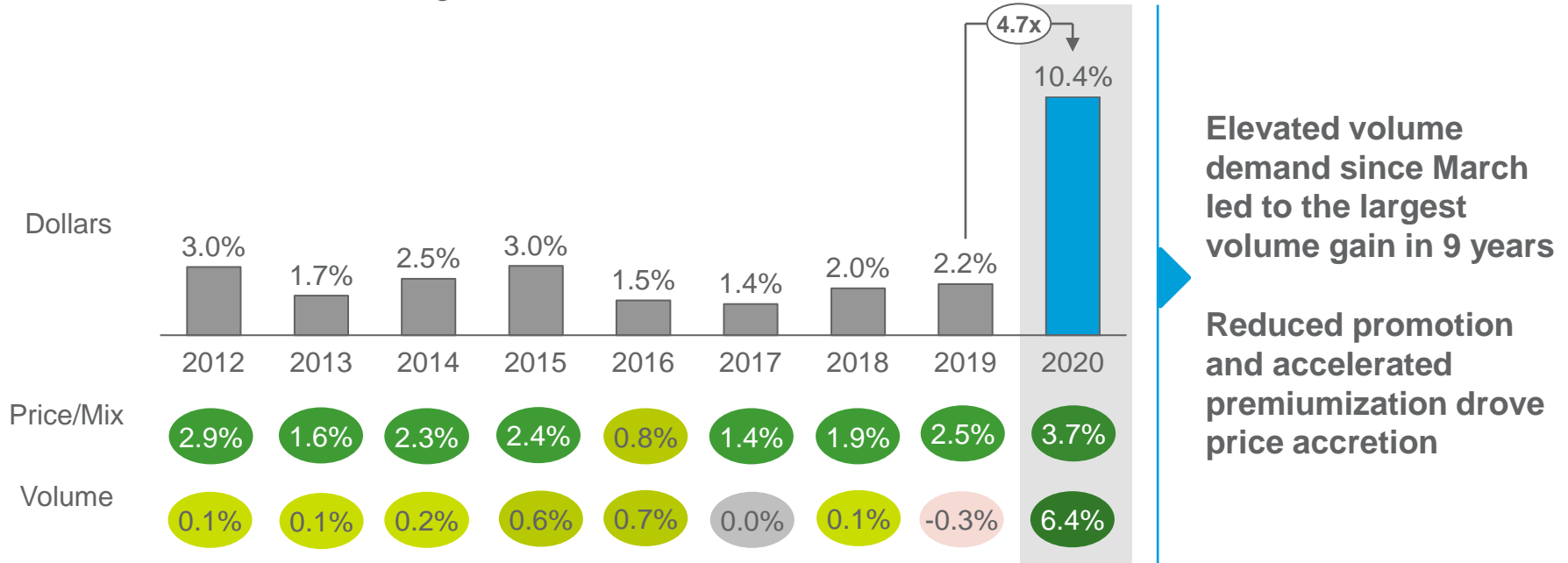


KK Davey

President,
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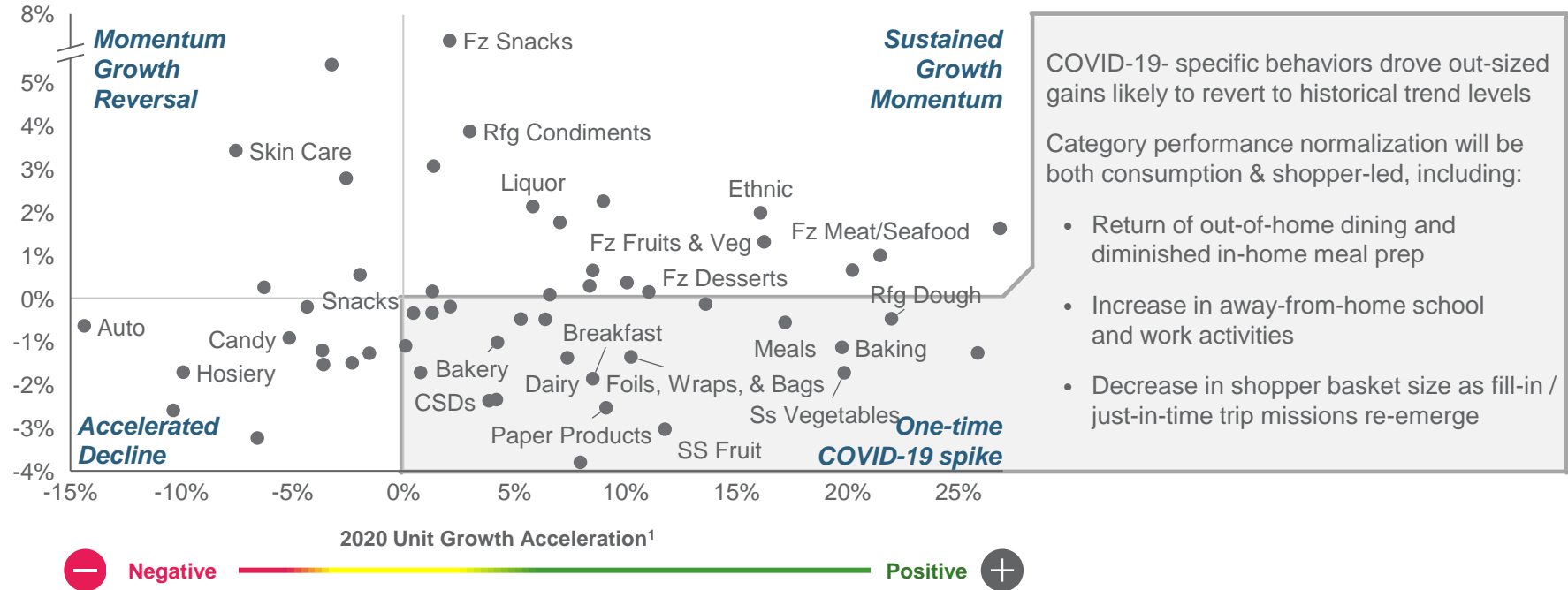
U.S. CPG Sales Grew 10% in 2020, Up ~5x vs. 2019, Driven by High Volume Growth

CPG Sales Growth / % Change vs. YA



Several Historically Flat Categories Saw 10-20pp+ Growth Acceleration in 2020

Momentum Growth / % Unit Volume CAGR ('16-'19)



2020 Rankings

Returning and New Companies in the Top Rankings

- 2019 Growth Leader
- New to List vs. 2019
- New to List vs. 2012–19

Large Companies

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

Mid-Size Companies

1		11	
2		12	
3		13	
4		14	
5		15	
6			
7			
8			
9			
10			

Small Companies

1		11	
2		12	
3		13	
4		14	
5		15	
6			
7			
8			
9			
10			

Note: Extra Small = <\$100M, Small = <\$1B Medium = \$1B-\$6B, Large >\$5.5B. Source: IRI data for multi-outlet and convenience (MULO+C). MULO+C includes Grocery, Mass, Club, Convenience, Drug, Dollar and E-Commerce for store Pickup & Delivery from Brick & Mortar stores. Source: IRI & BCG analysis.

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Our Panelists



Andrew Archambault

Chief Customer Officer,
National Retail
Keurig Dr. Pepper



Shane Faucett

Chief Customer Officer
Bimbo Bakeries USA



Kristen Riggs

Chief Growth Officer
The Hershey Company



Pankaj Sharma

President, Meals &
Baking, U.S. Retail
General Mills



J. Paul Yang

Chief Strategy Officer
KISS Products, Inc.



Questions for the Panel

- 1 What were the **key drivers of your success** last year?
- 2 What were your **most important learnings** coming out of 2020?
- 3 How do you see the **role of e-commerce (and digital)** in 2021 and beyond?
- 4 What are the **retailer, shopper & consumer trends that are most likely to endure?**
- 5 What are your **biggest opportunities in the coming months and years?**