



Impact Assessment

# Impact of Economic Downturn on the CPG Sector

## Report Abstract

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13-pages

## Contents of Full Report

1. Summary of Impact on the CPG Sector
2. Impact on Short-Term Financials
3. Impact on Enterprise Strategy
4. Impact on Operational Transformation Priorities
5. Impact on Operational Transformation Priorities

## Who is This Market Analysis For?

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NelsonHall’s “Impact of Economic Downturn on the CPG Sector” report is a survey of CFOs in CPG enterprises to ascertain the extent and nature of the impact of the post-COVID economic downturn on the sector. In particular, the report identifies the impact on short-term CPG sector financials, enterprise and IT strategies, and operational transformation priorities. The report is designed for:

- Vendor marketing, sales, and business managers wishing to understand the impact of the post-COVID economic downturn on CPG enterprises’ operations transformation priorities
- CPG market executives interested in understanding the impact of the post-COVID economic downturn on their peers
- Financial analysts and investors specializing in the services sector who are looking to understand the impact of the post-COVID economic downturn on the CPG sector’s IT and operational transformation strategies.

## Key Findings & Highlights

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NelsonHall’s analysis of the Impact of the Economic Downturn on the CPG Sector consists of 13-pages. The report focuses on identifying the changes in priority within enterprise strategy, IT strategy, operational transformation, and business process outsourcing, together with forecast changes in functional budgets and IT services spend over the next 12 months.

This report is one of a series of detailed individual sector reports published by NelsonHall.

## Scope of the Report

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The report analyzes the worldwide impact of the post-COVID economic downturn on CPG enterprises and addresses the following questions:

- What is the expected change in CPG sector revenues & costs in Q3 2022?
- By what percentage will each functional budget be impacted over the next 12 months?
- What approaches to the anticipated rise in inflation will be favored by the CPG sector?
- What impact will the economic downturn have on enterprise strategy in the CPG industry?
- What are the key priorities for operational transformation planned by CPG enterprises over the next 12 months?
- In which process areas are CPG enterprises likely to increase their use of outsourcing to achieve greater operational resilience or address personnel shortages?
- What impact will the economic downturn have on enterprise IT strategy in the CPG sector?

- What changes are expected in external IT services spending over the next 12 months?

The sectors covered in this series include:

- Retail banking
- Capital markets
- Life insurance
- P&C insurance
- Healthcare Payer
- Healthcare Provider
- Energy
- Utilities
- Electronics & high-tech
- Commercial banking
- Automotive Parts
- Industrial Oil Engineering
- Industrial Products
- Aerospace
- Chemicals & Petroleum Products
- CPG
- Food
- Pharmaceuticals
- Federal Government
- Local Government
- Retail
- Hospitality
- Transportation
- Hospitality
- Telecoms
- Media.

The regions covered include:

- North America
- EMEA
- Asia Pacific
- Latam.

## About The Author

John is CEO of NelsonHall, the leading business process services (BPS) and IT services (ITS) research and analysis firm, and is widely regarded as one of the world's leading authorities on achieving business transformation through the application of BPS. John can be contacted at:

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We would be pleased to discuss how we can bring benefit to your organization. You can contact us via the following relationship manager: Guy Saunders at [guy.saunders@nelson-hall.com](mailto:guy.saunders@nelson-hall.com)

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