

# THE DATA ECONOMY IS POWERING PROFITS. MAXIMIZING DATA INSIGHTS IN RETAIL AND CPG

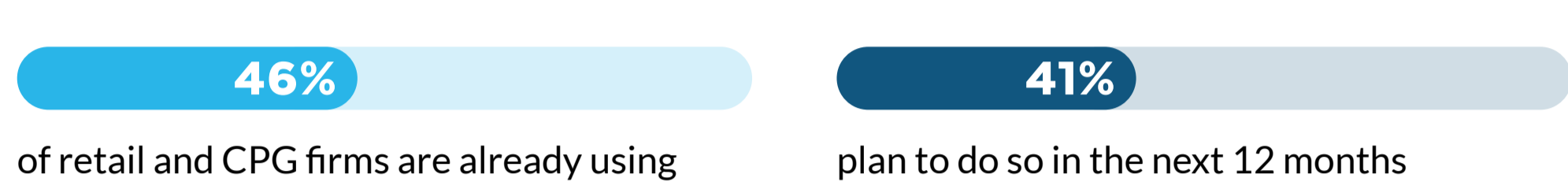
Big data will transform the retail and CPG industry – if its businesses can rise to the opportunity.

Is this sector ready for the data economy? We surveyed 1,000 senior business and technical leaders across eight countries and five industries to find out.

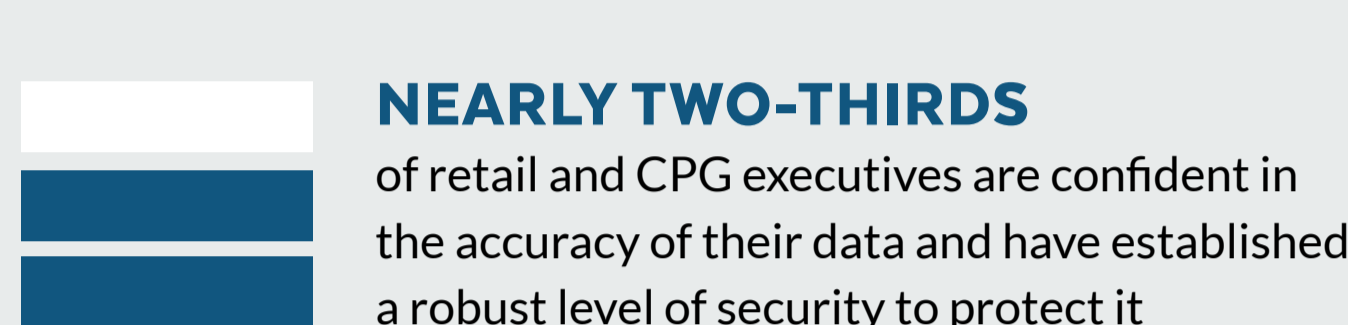
Our research shows that retail and CPG is falling behind most other industries, and its businesses are among the least likely to be classed as Data Economy Leaders.

Why is that? And what can retail and CPG firms learn from the ones that are getting it right?

## THE RETAIL AND CPG INDUSTRY HAS HIGH HOPES FOR DATA



## MOST BELIEVE THEIR DATA IS TRUSTWORTHY AND SECURE



## BUT NOT ENOUGH FIRMS ARE USING DATA INSIGHTS STRATEGICALLY



## WHAT’S HOLDING THEM BACK?



## SOME ARE STRUGGLING WITH POOR DATA MANAGEMENT



## WHAT MUST RETAIL AND CPG FIRMS DO DIFFERENTLY?

**6%** of organizations are outperforming their peers in the data economy. Here’s what these Data Economy Leaders are doing right:

- Providing unimpeded access to their data, no matter where data users reside
- Sharing data securely within their enterprise and with external partners
- Using data to inform all or most of their business decisions, and to structure and advance strategic business goals

**“Data is going from being something that’s guarded in a company to becoming a robust platform to becoming a service. Having information is powerful, for sure, but sharing information can be even more powerful.”**



— **MANI GOPALAKRISHNAN**,  
VP Digital Transformation, Kraft Heinz

### FIND OUT HOW DATA IS TRANSFORMING RETAIL AND CPG



- DoorDash: Dinner is Served in the Data Cloud
- Kraft Heinz Meets Demand in the Data Cloud
- PepsiCo Delivers Personalization and Marketing ROI
- Putting Data in Your Shopping Cart with Dustin Pearce, Vice President of Infrastructure at Instacart

### ABOUT SNOWFLAKE

Snowflake delivers the Data Cloud—a global network where thousands of organizations mobilize data with near unlimited scale, concurrency, and performance. Inside the Data Cloud, organizations unite their siloed data, easily discover and securely share governed data, and execute diverse analytic workloads. Wherever data or users live, Snowflake delivers a single and seamless experience across multiple public clouds. Join Snowflake customers, partners, and data providers already taking their businesses to new frontiers in the Data Cloud. [snowflake.com](https://www.snowflake.com)