



6 WAYS CONSUMER GOODS COMPANIES CAN SUCCESSFULLY USE DATA AND AI



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AN INDUSTRY UNDER PRESSURE

Once one of the most stable industries for growth, consumer goods has been through the wringer in recent years. Raised inflation rates in the United States — **peaking at 9.1% in June 2022** — had a twofold negative effect on the industry. Not only did the cost of materials and goods rise, but inflation also caused massive shifts in consumer spending and behavior. Add to that the continued challenges of managing worldwide supply chains through environmental disruptions and geopolitical crises, and consumer goods companies have been bearing immense pressure from every side — pressure that has squeezed margins and slowed growth.

Beyond this current state of economic tumult, however, the industry also contends with a number of technology and data challenges that hinder efficient productivity. For one, data remains siloed and fragmented, with oft-limited views of point-of-sale information. The external data that companies do have is still difficult to manage, harmonize and consolidate with their own, especially in a timely fashion. Even within consumer goods companies,

functional silos between departments can easily lead to poor business decisions. A marketing team, for instance, could turn on a campaign around a certain product without realizing the supply chain might be constrained or delayed, leading to wasted demand-generation efforts. Consumers would be getting ads for a product that isn't in stock. Not only is that a terrible use of marketing funds, it leads to poor consumer experiences and potentially damages brand loyalty.

Moreover, while large consumer goods brands have made great efforts to incorporate data into their business strategies, in many cases, their tech stacks have now become unwieldy and overly complex. Adding a solution here and a workaround there, these stacks begin to look like Jenga block towers: precariously built and poised to fall with one false move. Each layer of infrastructure comes with associated costs, such as license fees and/or more skilled workers to manage it all. And in the face of this do-more-with-less economic reality today, no company is really looking to spend more money on what amounts to maintenance.

To get the most value out of their data, consumer goods companies need to break down the internal and external silos that can prevent productive collaboration. They need a unified data platform that runs through their entire enterprise — one that can work with all data types, in all formats, from a singular, secure place. An interoperable data platform that can be used for multiple uses, from business intelligence to data science, goes a long way toward eliminating data silos while simplifying data mobilization for an organization.

CONSUMER GOODS, FIND RELIEF BY TURNING TO DATA

With Snowflake's unified **AI Data Cloud**, consumer goods companies can finally consolidate their complex data stores to form a single source of truth. This not only streamlines the process of working with vast amounts of data but also simplifies the process of working with others — whether it be different internal departments or outside companies.

Consumer goods companies, which rely so heavily on collaboration with retailers, logistics partners, manufacturers and materials suppliers, have a wealth of tools at their disposal with Snowflake. **Data Clean Rooms** provide a simple and secure solution for configuring sharing of first-party data in privacy-preserving ways. And a robust catalog of partners and solutions that fully integrate with Snowflake is readily available on **Snowflake Marketplace**, making it easy to find just the right tools for every job. Furthermore, a comprehensive built-in set of capabilities helps companies observe and manage data security throughout their organization.

But perhaps most exciting today are the AI applications that can create efficiency and productivity through features such as document intelligence, text generation and other LLM capabilities. Imagine a company that has an LLM tracking consumer sentiment of its products through text analysis of emails, chats and call transcripts. Suddenly, the model understands that sentiment

about the company's lettuce in one particular region has turned, recognizing a number of complaints related to foodborne illness. The LLM may be able to connect those dots faster and in near real time, leading to quicker recalls and hopefully minimizing harm. That's just one example of AI's potential and power in the consumer goods business, but there are plenty of others. **Document AI** can automatically extract relevant information from contracts or studies, while **Cortex Analyst** (generally available soon) can be used to build chatbots that can synthesize massive amounts of data and communicate answers either to end customers or to other business partners — all in natural language.

In this ebook, we outline the three functional areas that can benefit most from incorporating data-driven strategies: revenue growth management, marketing and supply chain resilience. Breaking down the use-case challenges that exist in each, we offer some solutions to the most common issues, along with real-world examples from some of our 10,000+ customers. Beyond the use-case-specific solutions, we also want to highlight the Snowflake capabilities around AI, collaboration and security, which touch on and improve operations in all those functional areas. So we have dedicated pages to look at the doors that open (or in the case of security, the doors that stay closed) thanks to these advancements.



REVENUE GROWTH MANAGEMENT

THE CHALLENGE

Amid constantly changing economic conditions and evolving consumer behaviors, consumer goods companies need to take a systematic approach to assortment, pricing and promotions in order to maintain growth. Whether it is introducing new variations of products or managing trade spending with retailers, there are a host of knobs and levers that companies can turn or pull to optimize their revenue. So as much as revenue growth management (RGM) is a kind of organizational mindset, it is also a powerful tool — one that thrives on data.

The difficulty with RGM, however, is managing often-fragmented data and keeping teams aligned. While consumer goods companies have been running pricing elasticity studies for a long time, driving portfolio-level decisions and optimization on pricing and promotion actions remains elusive for most organizations. Whether it is internal data from enterprise relationship planning (ERP) systems or external information from retail partners, consumer goods companies find themselves toggling between the various data silos that house each. Not only is that incredibly inefficient, but it makes deriving meaningful insights from data across the company much more difficult. By breaking down organizational silos and bringing data together in one place, however, teams can begin to work cooperatively toward RGM goals and maximize the value of their data.

SOLUTION

Effective RGM analytics requires harmonizing data from disparate sources into a single foundation, and Snowflake brings that capability in an easy, secure and efficient platform that scales with the needs of any business.

From there, consumer goods companies can:

- **Standardize their data with ease:** Ingestion and data transformation tools, available as connectors or apps on Snowflake Marketplace, make working in Snowflake seamless and efficient.
- **Identify growth opportunities** through advanced analytics: Companies can perform various analyses with confidence that they're using the most accurate and up-to-date data available.
- **Apply actions from insights:** Empowering secure, data-driven decision-making, Snowflake promotes growth across an organization.

CUSTOMER SPOTLIGHT



For more than a century, Kimberly-Clark has delivered personal care products to consumers, from Kleenex in 1924 to Huggies in 1977. Maintaining growth, even as the needs of customers change from generation to generation, has always been important, but now the company leans on data to help drive decision-making toward its RGM goals.

Beginning with a strong data foundation on Snowflake, Kimberly-Clark created a one-stop shop for all of its RGM analytics needs around the globe. Using Snowflake's easy-to-use tools and features to harmonize and standardize all of its data — both internal and external — Kimberly-Clark was able to take in data more rapidly, reducing time to value by 70%, upon implementation in 2022. It was then able to use advanced analytics to identify key opportunities for pipeline development and move closer to the company's ultimate goals of sustainable profit growth, maximized revenue and customer-centric insights. With Snowflake's powerful and elastic engine, Kimberly-Clark found it easy to scale and align its RGM capabilities in all three regions it operates in: APAC, Latin America and North America.

[Read more about Kimberly-Clark's RGM success with Snowflake here](#)

MARKETING

THE CHALLENGE

With the proliferation of communication and go-to-market channels available today, reaching customers has never been easier. Winning them over, however, has never been more complex. For consumer goods companies, which often don't have the rich customer sales data their retail counterparts have, the question is how to maximize the value of the data they do have.

Rather than building specific customer 360 profiles, the consumer goods marketer must be focused on campaign intelligence and the ability to effectively measure and understand ROI by evaluating consumer interactions with their messages across channels. That requires gathering immense amounts of data from various sources, then unifying and standardizing it all before performing analytics to determine campaign performance drivers. The process can be costly, complex and inconvenient, requiring multiple software tools and constant data movement.

SOLUTION

With Snowflake, it's easy to integrate all marketing and purchase data — in any format, across channels and in near real time — on a single, secure and trusted platform that offers built-in governance controls. With tools like native Snowflake connectors and Snowpipe Streaming, data is available near instantaneously, giving marketers the ability to shape relevant campaigns in a timely fashion.

And with a robust catalog of martech applications available on Snowflake Marketplace, consumer goods marketers can execute full campaigns — from idea to insights — seamlessly and securely. Full integration with any number of tools makes it easier for companies to keep track of allocations and attribute ROI to specific ads, which then helps companies continually optimize their marketing actions.

CUSTOMER SPOTLIGHT

FORTUNE 500

FOOD PRODUCTS COMPANY

Multinational consumer packaged goods giants often find it difficult to assess their marketing efforts globally. After all, to be able to effectively evaluate ROI for each campaign, when the aim is to reach almost every demographic in more than 200 countries worldwide, is nothing short of a herculean task.

But with the power of Snowflake, where companies can consolidate volumes and volumes of marketing data, they are able to take a systematic approach. Data science teams can measure campaign results to help marketers answer questions about the performance of their various media campaigns and even make intelligent recommendations regarding future marketing spend. With data collected from dozens or even hundreds of sources, consumer goods data scientists can now generate insights quickly — and even share databases or tables with other teams in the organization with ease.

With a marketing budget at the global scale, even a 1%-2% lift in marketing return can make a huge impact on the bottom line.

SUPPLY CHAIN VISIBILITY AND OPTIMIZATION

THE CHALLENGE

The modern supply chain is a sprawling web of (literally) moving parts, involving dozens of companies interacting hundreds of times just to get a single shipping container from Point A to Point B. For consumer goods companies, which often sit directly in the center of these webs, managing their supply chains requires constant back-and-forth — with retail partners, manufacturers, logistics providers and material suppliers. Given that most consumer goods organizations have multiple supply chain planning systems, and each of those solutions contains data within its own silo, getting true end-to-end visibility is a big challenge. Collaboration at scale can be difficult, not to mention expensive, and without clear views into every step, the inevitable broken link in the supply chain can have devastating effects.

The most effective way to weather the unavoidable disruptions, whether local or global, is to lay a strong data foundation that can become the basis for more advanced analysis and forecasting to drive better, smarter decisions for the business.

SOLUTION

Snowflake's unified AI Data Cloud provides consumer goods companies end-to-end visibility into their supply chains to help identify risks and errors (ideally before they affect business) and understand the financial implications of exogenous events or crises. With data centralized on Snowflake's secure, governed platform, brands can collaborate with partners across the business effectively and with ease — whether it be joint demand forecasting or inventory management.

Snowflake can also help accelerate AI and ML development with built-in tools and features that can, say, forecast product demand by applying predictive modeling on data from disparate (first-, second- and/or third-party) sources — with minimal coding required. Using near-real-time data access, AI/ML models can adjust forecasts dynamically — allowing companies to react quickly to unexpected changes in demand.

CUSTOMER SPOTLIGHT



CONA Services, the IT platform provider for Coca-Cola's North American bottling business, provides its participating bottlers with the tech infrastructure and data management processes for self-service BI reporting and analytics. Using the database SAP HANA, the company found it exceedingly difficult to manage and share data with its bottling partners, and performance simply did not meet anyone's expectations. Furthermore, with costs tied to data size, not compute, SAP HANA became more expensive to use even as performance degraded.

CONA was drawn to Snowflake for several reasons, including its multi-cluster shared data architecture, which essentially solved the performance bottlenecks that plagued the previous solution and gave more freedom and flexibility to bottlers. By 2022, each had its own Snowflake account, where CONA data could be quickly accessed and even combined with proprietary data with ease. With Snowflake's strong governance controls, CONA can be confident that data is appropriately accessed and shared. Moreover, with greater visibility into each bottler's operations, CONA has valuable insight into this key part of Coca-Cola's supply chain.

[Read more here](#)

ENABLER #1: AI-POWERED BUSINESS INTELLIGENCE AND EFFICIENCY GAINS

THE CHALLENGE

The aforementioned functional areas — revenue growth management, marketing and supply chain optimization — can be further supported by incorporating technological innovations such as AI and ML in a variety of ways. For one, the widespread adoption of data-driven business strategies has given way to the rise of BI dashboards. But often, users find them lacking flexibility; the generated graphs and charts don't quite answer the question being asked, even with filters or drill-down options. Sometimes the dashboards just create new questions that ultimately require a data analyst to answer; the business user could be left in a holding pattern for days. In too many instances, self-service analytics doesn't end up feeling so self-service anymore.

Another separate issue that consumes consumer goods companies is the amount of paperwork — both physical and digital — they generate and receive. Everything from procurement contracts to consumer insight studies ends up sitting in SharePoint drives that are seldom accessed, let alone utilized, because extracting value from them simply requires too much effort.

SOLUTION

To bring easy-to-use, efficient and trusted AI to businesses of all sizes, Snowflake introduced Cortex Analyst (GA soon), the fully managed service that provides a conversational interface to interact with structured data in Snowflake. Using state-of-the-art LLMs, Analyst is built to deliver high text-to-SQL accuracy, which then can streamline the development of apps that let business users ask questions about their data in natural language and receive accurate answers back.

With Analyst, users aren't strictly limited to the categories and filters available on dashboards, and they can home in on specific areas without needing to know SQL code. Not only does this empower the business user to act on insights more quickly, it also frees up data analysts from the rote work of constantly pulling data sets so they can tackle more complex and valuable tasks.

Similarly, Snowflake's Document AI can remove the manual drudgery of sifting through paperwork by intelligently extracting data from documents, such as contracts and consumer insight reports. Companies experimenting with this capability see immense promise in the areas of procurement, consumer research and compliance, being able to get the full value from their unstructured data.

CUSTOMER SPOTLIGHT



Bayer, a leader in pharmaceutical and biomedical innovation, relies heavily on BI dashboards to access the company's enterprise data. Using them for weekly business reporting on its consumer health products, Bayer's teams found these dashboards often weren't able to adequately address the increasing number of questions that users posed.

So the company developed a solution to augment its existing BI tools: a chat app, using Streamlit in Snowflake as the chat interface and Cortex Analyst as the query-generation service. In its initial phase, the application focused on answering high-value, executive-level questions typical of sales VPs, such as "What was the market share of X product in the last month?" It has since expanded to include support for business unit analysts, offering more detailed, row-level data for deeper analysis. Now a user in, say, customer finance can ask which products have the best and worst performance by net sales at a given retailer and receive an accurate, reliable answer in near real time — no technical expertise or IT support required.

[Get the full story on Bayer's solution here](#)

ENABLER #2: DATA COLLABORATION

THE CHALLENGE

The relationship between consumer goods companies and retailers, while ever-enduring and always symbiotic, has evolved immensely with technology. Today, inventory is calculated and tracked with precision, not guided by estimates or best guesses. Consumer goods companies can launch promotions on their products and be confident there is enough product in stock, down to the store level, instead of finding out later it had been sold out for days. These examples of efficiency are made possible only because of effective information sharing between consumer goods companies and retailers.

But consider how quickly a simple concept can be complicated: Each consumer goods brand distributes to multiple wholesalers, retailers or drop-shippers, and nearly every big retailer needs to communicate with hundreds of suppliers, consumer goods brands and others. Taken together, these relationships form a complicated web of communication, oftentimes hampering effective collaboration. For one, data sharing has historically been expensive, resource eating and time consuming. And moving data to another location always comes with security considerations.

SOLUTION

Collaboration has been built into Snowflake, which allows companies to share and directly access live, ready-to-use data, apps and AI products from inside and outside an organization — all without the need for data movement or integrations. Not only does data sharing on Snowflake cut down on ingress and egress costs, but it is easy and agile, allowing companies to focus on innovation instead of constantly building (and then fixing) pipelines.

With access to a robust ecosystem of partners and providers on Snowflake Marketplace, companies can find third-party data and apps — such as weather reports, ESG benchmarks and commodity pricing forecasts — to help fill in gaps with ease. Full integration with partners such as consumer intelligence platform NIQ enhances data-sharing capabilities and real-time data access, minimizing processing and loading wait times to achieve greater efficiency. Snowflake Data Clean Rooms can also allow companies or internal departments to securely share data in privacy-preserving ways and without additional license fees set by Snowflake.

CUSTOMER SPOTLIGHT

KraftHeinz

For Kraft Heinz, the iconic food company behind such brands as Oscar Mayer and Grey Poupon, the joint objective it has with retailers has always been the same: Bring customers the right products at the right time at the right price. But the way the company achieves this has drastically changed — from paper forms to portals to, now, secure data sharing.

With Snowflake's collaboration-friendly tools and features, Kraft Heinz can see and utilize shared data with retailers quickly, easily and in a privacy-preserving way. There's no need for creating and maintaining portals or APIs to give partners the data they need, and because there is no data movement involved, both sides have confidence that they are seeing and working with the most up-to-date information.

"We are literally reading from the same page at the same time," Jorge Balestera, Global Head of Machine Learning Operations and Platforms at Kraft Heinz, said in 2022. "The Snowflake Data Cloud enables deep collaboration with our retail partners, so we can jointly address opportunities to better serve our customers."

[Learn more about Kraft Heinz's collaboration efforts here](#)

ENABLER #3: EMPHASIS ON SECURITY

THE CHALLENGE

As many long-standing consumer goods companies look to modernize their data infrastructures to the cloud, they inevitably must consider the new challenges that come with such a move. Chief among them is data security and governance, which can look dramatically different from a legacy on-premises solution. For one, with limitless data storage, there is considerably more to manage, and while cloud-based solutions make it easier and quicker to ship data around, that movement can expose vulnerabilities that companies have to manage.

Moreover, given that so many consumer goods companies operate and distribute globally, regulatory compliance can be complicated as privacy and data security standards vary from region to region. It's important, then, to keep data from moving unnecessarily and equip data stewards with the controls they need to help ensure security across an organization.

SOLUTION

When data is unified under Snowflake, it becomes part of the greater Snowflake ecosystem and is thereby protected under its built-in security and governance controls. That means that collaborating internally — and even externally with other Snowflake accounts — can all be done within a secure perimeter. And deploying Snowflake Native Apps from the Snowflake Marketplace on data in Snowflake is more efficient since information isn't shipped off-platform; applications are brought to the data instead of the other way around.

Furthermore, with helpful features such as role-based access control (RBAC) — the ability to easily manage data access without dealing with complex maintenance — companies can be confident about knowing who is accessing data at all times. Snowflake's suite of built-in observability tools also give companies the ability to see issues that may arise and address them quickly and with precision. Or, companies may always turn to any number of observability and security partners through products in the Snowflake Marketplace.



CONCLUSION

The full path from demand generation to fulfillment is littered with pitfalls and challenges for every consumer goods company. Data can help pave that road and provide a solid base underfoot, but only if the silos that hamper cooperation are broken down.

With the Snowflake AI Data Cloud, consumer goods brands can bring order to the vast amounts and varied types of data they possess. From supply chain operations to marketing efforts, data has the power to improve so many different areas of work, and critically, it holds the keys to AI — and all the productivity and efficiency it promises.

For more information on how Snowflake can help consumer goods organizations discover innovations and reach new levels of collaboration, visit the [Snowflake AI Data Cloud for Retail & Consumer Goods](#), and watch the webinar “Consumer Goods AI + Data Predictions 2025” on demand [here](#).





ABOUT SNOWFLAKE

Snowflake makes enterprise AI easy, efficient and trusted. Thousands of companies around the globe, including hundreds of the world's largest, use Snowflake's AI Data Cloud to share data, build applications, and power their business with AI. The era of enterprise AI is here.

Learn more at snowflake.com (NYSE: SNOW)



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