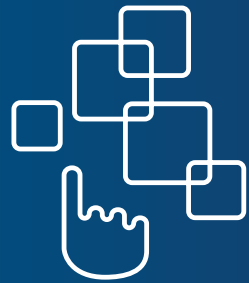


**CONSUMER PACKAGED
GOODS & RETAIL**

**KEEPING PACE WITH
THE NEW CONSUMER
DELIVER INNOVATION WITH
UNPRECEDENTED SPEED**

THE IMPACT OF THE NEW CONSUMER

WHAT DO THEY BELIEVE IN?



Personalization



Health and wellness



Sustainability



Transparency

WHO DO THEY TRUST?



Friends, social groups and small companies



Research brands, looking for the right 'fit' and experience

SHIFTING CONSUMER VALUE DRIVERS

'HISTORICAL' VALUE DRIVERS → NEW CONSUMER VALUE DRIVERS



Price



Taste



Convenience

Safety



Social impact



Experience



Health and wellness



EVOLVING VALUE DRIVERS BECOMING CHALLENGES

51%

OF CONSUMERS SURVEYED INDICATED THEY WEIGH EVOLVING VALUE DRIVERS MORE HEAVILY THAN TRADITIONAL ONES



Health and wellness Companies must decode and dissect the nuances of consumer preferences around health and wellness, and then act quickly to respond



Safety Companies should broaden their definition of “safety” to manage and satisfy an expanded set of consumer expectations



Social impact Companies must identify which issues have most opportunity or represent the greatest risk, and when to lead versus follow



Experience Manufacturers must authentically engage with consumers, both directly and in partnership with retailers



Transparency (an overarching driver) Companies should gather and provide access to all relevant information, and be prepared for two-way engagement to promote trust

LEADING CPG COMPANIES ARE DELIVERING TIMELY INNOVATION FOR NEW CONSUMERS

IN ORDER TO FIT WITH NEW CONSUMERS' VALUE DRIVERS, LEADING COMPANIES WILL

- Find ways to grow by connecting with shifts in consumer purchase decisions and evolving shopping behavior
- Quickly adapt products for local markets to take advantage of shifting insights and trends
- Authentically engage with customers both directly and in partnerships with retailers



WHAT "STRENGTHEN CONSUMER-CENTRIC INNOVATION" LOOKS LIKE



MONITOR



RAPID RESPONSE



EXECUTE






“STRENGTHEN CONSUMER-CENTRIC INNOVATION” REQUIRES MONITORING

MONITORING ENABLED BY

- Leverage brand monitoring tools to automate the process of searching news engines and social media for consumer feedback/opinions
- Virtual testing allows you to understand shoppers’ attitudes, behaviors and purchase practices in a lifelike simulation without the complexity and cost of having to build physical testing environments
- Upload consumer research data digitally so that it is searchable and shareable across your company ecosystem

An overhead photograph of four people in a meeting room. A man in a blue suit is pointing at a tablet on a white table. A woman in a dark sweater is leaning over the table. A woman in a blue top is looking at the tablet. A man in a light blue shirt is sitting on the floor. The room has wooden shelves and a grey floor.

“STRENGTHEN CONSUMER-CENTRIC INNOVATION” REQUIRES RAPID RESPONSE

RAPID RESPONSE ENABLED BY

- Platform-based tools allow all users access so initial concepts can be quickly designed, shared, and evaluated to drive to decisions more quickly
- Concurrent packaging design processes allow the artwork ecosystem to work on packaging simultaneously in order to avoid painful cycles of rework that can bog down projects
- Leverage virtual simulation in order to proactively assess product feasibility in both manufacturing and consumer use before having to create a physical prototype

“STRENGTHEN CONSUMER-CENTRIC INNOVATION” REQUIRES EXECUTING

EXECUTING ENABLED BY

- Store all product specification data digitally so companies can rapidly reuse and adapt designs for line extensions, new sizes and local preferences to accelerate speed to market and expansion into new geographies
- Taking a real-time 3D approach to joint business planning allows CPG brand manufacturers and retailers to leverage virtual 3D retail environments to create better merchandising strategies
- Mobile capabilities will help foster understanding, communicate instructions, capture feedback, and facilitate execution at store-level



LEARN HOW LEADING COMPANIES ARE DELIVERING WITH SPEED

CLICK LOGOS FOR MORE INFORMATION

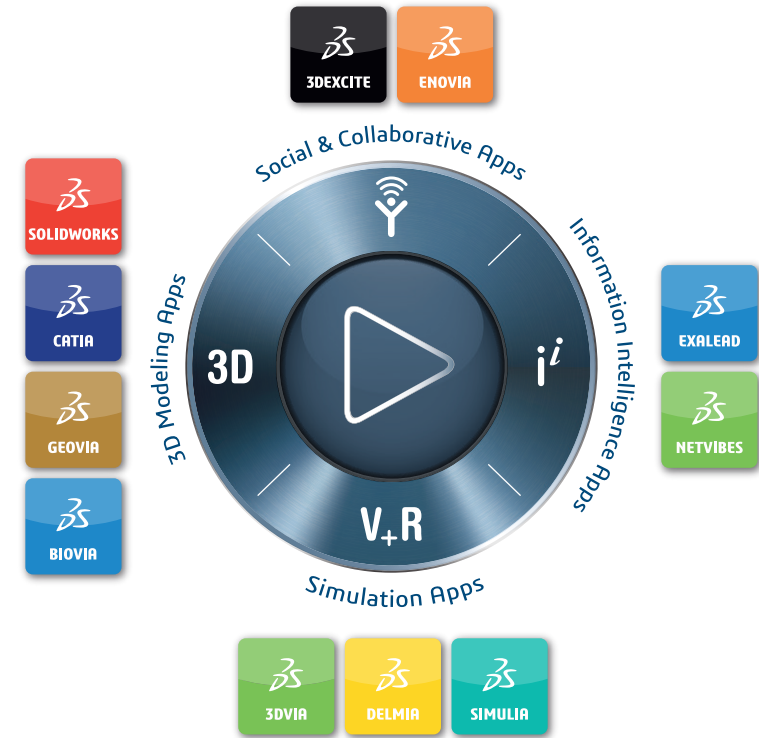


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Our 3DEXPERIENCE® platform powers our brand applications, serving 12 industries, and provides a rich portfolio of industry solution experiences.

Dassault Systèmes, the 3DEXPERIENCE® Company, provides business and people with virtual universes to imagine sustainable innovations. Its world-leading solutions transform the way products are designed, produced, and supported. Dassault Systèmes' collaborative solutions foster social innovation, expanding possibilities for the virtual world to improve the real world. The group brings value to over 220,000 customers of all sizes in all industries in more than 140 countries. For more information, visit www.3ds.com.



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