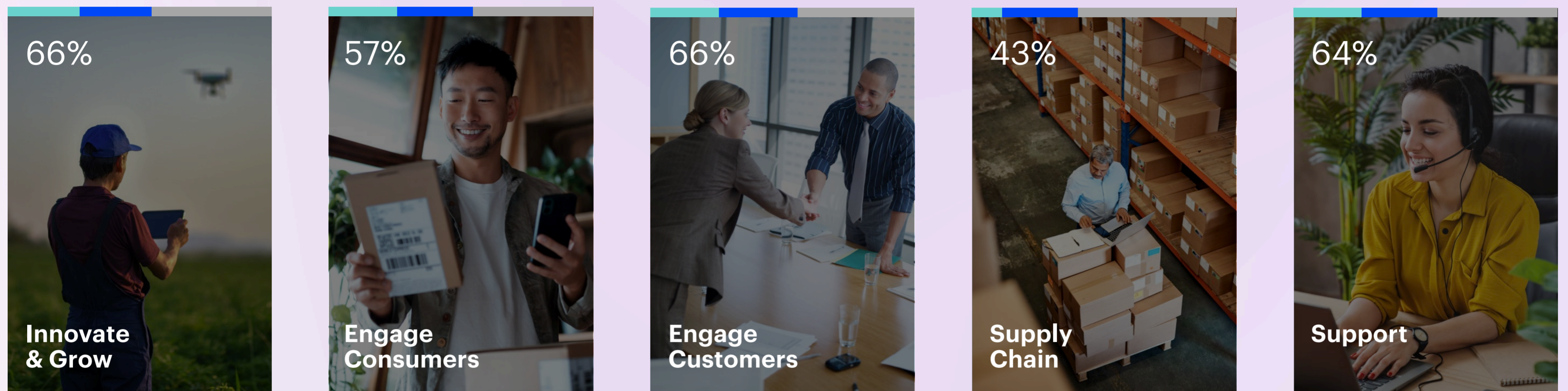# accenture

Explore the essential insights for reinventing the consumer goods value chain
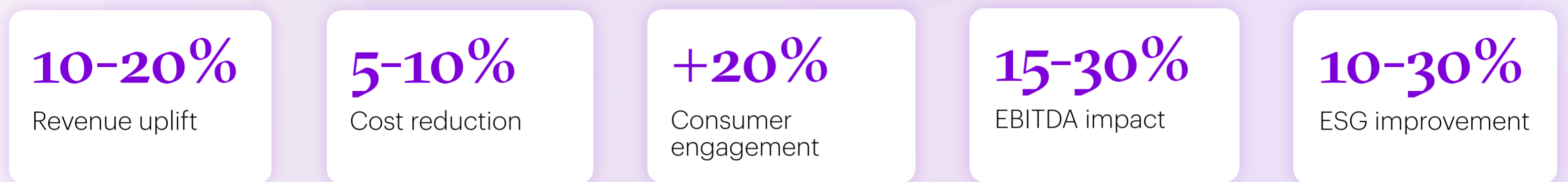
Consumer goods companies are facing cost pressures and high inflation. Reinvention—enabled by generative AI—can deliver 3-5% improvements in operating margin over the next three to five years, while also driving growth and disruptive innovation.

Generative AI could automate or augment 40-60% of activities   ● Automation   ● Augmentation

66%	57%	66%	43%	64%
Innovate & Grow	**Engage Consumers**	**Engage Customers**	**Supply Chain**	**Support**

Reinventing with generative AI yields more than just cost savings

10-20%	**5-10%**	**+20%**	**15-30%**	**10-30%**
Revenue uplift	Cost reduction	Consumer engagement	EBITDA impact	ESG improvement

We've defined four mega processes

Reinventors radically redesign processes with the possibilities of emerging technology and new ways of working, and reimagine siloed functions as outcome-based, end-to-end value streams—in other words, mega processes.

● **Insight to plan**   ● **Ideate to scale**   ● **Engage to advocate**   ● **Plan to deliver**

Dynamically planning and delivering to meet your business ambition.	Creating desirable new experiences and products that consumers value—at speed and scale.	Building relevant, enduring and valued engagement with consumers and customers.	Making and delivering to anticipate and fulfill consumer and customer demand.

Five imperatives for end-to-end value chain reinvention

Consumer goods companies believe in the opportunity but are increasingly frustrated with isolated experiments and siloed use cases. Instead, executives want to know how to reinvent, and are seeking to understand the pragmatic journey to realize holistic value.

01/
Lead with value

Focus on the greatest areas of value. For many consumer goods companies, this includes consumer and customer engagement, and the ability to fulfill this promise.

02/
Reinvent talent and ways of working

Success with this latest tech revolution requires leaders to set and guide a vision for reinventing work, reshaping the workforce and preparing workers for a generative AI world.

03/
Close the gap on responsible AI

Leaders must commit to maintaining high standards of trust, transparency and sustainability in every AI-driven initiative.

04/
Understand and develop an AI-enabled, secure digital core

To drive the highest value from generative AI, leaders must ensure that data and technology foundations are predicated on business value creation.

05/
Drive continuous reinvention

Change is constant, so reinvention never ends. Leaders must make change a core part of the organizational DNA. To support end-to-end process development, companies should appoint leaders with the influence to drive ongoing reinvention.

All data points draw on our experience from across thousands of transformational client engagements and over 700 generative AI projects in which companies applied the technology to reinvent how they operate.

The time to act is now. Embrace the shift.

To learn more about reinventing your value chain, read our report:
www.accenture.com/reinventingconsumergoods