

COVID-19 Impact Assessments

COVID-19 Recovery in the CPG Sector

Report Abstract

August 2021

John Willmott

CEO

NelsonHall

12-pages

Contents of Full Report

1. Summary of Recovery in CPG Sector
2. Short-Term Financials
3. Change in Functional Budgets: Next 12-months
4. Strategic Priorities & Digital Transformation
5. Change in External BPS, Operational Transformation, and IT Spend: Next 12-Months
6. Change in Shoring

Who is This Market Analysis For?

NelsonHall’s “COVID-19 Recovery in the CPG Sector” report is a survey of CFOs in CPG enterprises to ascertain the extent and nature of their recovery from COVID-19. In particular, the report identifies their strategic priorities and digital transformation initiatives together with their expected change in spend on BPS, operational transformation, and IT services. The report is designed for:

- Vendor marketing, sales and business managers wishing to understand the impact of COVID-19 recovery on CPG enterprises’ operations transformation and BPS activity
- CPG executives interested in understanding the nature of COVID-19 recovery among their peers
- Financial analysts and investors specializing in the services sector, looking to understand the impact of COVID-19 recovery on IT and BPS services.

Key Findings & Highlights

NelsonHall’s market analysis of COVID-19 Recovery in the CPG Sector consists of 12-pages. The report focuses on the identification of strategic priorities and digital transformation initiatives together with forecast changes in functional budgets, BPS spend, operational transformation spend, and IT services spend over the next 12-months.

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

Scope of the Report

The report analyzes the worldwide extent of the COVID-19 recovery in CPG enterprises and addresses the following questions:

- What is the expected change in CPG sector revenues, costs, and profitability in Q3 2021?
- By what percentage will each functional budget be impacted over the next 12-months?
- What are the strategic priorities and digital transformation initiatives planned by CPG enterprises over the next 12-months?
- What change is expected in business process services spend over the next 12-months?
- What change is expected in operational transformation spend over the next 12-months?
- What change is expected in IT services spend over the next 12-months?
- What impact will operational transformation have on shoring strategies?

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
- Automotive
- Automotive Components
- 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 is well-known around the world for his detailed analytical approach to research and his pragmatic style. He founded NelsonHall in 1998 on the principle that genuine market insight can only be derived from a bedrock of hard, empirical facts drawn from original market research, and this philosophy persists to this day, making NelsonHall one of the most highly valued global research firms.



John can be contacted at:

- Email: john.willmott@nelson-hall.com
- Twitter: @John_NH

About NelsonHall

NelsonHall is the leading global analyst firm dedicated to helping organizations understand the 'art of the possible' in digital operations transformation. With analysts in the U.S., U.K., and Continental Europe, NelsonHall provides buy-side organizations with detailed, critical information on markets and vendors (including NEAT assessments) that helps them make fast and highly informed sourcing decisions. And for vendors, NelsonHall provides deep knowledge of market dynamics and user requirements to help them hone their go-to-market strategies. NelsonHall's research is based on rigorous, primary research, and is widely respected for the quality, depth and insight of its analysis.

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

Boston

Riverside Center, 275 Grove Street, Suite 2-400, Newton Massachusetts 02466
Phone: +1 857 207 3887

London

Unit 6, Millars Brook, Molly Millars Lane, Wokingham, RG41 2AD
Phone: + 44(0) 203 514 7522

Paris

4 place Louis Armand, Tour de l'Horloge, 75012 Paris
Phone: + 33 1 86266 766

Copyright © 2021 by NelsonHall. All rights reserved. No part of the publication may be reproduced or distributed in any form, or by any means, or stored in a database or retrieval system, without the prior written permission of the publisher. The information provided in this report shall be used only by the employees of and within the current corporate structure of NelsonHall's clients, and will not be disclosed to any other organization or person including parent, subsidiary, or affiliated organization without prior written consent of NelsonHall. NelsonHall exercises its best efforts in preparation of the information provided in this report and believes the information contained herein to be accurate. However, NelsonHall shall have no liability for any loss or expense that may result from incompleteness or inaccuracy of the information provided.