



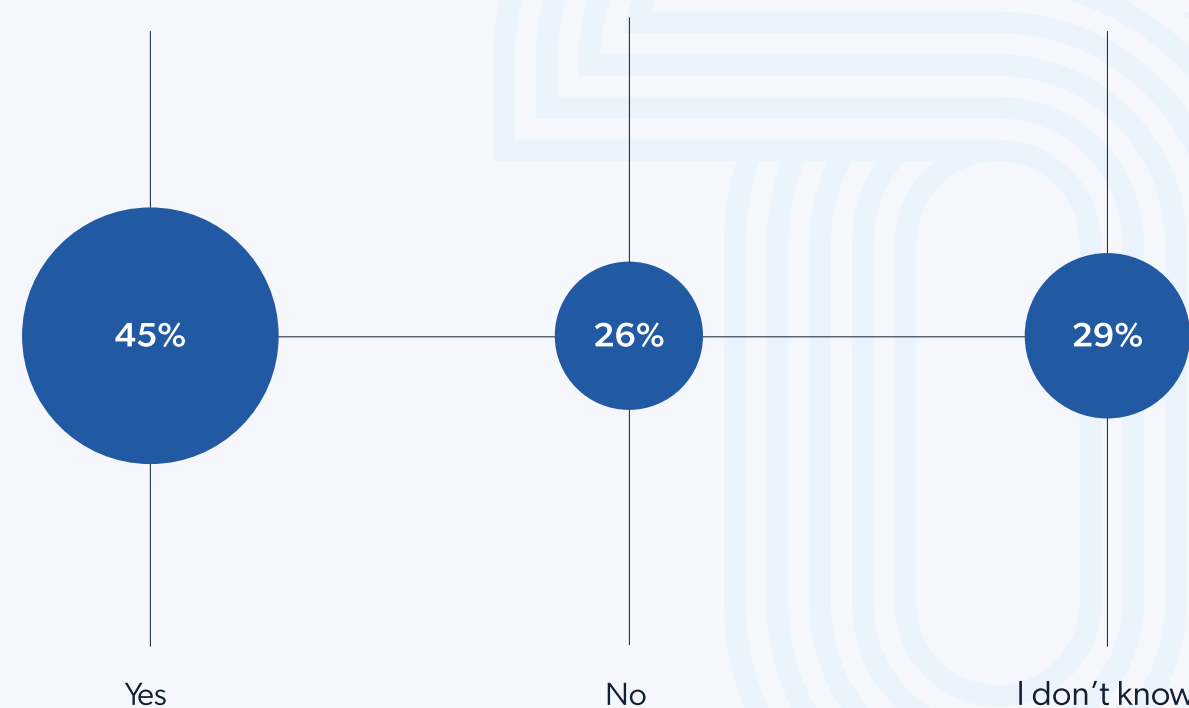
Will Consumer Goods Meet Their Retail Execution Goals in 2023? The outlook is still a bit hazy.

We surveyed 200+ CGs executives and field leaders on the key opportunities, challenges, and strategies for success that brands are facing in 2023.

This past year Consumer Goods companies hit their stride in the “new normal” of retail. But with ambitious goals, lingering labor and inflation challenges, and increased competition in-store - high-performing retail execution teams and tools will be critical in the new year.

Discover some of the top takeaways from the report:

Fig.1: Is your company able to fully meet its retail execution goals?



Why are so many CGs struggling to meet their retail execution goals? More than half of respondents stated their company was not able to fully meet its retail execution goals. Labor shortages, high turnover, and insufficient funding to provide adequate coverage are likely reasons. When we asked about the key challenges impacting retail execution, **hiring and maintaining field teams** topped the list, cited by **20% of respondents**, followed by on-shelf availability (16%).

Most respondents stated they don't plan to change their field team model significantly in the next 1-2 years, including those who changed it during the pandemic. Prior to 2020, **46% of CGs with hybrid teams had an entirely in-house team**. Now, **Only 18% say they plan to bring their field teams back in-house**.

Fig. 2: In your opinion, what are your company's biggest challenges with retail execution?

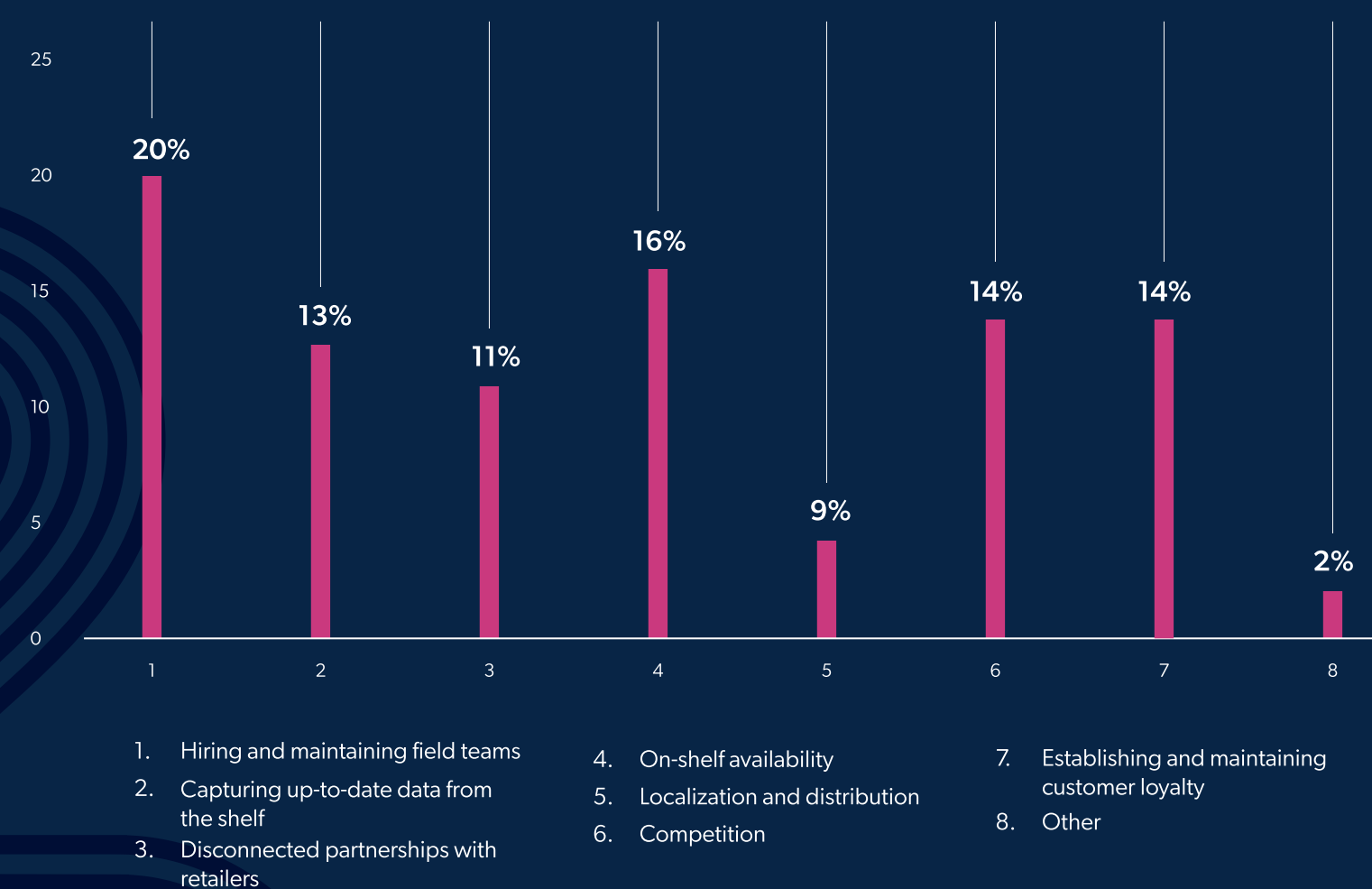
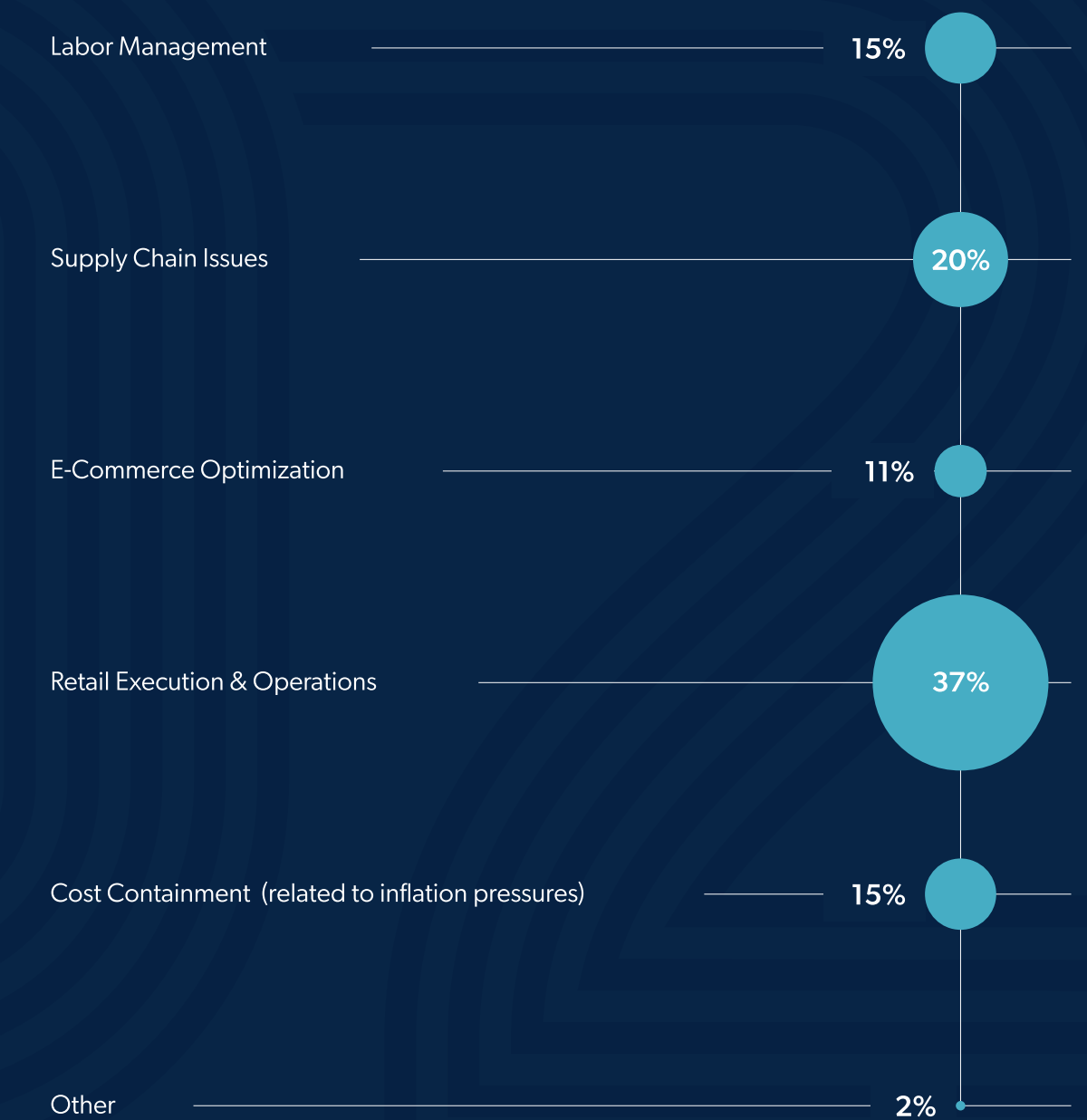


Fig. 3: What are the priority areas of focus for your organisation going into 2023?



More than 20% of respondents stated their biggest challenge in retail execution was hiring and maintaining field teams, which should be alarming considering that **66% of CGs plan to grow their teams in 2023**. That's up a whopping **35%** from last year when **49% of in-house-team-only respondents reported growth plans**. This is unexpected, given that so many organizations are struggling to hire and maintain their teams. It appears to us that some companies still reflexively assume that adding employees is the best way to improve performance. They may be in for a big challenge in 2023, but there's still plenty of work to be done to regain control of the retail channel.