

THE FUTURE OF CONSUMER PRODUCTS

Fast consumers. Short lifecycles. Intelligent packaging. Relentless innovation.

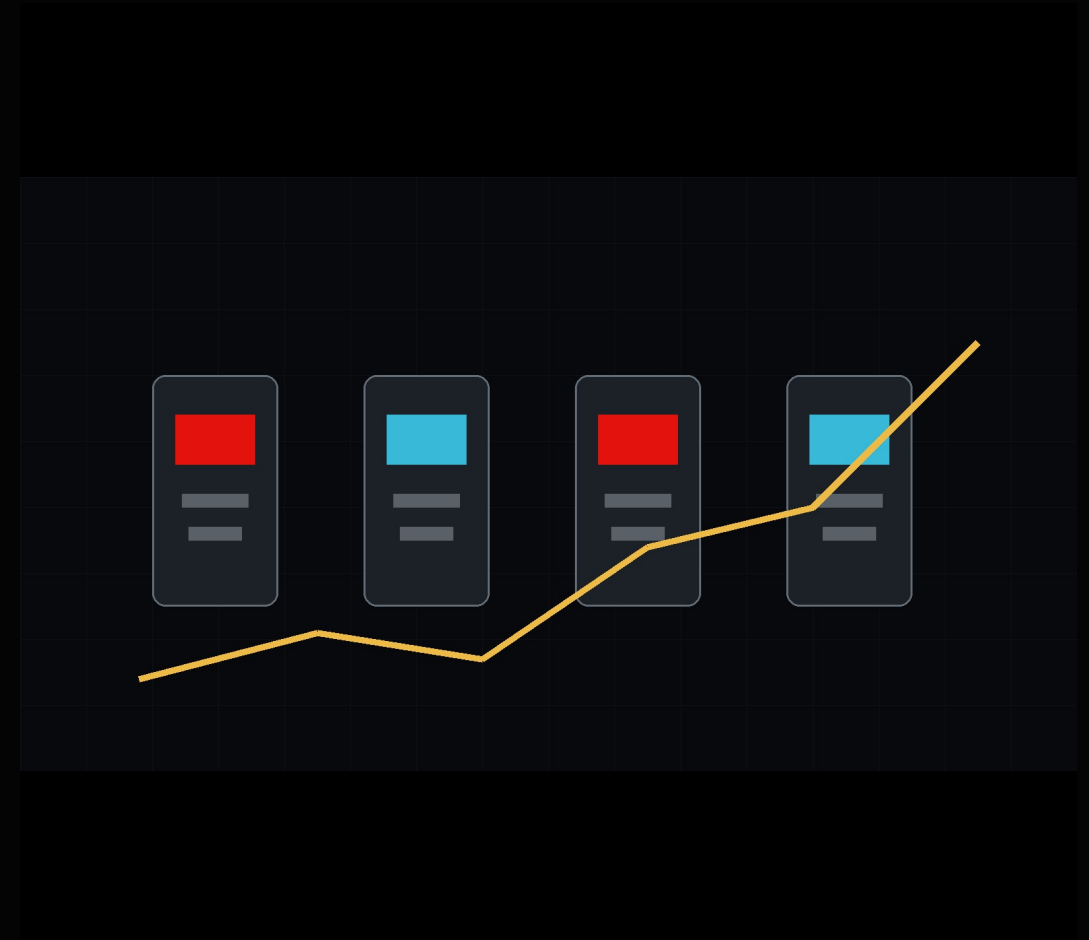
Consumer products live in the collision between fickle customers, margin pressure, short product lifecycles, supply-chain volatility, packaging innovation and rapidly changing health and sustainability expectations.

The package is the brand - and the product lifecycle is collapsing.



THE LONG VIEW MATTERS.

Pre-2006 work included Nestlé, Nestlé Purina, StarKist/Heinz/FMC FoodTech, Procter & Gamble, TetraPak, Reader's Digest Food & Entertainment, snack-food and confectionery associations, CFIG, PMMI and Frito-Lay/PepsiCo.



DECADES INSIDE THE CHANGE.

1990s-05

HYPER-CHANGE

Clicks-and-mortar, China Price, product proliferation and packaging innovation.

2006-12

CONSUMER FICKLENESS

Health, convenience, demographic shifts and faster product cycles.

2013-19

CONNECTED PRODUCTS

Intelligent packaging, traceability, direct-to-consumer and mobile influence.

2020-25

RESILIENCE + AUTHENTICITY

Supply-chain shocks, sustainability, creator trust and transparency.

2026+

AI CONSUMER ECONOMY

Agentic shopping, hyper-personalization and machine-readable brands.

THE FUTURE IS A LEADERSHIP ISSUE.

The advantage is not simply knowing what is changing. It is recognizing which assumptions have expired, building the ability to experiment, and moving fast enough to matter.

Think big. Start small. Learn fast. Scale what works.



ONE SECTOR. MULTIPLE WAYS INTO THE FUTURE.

01

THE FUTURE OF CONSUMER PRODUCTS

Fast consumers, short lifecycles and innovation velocity.

02

CPG AT THE SPEED OF AI

Personalization, demand sensing and machine-mediated buying.

03

WHAT'S YOUR TIN CAN?

Business-model and packaging innovation that breaks category assumptions.

04

THE INTELLIGENT PACKAGE

Traceability, safety, sustainability and connected experiences.

05

THE FUTURE OF FOOD

Health, convenience, science and rapidly changing preference.

06

LEADING THROUGH CONSUMER FICKLENESS

How to build agility when loyalty and demand move fast.

WHAT IS CHANGING FASTEST?

01

COLLAPSING PRODUCT LIFECYCLES

Products can thrive in short micro-bursts rather than long stable cycles.

02

CONSUMER FICKLENESS

Health, value and cultural trends can reset demand quickly.

03

INTELLIGENT PACKAGING

Packaging becomes data, traceability, safety and experience.

04

SUPPLY-CHAIN VELOCITY

Cost, sourcing and geopolitical volatility require more options.

05

AUTHENTICITY + TRUST

Human signals and transparency become more valuable in an AI-saturated market.

06

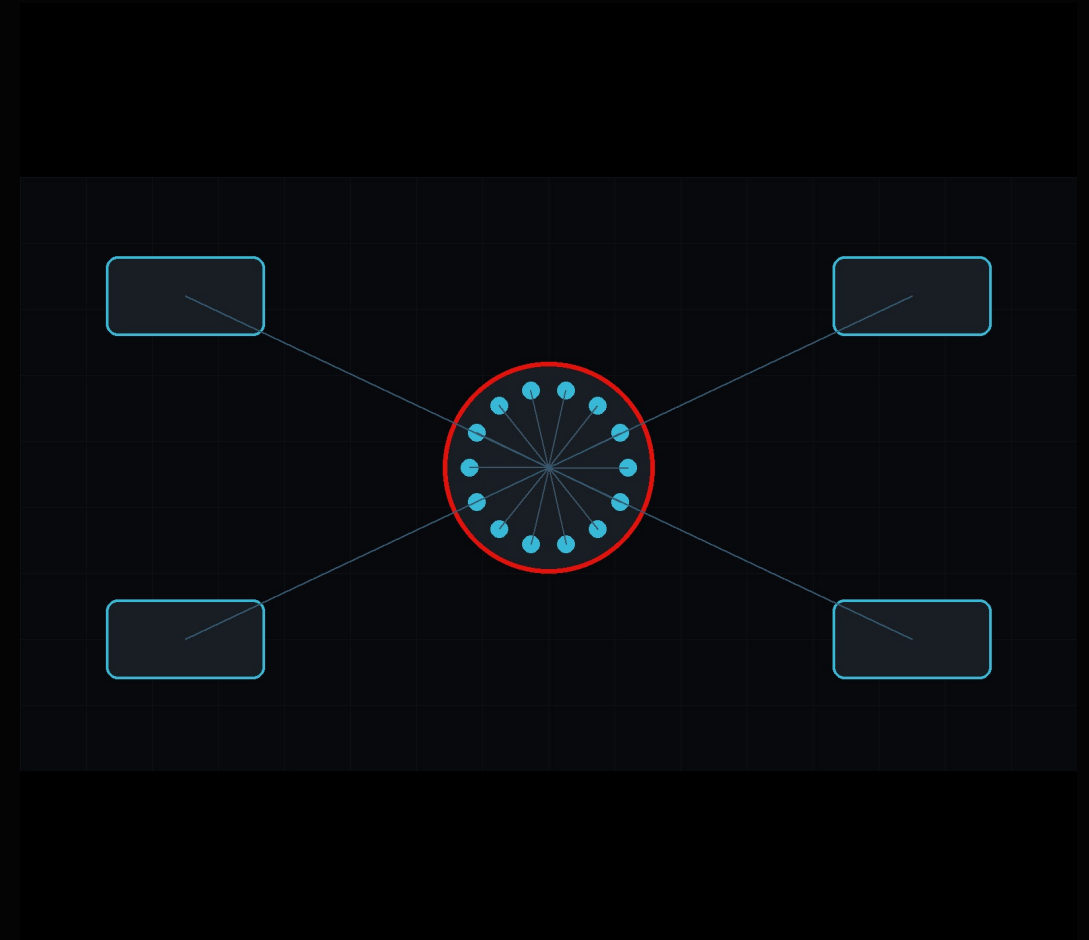
AI PERSONALIZATION

Products, offers and even formulations become more individualized.

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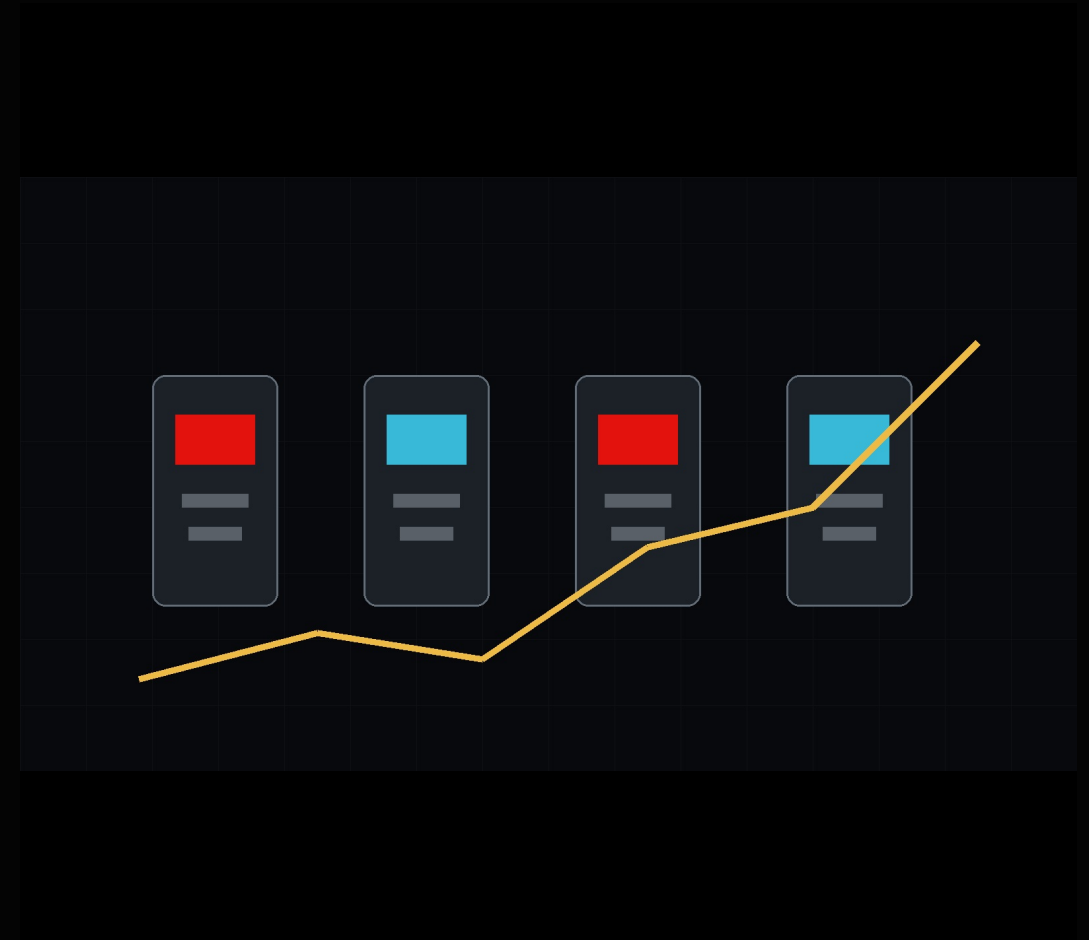
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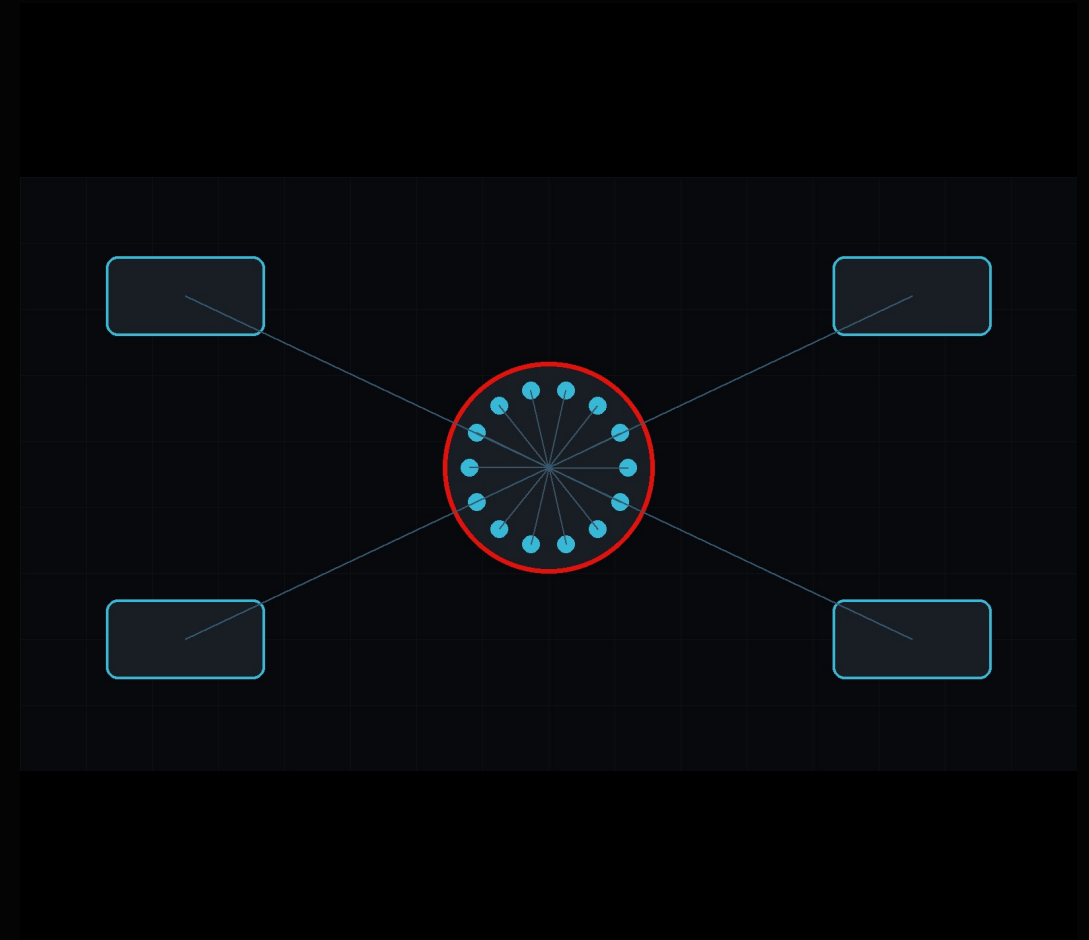
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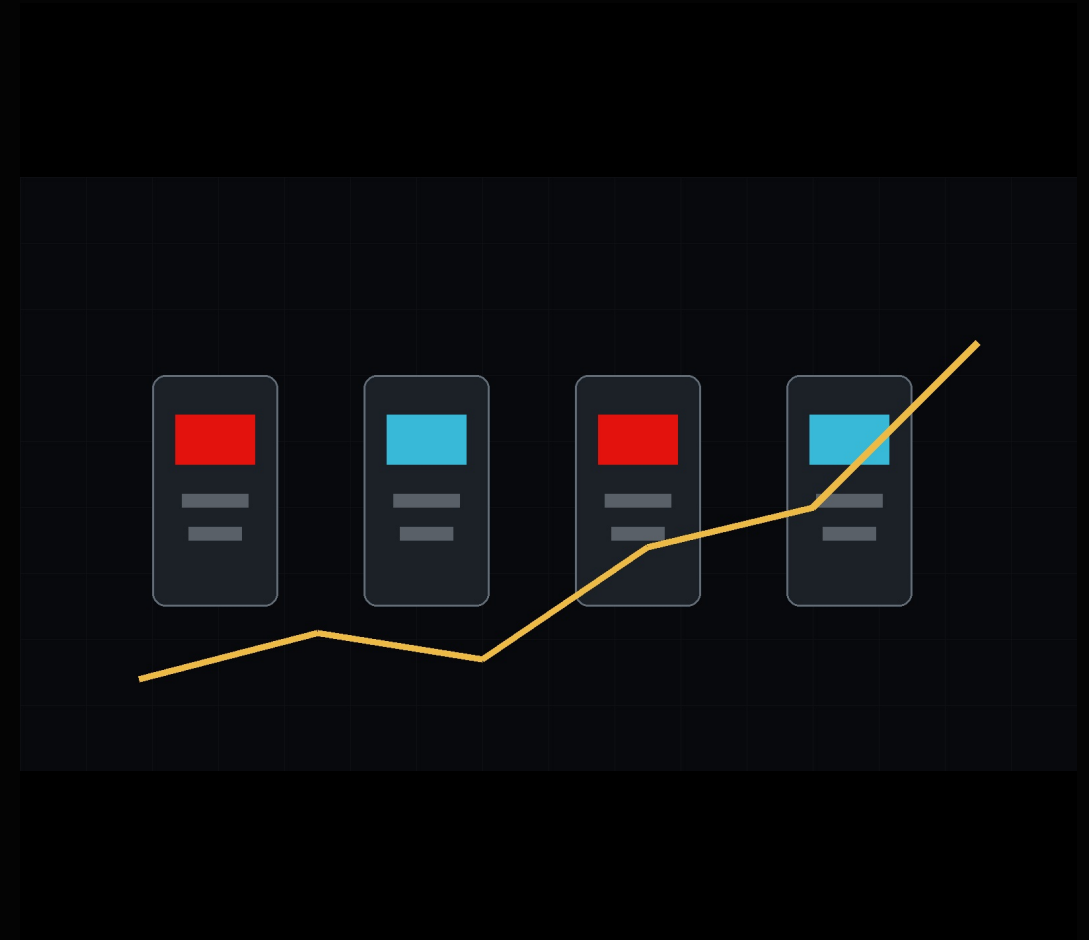
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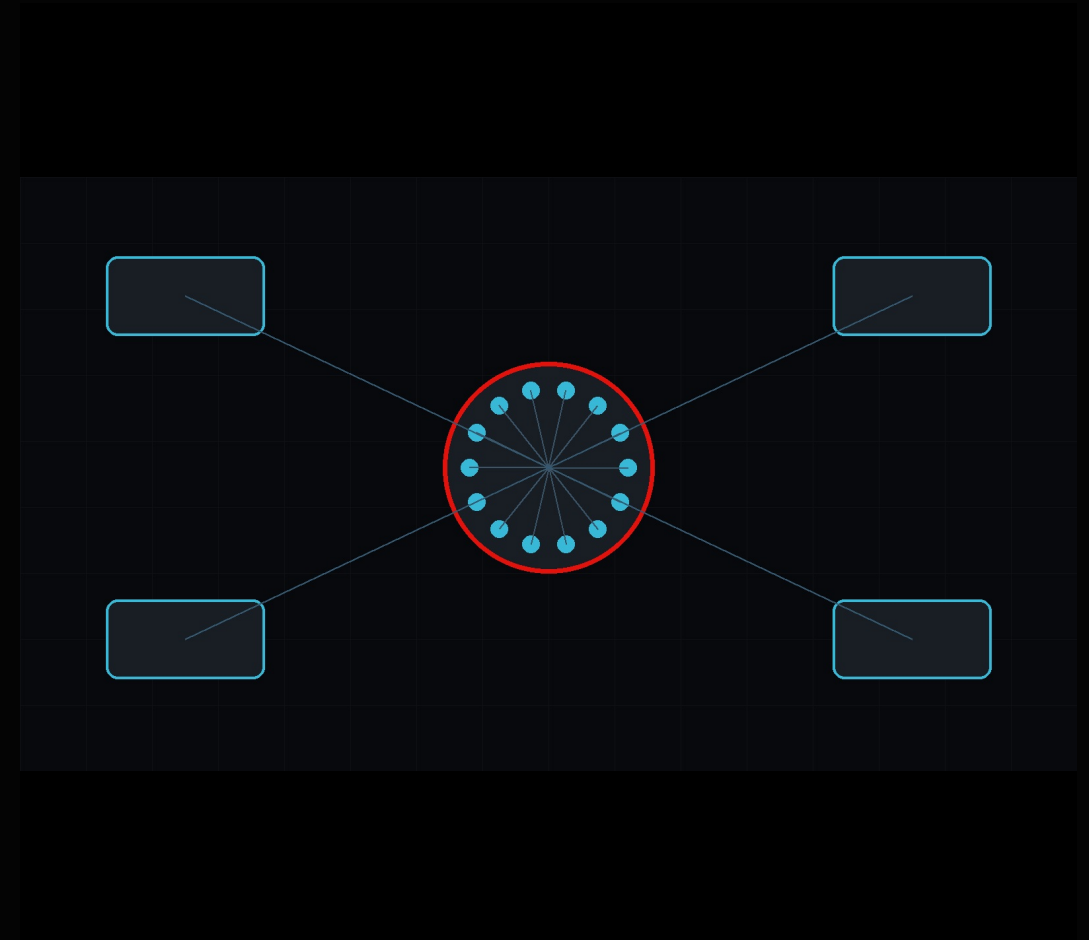
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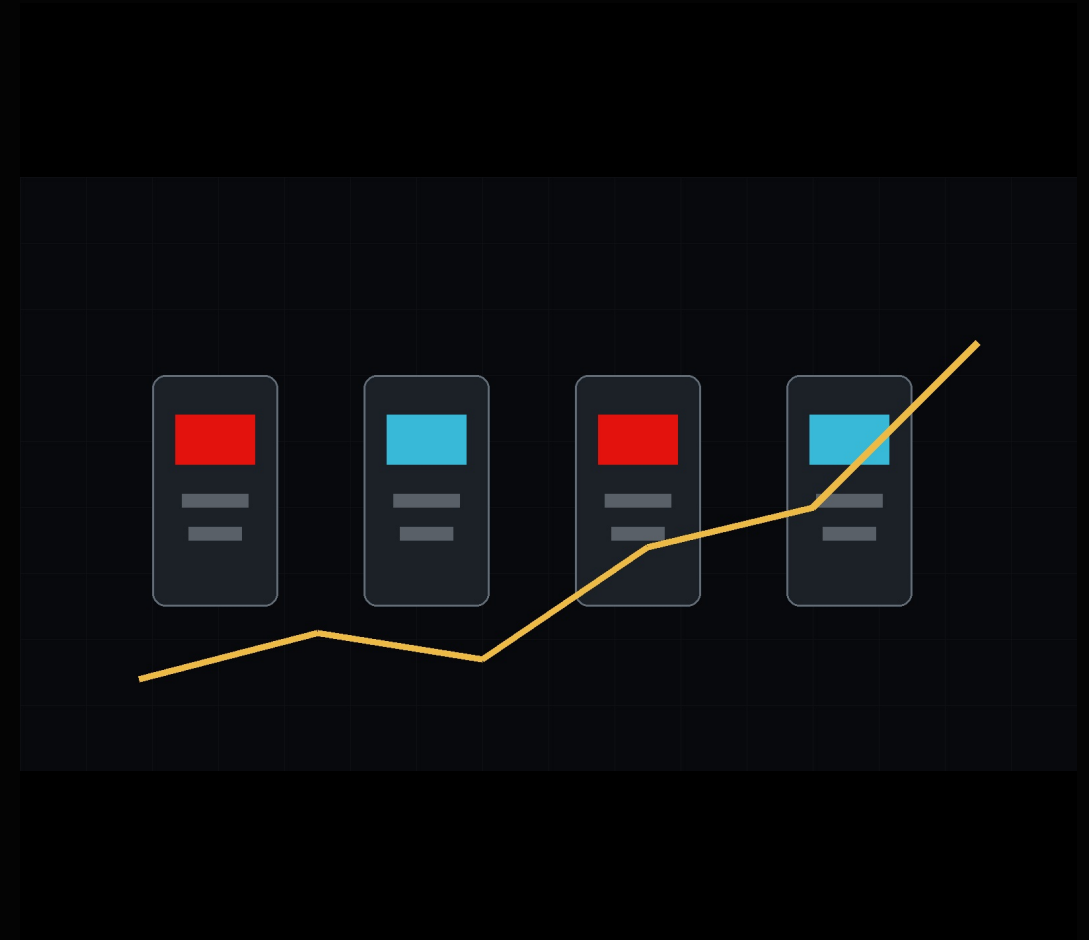
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Nestlé / Purina

Consumer trends, innovation and the acceleration of food and pet-care markets.



Packaging & CPG

TetraPak, PMMI, FMC FoodTech and packaging innovation.



What's Your Tin Can?

StarKist's pouch as a signature metaphor for breaking a century-old category assumption.



ACROSS THE ECOSYSTEM.

Nestlé • Nestlé Purina • Procter & Gamble • TetraPak • StarKist • Heinz • FMC FoodTech • Frito-Lay / PepsiCo • PMMI • Canadian Federation of Independent Grocers • Canadian Snack Food Association • Confectionery Manufacturers Association • HAVI Global Solutions • NatureWorks • Mondi • Rich Foods • Godiva / Pladis

25-50+ HOURS OF CUSTOM RESEARCH.

Client calls. Industry research. Event objectives. Trend analysis. Current developments. No two keynotes are the same because no two audiences face the same future.

**LISTEN → RESEARCH → MAP THE TRENDS → BUILD THE STORY → CONNECT THE ROOM →
LEAVE A PLAYBOOK**



WHAT DOES YOUR LEADERSHIP TEAM NEED TO UNDERSTAND NEXT?

You do not need a finished brief. Tell Jim who is in the room, what is changing fastest around them, and what decisions are becoming harder.

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