

Disruptions in the Consumer Goods & Retail Industry:

Data, Supply Chain & Customer Experience

The effects of the pandemic have resulted in a major shift in consumer preferences and behaviors that have upended businesses and services, unlike anything in the past. Today, consumer goods and retail companies are continuing to feel the weight of these challenges. According to Protiviti's global 2022 Top Risks Survey, data, supply chain and customer experience are top of mind for consumer products and retail leaders. And, during a recent webinar, industry participants reaffirmed that these top risk issues are major threats to their organizations.

TOP RISK

38%

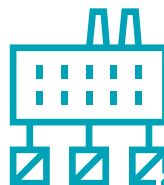
identified uncertainty around supply chain as their organization's top risk in 2022, followed closely by economic and pandemic-related market shifts impacting customer behaviors and demand.



SUPPLY CHAIN

40%

are designing a more flexible and resilient supply chain network to reduce exposure to risks.



BIG DATA & ANALYTICS

57%

identified their biggest challenge as getting the data integrated and into a usable format to leverage it for business decisions and processes.



CUSTOMER LOYALTY

57%

stated that loyalty is most shaped by specific customer interactions that are easy and enjoyable.



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The current risk environment presents an opportunity for companies to incorporate technology and sustainability into their business models, as well as invest in resources that will enhance their understanding of the many complex changes in consumer preferences and behaviors stimulated by the pandemic.”

Carol Raimo
Managing Director, Global Consumer Products and Services Industry Leader, Protiviti

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