

## EXECUTIVE PERSPECTIVES ON TOP RISKS for the Near- and Long-Term

# Economic headwinds, supply chain and customer retention worries ripple through CPG and retail sectors

With the ongoing chaos of recent U.S. trade policies unsettling the global economy, retailers and Consumer Packaged Goods (CPG) companies fear that tariffs, or even the threat of them, may cause inflation, reduced consumer spending, and a global recession. Long-term planning, strategic investments, and recruitment are the chief concerns for retail and CPG leaders, according to Protiviti's latest Executive Perspectives on Top Risks Survey.

## 2-TO 3-YEAR OUTLOOK: TOP 10 RISKS

- 1 Uncertainty surrounding core supply chain ecosystem
- 2 Sustaining customer loyalty and retention
- 3 Economic conditions, including inflationary pressures
- 4 Ability to attract, develop and retain top talent, manage shifts in labor expectations, and address succession challenges
- 5 Talent and labor availability
- 6 Increases in labor costs
- 7 Third-party risks
- 8 Rapid speed of disruptive innovations enabled by new and emerging technologies and/or other market forces
- 9 Heightened regulatory change, uncertainty, and scrutiny
- 10 Substitute products and services that affect the viability of our business

Results are based on a survey of 1,215 board members and C-suite executives worldwide. The full survey report, Executive Perspectives on Top Risks, may be accessed at [erm.ncsu.edu](http://erm.ncsu.edu) or [protiviti.com/toprisks](http://protiviti.com/toprisks). It includes detailed breakdowns of the results by respondent role, industry, geography, organization size and other categories.