



AI in Marketing: CPG Perspective

# Winning the Digital Shelf

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## Shaping the Future of Marketing

Incisiv conducted a comprehensive study of 405 executives across retail, CPG, and manufacturing to understand how AI is transforming marketing operations. The research reveals both significant momentum in AI adoption and clear pathways to value, while highlighting key priorities in scaling, standardization, and cross-functional integration.

The complete report is available here [👉](#).



*This companion report focuses specifically on findings from 135 CPG executives, providing targeted insights for CPG marketing leaders.*

# From Speed-to-Market to Shelf Success

CPG marketing teams face intensifying pressure to move faster. Consumer trends shift rapidly, retail partners demand more personalized content, and digital shelves need constant optimization. Each product launch requires coordinating multiple workstreams: brand teams develop positioning, regulatory reviews content claims, sales teams prepare retail presentations, and digital teams optimize search placement.

AI transforms this complex process into coordinated execution. A skincare brand launching a new formulation can simultaneously generate claims-compliant content for multiple retail partners, optimize digital shelf presence across marketplaces, and adapt social content based on real-time consumer response. What once took months now happens in weeks.

82%

of CPG companies plan to adopt AI across marketing over the next few years.

68%

plan to do so within the next 2 years.

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## The Integration Imperative

While CPG leads all industries in standardized AI tool adoption at **15%**, only **3%** use it across their marketing operations. Yet **74%** are already using AI in some capacity, creating a critical gap between experimentation and value.

This fragmentation has direct business impact. Consider a food brand updating product packaging: Marketing teams manually adapt content for each retail partner's sustainability requirements. Meanwhile, digital teams struggle to quickly update product content across dozens of e-commerce platforms. The result: slower time-to-market and inconsistent shelf presence.

## Breaking Down the Speed Barrier

CPG companies with integrated AI implementation are setting new standards for market agility. A beverage brand spots an emerging flavor trend and rapidly develops positioning. Digital shelf content automatically updates across retail partners. Marketing adapts campaign messaging based on real-time performance. Sales teams receive updated retail presentations that reflect the latest market data.

The speed advantage compounds across the portfolio. When every product launch moves faster, brands can respond more quickly to consumer trends while maintaining quality and compliance standards.

## Beyond Basic Analytics

CPG shows strong integration in analytics (**36%** in website optimization, **32%** in personalization) but lags significantly in content automation (**10%**) and retail partner collaboration (**16%**). This imbalance creates critical speed bottlenecks.

Consider a household products launch: While market data identifies the opportunity and R&D develops the formulation, marketing teams get stuck in manual processes – individually updating product content across retail partners, reformatting assets for different platforms, and tracking digital shelf performance.

## The Trust Mandate

**60%** of CPG companies cite data privacy as their primary concern – the highest across industries. Yet **77%** expect improved personalized customer interactions. This tension creates clear priorities for AI implementation.

Leading brands are building trust through authenticated content and personalized education. A baby care brand validates ingredient claims across touchpoints while personalizing content based on child age. A food brand connects recipe inspiration to specific dietary preferences while maintaining rigorous allergen information.

## When Speed Meets Scale

**44%** of CPG marketers worry about AI limiting creativity. Yet in practice, AI amplifies innovation by handling routine updates and optimizations.

Consider a personal care portfolio: When AI manages digital shelf presence and retail partner requirements, marketing teams can focus on breakthrough innovation and consumer connection. Regulatory compliance and content accuracy become automated guardrails rather than creative bottlenecks.

The next 24 months will determine which CPG companies translate their early AI adoption into sustained competitive advantage. The opportunity isn't just better marketing efficiency – it's fundamentally transforming how brands win at shelf.

- **Master Digital Shelf Speed:** Implement standardized AI tools that accelerate content updates across retail partners and digital platforms, turning time-to-market into competitive advantage
- **Scale Partner Collaboration:** Move beyond basic analytics to automate retail-specific content creation and optimization, making every shelf placement work harder
- **Build Trust Through Content:** Use AI's capabilities to maintain authenticated product information across touchpoints while personalizing the consumer education journey



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