

Market Trends: CPG DIGITALIZATION

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A leading consulting firm wanted to learn more about digitalization in the consumer packaged goods industry. They used Quid to identify and analyze 2,980 relevant news articles over a one year period to better understand emerging trends.



REPORTERS MOST FREQUENTLY MENTIONED BLOCKCHAIN, ROBOTS, AND LOGISTICS DIGITALIZATION WHEN WRITING ABOUT CPG DIGITALIZATION TRENDS







The largest single topic within blockchain focused on its impact on food supply chain transparency.

Articles discussed the potential impact of "food to fork" tracking on food safety, and mentioned specific initiatives such as the partnership between the Dairy Farmers of America with tech-startup ripe.io.

Here's how blockchain can return confidence to Australia's food industry

SCOTT NEWMAN, ORACLE ANZ DEC 10 2018 11:30 AM



Farmers Partner with Food Tech Startup to Test Blockchain Technology Capabilities in Dairy Industry Tue. 25 Sep 2018 11:59:38 CDT

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Articles on food delivery robots had the highest levels of social engagement overall, but popular topics like algorithms that flag restaurants where you might get sick, or blockchain for beverages have received less attention from the media.



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Quid network showing 2,980 news articles about digitalization in food and beverage CPG industry over the last one year.

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While **articles on robots** had the highest levels of social engagement, they tended to skew more negatively than other topics.

To contrast, articles on logistics digitalization had the highest rate of positive sentiment.





Blockchain technologies consistently captured the largest share of media coverage during the past year. However, less discussed topics like artificial intelligence and 3D printing have gained some traction.



Juid

The launch of blockchain supply networks by Alibaba, Carrefour, and Walmart (powered by IBM) dominated news coverage mentioning the large retailers.

Articles mentioning Google and Facebook, however, tended to cover a more diverse range of topics.





Articles that were unique, but highly influential within the network tended to highlight future concerns and expectations tied to digitalization in the CPG industry.





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*High Betweenness Centrality shows how influential the topic is throughout the entire narrative. Initial Degree shows the number of articles that share similar language to an articles. Low initial degree reflects that the article is unique compared to the others. High betweenness centrality and low initial degree are proxy to measure innovative ideas within the narrative.

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HOW TO READ A NETWORK

Similar nodes cluster together, and clusters are grouped by color. Connections represent similar language across nodes.

The density of a cluster indicates how similar or diverse the nodes are within it Each node represents a document Centrally located nodes are core concepts in the network and share language with many other nodes A bridging node between two clusters indicates the document is at an intersection between two concepts.

Greater distance between clusters indicates a lower number of interrelated documents

Quid

TEXT ANALYTICS BACKGROUND





Quid reads any text to identify key words, phrases, people, companies and institutions. Then Quid compares words from each document to create links between them based on similar language. Quid repeats the process at immense scale, producing a network that shows how similar all the documents are to one another.

