

# Consumer Packaged Goods



For consumer packaged goods (CPG) firms, the need to keep delivering quality products to customers is paramount. But this goal must be balanced with the need to navigate three key challenges:

- 1 Navigating unprecedented economic instability.
- 2 Improving operational sustainability amid growing external pressures.
- 3 Increasing digital maturity and adopting new ways of working.

CFOs, Treasurers, and Procurement Leaders can take a front seat in driving CPG organizations through this time of change. And, while each of these challenges hold their own tensions and require specific skills to solve, they can —and should — be tackled together. All it needs is the right approach.

**That approach? Cash flow optimization.**

## The situation at a glance:

66%

of consumers would move to a brand taking steps to mitigate climate change.\*

69%

of investors would increase investment in companies managing ESG risks.\*\*

44%

of leaders at retail brands are currently using generative AI to increase digital maturity.\*\*\*

\* Elopak, 2023

\*\* PWC, 2024

\*\*\* Mastercard, 2024

## ● Navigating economic instability

The CPG industry is facing even more instability today than it did during the COVID-19 pandemic. This is down to a variety of industry forces, including working capital issues, rising interest rates, inflation, labor shortages, crop failures, and rising commodity costs.

### **Do it with Taulia**

With Taulia's Cash Flow Acceleration platform, you can harness the power of cutting-edge predictive intelligence and real-time data. This means you'll get the visibility you need to plan for disruption and capitalize on emerging sustainable growth pockets. So you can navigate turbulent times with confidence.

## ● Improving operational sustainability

CPG companies face sustainability pressures on three fronts. Customers are increasingly concerned with the sustainability of the products they buy — and will change their purchasing habits if it means making more environmentally-conscious choices. Industry regulators are also pushing CPG companies to improve their supply chain sustainability, and proving progress in sustainability is important from a PR perspective.

### **Do it with Taulia**

With our Sustainable Supplier Finance solution, Taulia provides more than just greater visibility into your data. It also gives you deeper insights into your whole supply chain — including suppliers that are geographically distant, or further down the value chain. That means you're getting insight into your suppliers' suppliers (and theirs too). From that, you can set financial incentives for them to improve their sustainability — which of course improves your own reporting.

## ● Increasing digital maturity

For CPG businesses, two key digital challenges need addressing. Firstly, CPG companies are under huge pressures to adopt automation and AI tools in order to keep up with the competition and be seen as a leader. Secondly, investing in modern digital infrastructure is essential to support agile supply chains that help meet growing trade volumes and satisfy evolving consumer expectations.

### **Do it with Taulia**

With Taulia's AI and automation tools, you can manage balance sheets and make more informed decisions regarding cash flow, receivables, payables, and inventory. This means you can better plan for payment spikes, improve cash flow forecasting, and optimize decision-making around early payment programs.

## What could you do with Taulia's Cash Flow Acceleration platform?

Taulia can help you use cash flow optimization to better meet the challenges you face around digital maturity, sustainability, and economic instability.

To find out more, contact us at [taulia.com/company/contact-us](https://taulia.com/company/contact-us)

Or, to get a deeper understanding of how our solutions work, take a look at our interactive demos at: <https://taulia.com/product-tours/>