Driving innovation efficiency in formulated product design

Digitalization and changing demographics transform CPG

Digital generation  Growing population  Digital retail space  Global competition

GEN Z is more digital than previous generations  GEN Z will comprise 32% of the global population of 7.7 billion in 2019  Retail shelf space is becoming digital, including automated purchase of standard goods  Online shopping is driving the consumer packaged goods (CPG) industry toward fast, value-added innovation

Digital retail space

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Consumer packaged goods and process industry challenges

1. Global markets and supply chains, and increasing regional regulatory compliance

2. Demand for personalized products, increased variety, high quality

3. Fast-changing consumer and seasonal demands

4. Price pressure

Ensuring competitiveness by improving processes

Reducing time-to-market
- Shorter innovation cycles
- More complex products
- Broader product portfolio

Increasing quality
- Closed-loop quality processes
- Traceability and full process transparency

Increasing efficiency
- Use digital twin to simulate product performance
- Optimize resource and material consumption
- Provide single point of reference

Leverage Siemens software to develop new products faster

Lower costs  Reduce complexity  Avoid recalls  Achieve consistency

Lower costs for collaboration, process optimization and quality testing  Increase flexibility, transparency and control with reduced complexity  Adhere to regulatory compliance and avoid recalls  Achieve product data consistency across research and development (R&D) and manufacturing

To learn more about how you can drive innovation efficiency in formulated product design, please go to: https://www.plm.automation.siemens.com/global/en/products/manufacturing-operations-center/simatic-it-r-d-suite.html