LEADERS
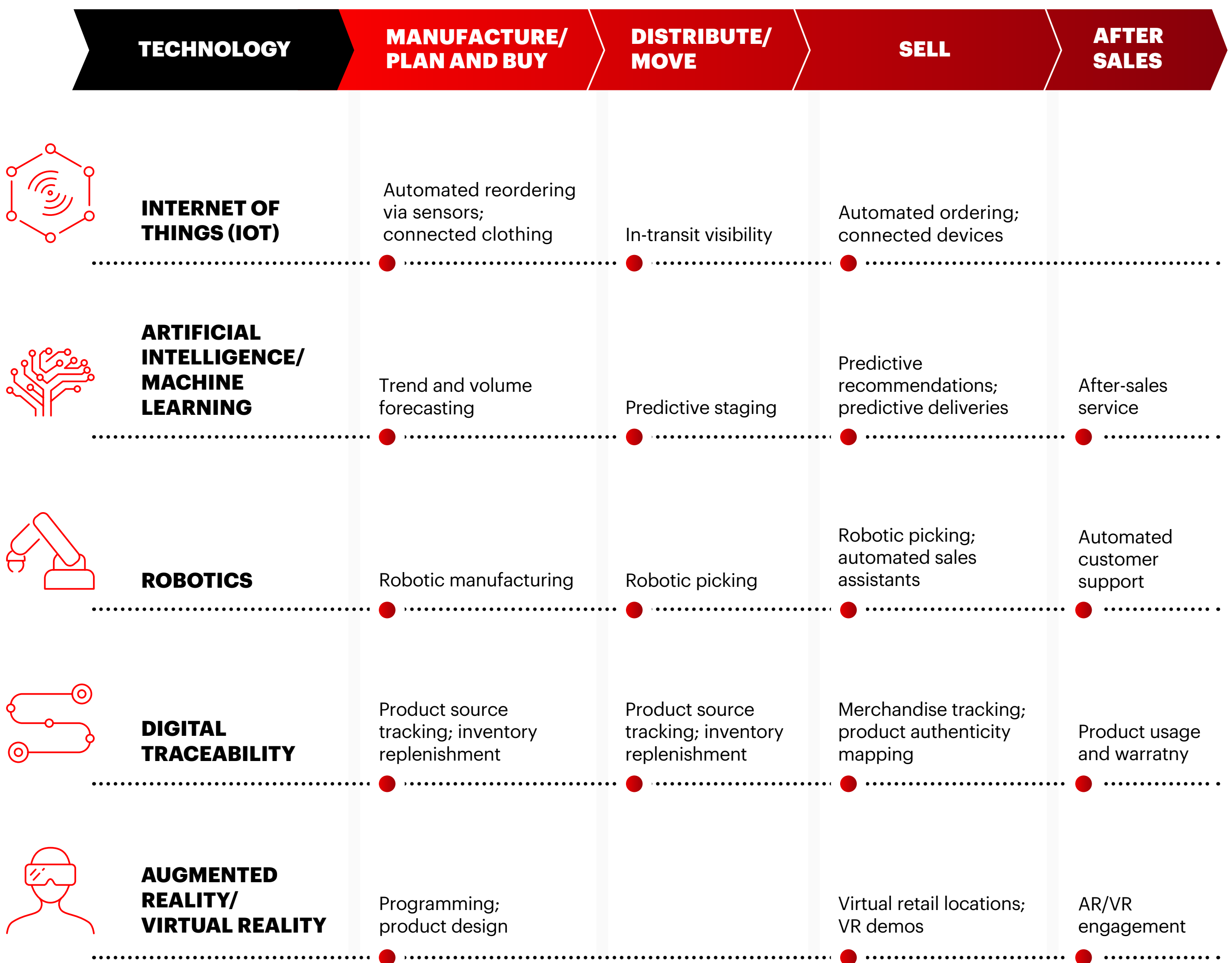## WILL *RAPIDLY ADOPT*
GAME-CHANGING
TECHNOLOGIES NOW

To succeed over the next decade, retail and consumer goods leaders will need to have a laser focus to which technologies increase the value add for consumers, weighing those benefits against their costs. These five technologies will be at full readiness by 2020, some by 2018:

RETAIL AND CPG INDUSTRIES VALUE CHAIN

TECHNOLOGY	MANUFACTURE/ PLAN AND BUY	DISTRIBUTE/ MOVE	SELL	AFTER SALES
INTERNET OF THINGS (IOT)	Automated reordering via sensors; connected clothing	In-transit visibility	Automated ordering; connected devices	
ARTIFICIAL INTELLIGENCE/ MACHINE LEARNING	Trend and volume forecasting	Predictive staging	Predictive recommendations; predictive deliveries	After-sales service
ROBOTICS	Robotic manufacturing	Robotic picking	Robotic picking; automated sales assistants	Automated customer support
DIGITAL TRACEABILITY	Product source tracking; inventory replenishment	Product source tracking; inventory replenishment	Merchandise tracking; product authenticity mapping	Product usage and warratny
AUGMENTED REALITY/ VIRTUAL REALITY	Programming; product design		Virtual retail locations; VR demos	AR/VR engagement

Source: "Shaping the Future of Retail for Consumer Industries," Insight Report, A World Economic Forum project in collaboration with Accenture. January, 2017

To learn more about new, game-changing technologies, check out the WEF paper