

CPG Innovation: The Price of Failure and the Promise of Success

Failed product launches and low product success rates put CPG companies at a competitive disadvantage, and the cost of failure is high. Each year, more than

On average, the cost of

launching a new CPG product is approximately² \$15M



new consumer products are launched

of them fail Average first-year sales for new

CPG product pacesetters declined by an astonishing

between 2012 and 2018³

Innovation performance accelerates when CPG companies meet their NPD commitments.

The biggest problem⁴ companies encounter when launching a new product is

Disruptive CPG innovation can deliver more than

in incrementality

compared to line extensions and expansions³

scalable innovation system to transform operations, products and CX are six times more likely to report revenue growth of

CPG leaders using a single,

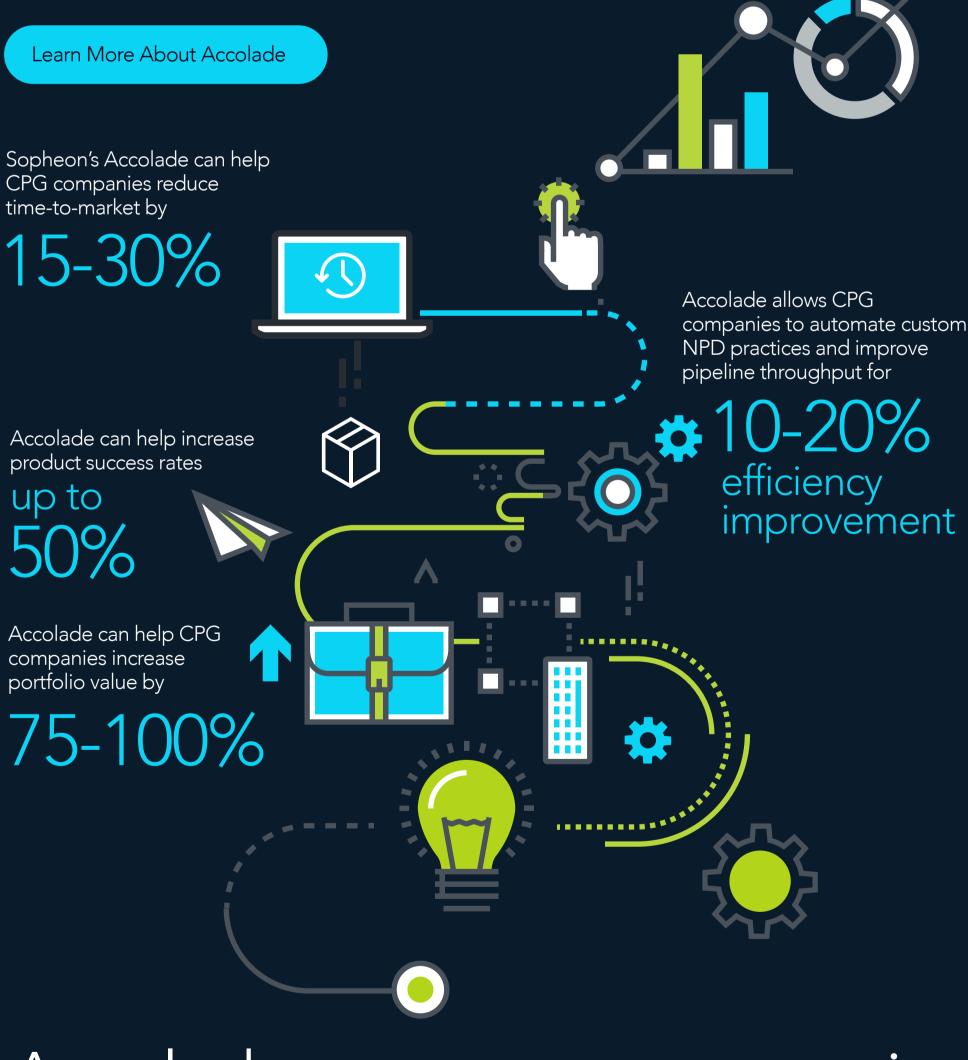
CPG companies using a single, scalable innovation system are

five times more likely

to have prioritized "smart" products than other leaders⁵

Lack o preparation

Meet and exceed NPD commitments with Sopheon's innovation management system, Accolade



Accolade empowers companies to get to market faster with the right mix of products.

CPG leaders like P&G, The Hershey Company, Mondelēz International, The Bountiful Company, Heimbach GmbH, Hochland SE and Mother Parker's Tea and Coffee have clear visibility to R&D and NPD work, innovation plans and product and portfolio decisions. As the single source of truth for all innovation

data, Sopheon's innovation management system, Accolade, supports optimal decision making and empowers teams to be strategic and agile when responding to marketplace change.

Learn how successful CPG companies can leverage digitalization

¹ Harvard Business School – 2019 ² Forbes – 2013 ³ McKinsey – 2020 ⁴ Harvard Business School – 2019 ⁵ Accenture – 2020

for greater NPD success