

AI is packaging up consumer insights for CPGs

Ever wonder how your CPG competitors are using AI? The secret's out.

Again and again we hear how AI is changing the marketing game. But not every marketer uses AI the same way. Each industry has its own challenges. For example, consumer packaged goods (CPGs) are using AI to help tackle tricky pain points like data analysis and product innovation and development. Data from the Epsilon Pulse report, **The state of AI in marketing**, shows 96% of CPG marketers currently use AI to prepare or execute their marketing.

Let's take a closer look and understand how and why CPGs in particular are using AI.

The most popular AI use cases for CPG marketers:

87%

Content generation

81%

Data segmentation

78%

Data insights and analysis

What motivated your marketing organization to adopt AI?

82%

Improved customer experience

What marketing functions specific to CPGs are most significantly impacted by AI?

80%

Supply chain organization/faster speed to market

63%

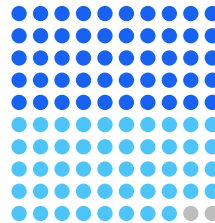
Targeted advertising

56%

Brand management

50%

Consumer engagement



How well is AI integrated into your marketing strategies?

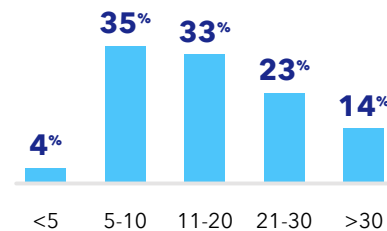
50%

Extremely well

48%

Somewhat well

Percentage of budget allocated to AI-related initiatives:



How are you measuring performance?

36%

Cost savings

How is AI being utilized in product innovation and development within the CPG sector?



35% Campaign and ad content creation

26% Market demand prediction

20% Price optimization

19% Programmatic advertising

What were the common barriers to AI adoption?

63%

Fear of change

What technical challenges have you faced during implementation?

59%

Model accuracy

What organizational challenges have you faced?

48%

Resistance to change and lack of expertise (tie)

Want the full findings? Download the report [here](#).

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