



sevendots

Sevendots is a global consultancy of senior industry experts focused on helping CPG companies and brands grow sustainably into the future.

As the world faces unprecedented challenges, radically new consumption models are required for large CPG companies to survive. Our team of passionate experts evaluate where growth is possible, identify opportunities and implement how best to grow via consumers' attitudes and behaviors dynamics, markets evolution, science and technology development. Our approach empowers companies to unleash their full potential to serve current and future consumers.



FUTURES PLATFORM

Futures Platform is the industry standard source for future trends, scenarios, and long-term change. It's a full-functionality visual and collaborative toolbox for foresight and management teams, ensuring future proof strategy and innovation work and key decision-making.

The solution brings together an AI-powered digital foresight platform and the expertise of professional futurists. At its core, the platform features more than 800 analyses of future phenomena – from technological and environmental to societal change. These compact, easy-to-digest scenario descriptions are combined with auto-crawled additional information from validated sources.

The visually engaging, collaborative foresight radars map interconnections between phenomena and allow teams to understand alternative futures and co-shape future-proof strategies together. On top of this, a team of professional futurists and foresight consultants are there to help and guide organizations on any related matter, from custom scenario analyses and horizon scans to building organizational foresight capability onto the next level.

www.futuresplatform.com

Ensure your brand stands up against the next decades of disruption

Take the driver's seat to understand where consumer markets are headed in the next three to thirty years, ensuring your consumer brand stays ahead of the competition.

With this add-on content package created by Sevendots, the world's leading advisory in Consumer-Packaged Goods, you get:

Exclusive content

Access to more than 20 additional trend descriptions on key megatrends, changing consumer behavior, and other key factors affecting brands' future.

Customized foresight radars

Three exclusive, CPG-specific foresight radars created and maintained by FP futurists and Sevendots industry experts.

Expert advisory

The ability to harness Sevendots' and Futures Platform's collective expertise on special assignments and consulting projects.



What could this package do for your future?

—1—

Ground yourself in expert knowledge

We distil knowledge across CPG-specific trends, with access and understanding that bridges diverse markets and global territories. Our mission is to actively deepen and share knowledge about the evolution of CPG, capturing the latest trends and practices for the biggest players in the industry. Our work and experience ranges from Food and Beverage, Spirits and Alcohol, Homecare, Personal Care and more.

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Move from theory to action

By leveraging a broad set of information, we distil quality insights and data-driven solutions in a way that ensures our knowledge always comes with actionable insight. Our hands-on experts and approach to our work set us apart to keep you moving forward.

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Learn from our passion for the next phases of consumption

Embedded in the latest developments from across the industry, we stand side by side with our clients to master the transformation process. Our eye is on the future and the next generation of consumers, ensuring mutual value for companies and consumers alike in a sustainable and differentiated way over the long term.

Exclusive trend analysis

This exclusive content & analysis package covers the following trend descriptions available nowhere else. All content included in this add-on package is produced in collaboration by Futures Platform's futurists and Sevendots' industry experts. This list evolves over time, but here we have a taste of the offering:

- **Adapting to Changing Cultural Norms**
- **Consumption and Subscription**
- **From Proximity to Disruptive Innovation**
- **More Pets than Kids**
- **Personalization at Scale**
- **Societal Contribution**
- **The Home is Central Again**
- **The Packless Economy**
- **The Value of Intangibles**
- **Trust is a Must**

Three exclusive radar views

As with all Futures Platform content, we've jointly created a radar view – actually, three of them – covering the exclusive trends and linking them to other relevant phenomena readily available on the platform. These radar templates give you and your team an excellent starting point in understanding future disruptors and future consumer behaviors and appetites.

Radar #1

Supporting your growth

CPG brands are continuously challenged to maintain a mutually beneficial connection with their current and potential buyers. Developing a strong foundation of trust is therefore a requirement, through leveraging the potential of digital platforms and enhancing the wellbeing of consumers.

Radar #2

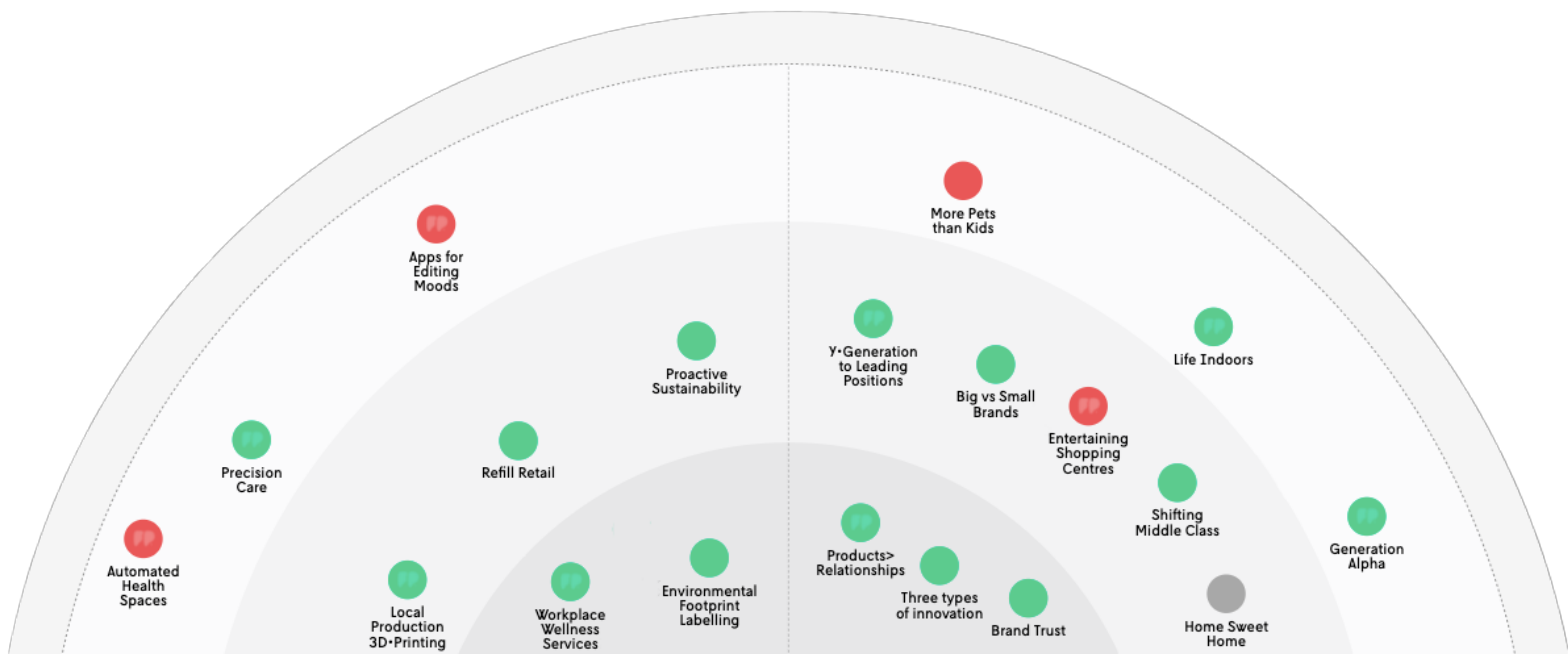
Keeping top of mind

Consumers of CPG brands increasingly seek personalization in what they can buy and recognition of what is important to them. To maintain relevance, companies must convey care for their current and future buyers.


Radar #3

Taking the right steps

CPG brands must succeed in engaging with consumers, finding ways of simplifying their lives by constantly innovating their offer and adapting to continuously evolve in the face of consumer needs and behaviors.





 **“The CPG industry is facing unprecedented challenges. These will impact the consumption models of the future, and the way value is generated. Addressing these challenges is not easy, but it can make a big difference for sustaining the long-term growth of a business. The consolidated experience of Sevendots in supporting CPG companies, coupled with the depth and breadth of the phenomena within the Futures Platform, represents a unique combination for sustainable growth.”**

Colin McAllister, Partner at Sevendots

sevendots
We empower sustainable growth

To learn more about what Sevendots
can do for your brand, contact us at
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