

Innovation in the Retail and CPG Sector Provides a Cause for Optimism as We Head into 2024

“2024 presents an exciting opportunity for retailers with the courage to embrace out-of-the-box thinking and innovation.”

- HOWARD MEITNER, MANAGING DIRECTOR

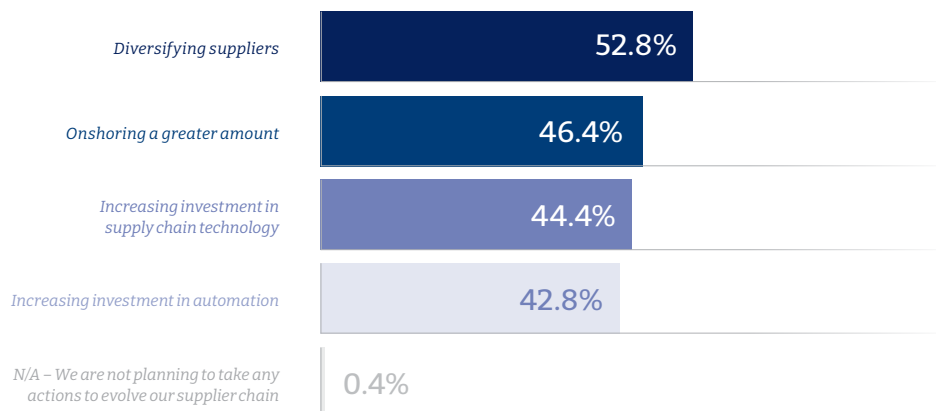
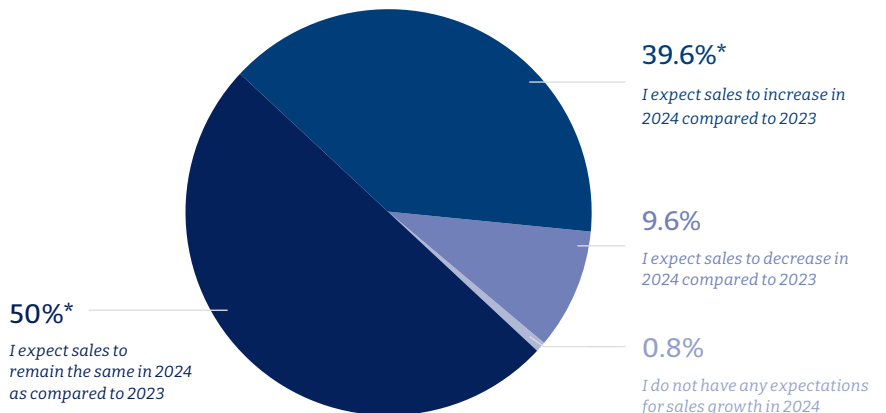
A new survey sponsored by Carl Marks Advisors reveals that middle market retail and consumer packaged goods executives have a high level of optimism as we approach 2024, with few anticipating a recession. Meanwhile, **AI-powered logistics, forecasting, marketing and partnerships** are among the strategic priorities driving the agenda for the year ahead.

Which of the following best describes your expectations for sales growth in 2024 compared to 2023?

KEY TAKEAWAY:

Retailers are optimistic heading into 2024, with nearly **90%** of survey respondents expecting their sales to remain the same or increase in 2024.

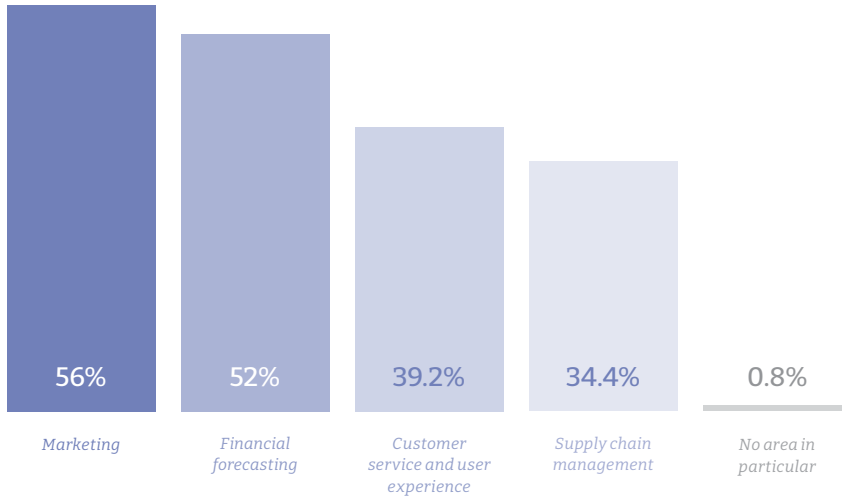
* Note: 90% is the combined statistic from the two starred responses (left)



What, if any, primary actions are you planning to take to evolve your supply chain in the coming year?

KEY TAKEAWAY:

Most retailers plan on investing in their supply chain in 2024.

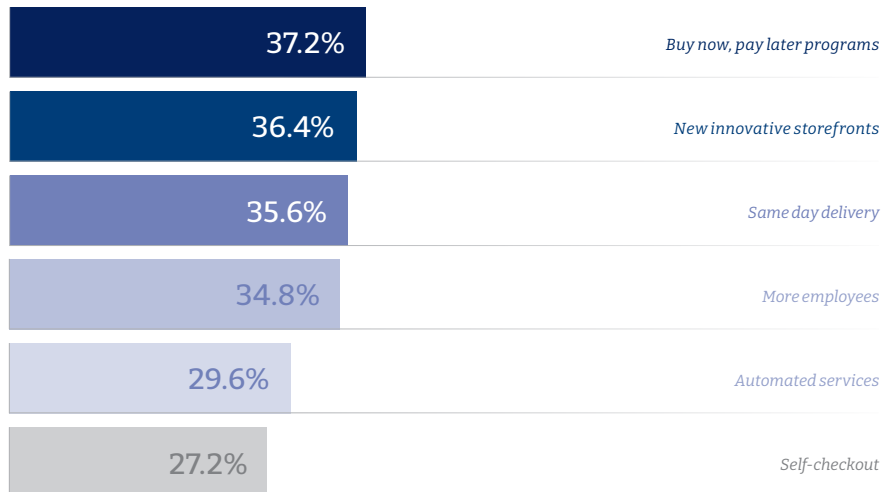


Off the back of your success in 2023, what areas, if any, will be your primary focus of investment around AI in 2024?

KEY TAKEAWAY:

Artificial intelligence will play an increasingly important role in retail and CPG, from marketing to financial forecasting to customer experience.

In what areas, if any, are you most focused on investing in to enhance customer experiences?



KEY TAKEAWAY:

Retailers are prioritizing simple and efficient transaction processes and payment options to enhance the experience of their customers.

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