

A woman with long brown hair, wearing a light-colored jacket, is in a grocery store aisle. She is holding a white tube of product in her right hand and a brown box in her left hand. She is looking up at a shelf filled with various products. The background is slightly blurred, showing other aisles and shelves. The overall tone is professional and modern.

rrd

2025
CPG
MARKETING
OUTLOOK

01 WHAT'S AHEAD FOR CONSUMER PACKAGED GOODS MARKETERS — AND HOW TO PREPARE FOR IT

In an industry where consumer loyalty is constantly tested and price sensitivity is high, CPG marketers have entered 2025 with a keen focus on economic signals and shifting shopper behavior. Based on responses from CPG professionals who participated in a recent RRD industry survey, this group is less concerned with emerging technologies and more aware of evolving market conditions:

56%

agree that compliance issues are distracting from serving customers

53%

say it's difficult to keep up with the pace of change in marketing

THESE INSIGHTS SUGGEST A NEED FOR RESPONSIVE, DATA-BACKED STRATEGIES THAT HELP MARKETERS NAVIGATE MARKET VOLATILITY AND BUILD STRONGER BRAND-TO-BUYER CONNECTIONS.





02 BALANCING BRAND BUILDING WITH NEAR-TERM GAINS

In 2025, CPG marketers are working to grow brand equity while still delivering results in the short term:

54%

of ad budgets are allocated
to brand-building

53%

of spend is focused on
customer acquisition

47%

is dedicated to driving loyalty

46%

support direct sales efforts

03

WHERE BUDGETS ARE GROWING IN 2025

Budget increases reflect a digital-first approach, with a strong emphasis on e-commerce and social engagement:

71%

plan to increase spend on e-commerce websites

70%

expect to grow investment in organic social media

63%

are increasing budgets for paid social media



04

TOP TECH PRIORITIES: PERSONALIZATION, DATA, AND DIGITAL FLUENCY

Technology investments show a balanced mix of foundational tools and newer platforms aimed at personalization and consumer insights:

57%

rank AI and machine learning
as their top tech priority

40%

list voice search and
conversational AI among
their top investments

43%

are prioritizing customer
data platforms



05

EXPLORATORY INVESTMENTS

CPG marketers are testing a broad mix of tools to better understand and influence purchase decisions:

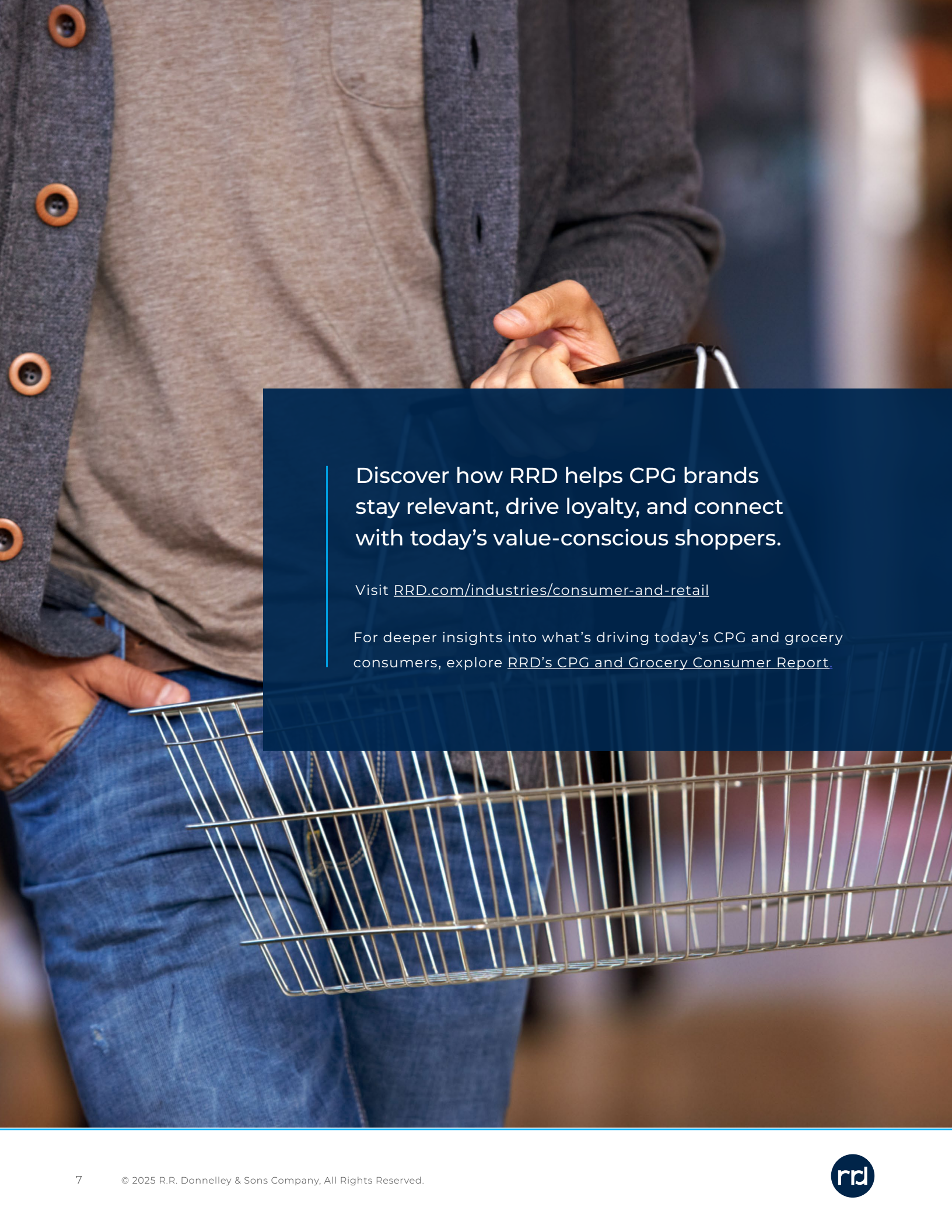
- Extended reality appears most often as a second-tier priority (**57%**)
- Social commerce (**43%**) and big data/analytics (**40%** second-tier; **43%** third-tier) are frequently cited as mid-level tech priorities
- Cryptocurrency is on the radar, with **50%** listing it among their top three tech priorities — though likely more experimental than mainstream

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In a category where price and preference shift fast, successful CPG brands are leaning on data to stay agile — blending brand building with real-time responsiveness to meet consumers where they are.”

— Nicholas Michel,
Director, Research Strategy & Growth, RRD



A person wearing a grey t-shirt and a dark grey cardigan with large wooden buttons is holding a wire shopping basket. The background is a blurred grocery store aisle.

Discover how RRD helps CPG brands stay relevant, drive loyalty, and connect with today's value-conscious shoppers.

Visit RRD.com/industries/consumer-and-retail

For deeper insights into what's driving today's CPG and grocery consumers, explore [RRD's CPG and Grocery Consumer Report](#).