



# Cultivating Conscious Consumption

## Strategic Insights for the CPG Industry

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Elevate your assortment of consumer goods with Ezassi's bespoke market research solutions, utilizing cutting-edge AI-driven automation for in-depth analysis and trend forecasting in the food and beverage, personal care, home care, tobacco, and OTC drug sectors. Our detailed insight reports are designed to steer your brand to the forefront of innovation in the consumer packaged goods industry, bolstering your dedication to driving responsible consumerism and environmental stewardship.

# 5 Essential Technology Discovery Reports

for Future-Proofing Your Business

"AI serves as a force multiplier for our PhD-level professionals, who bring deep energy sector expertise to our research. By integrating AI into our processes, we enhance our reports, ensuring they are not only data-rich but also contextually aware, delivering insights that are both precise and actionable for our clients.

– David R. Jones, Ph.D., Chief Research Officer at Ezassi



**Trend Scan Report** offers a succinct overview of the latest and emerging trends, identifying opportunities and challenges within the CPG sector. Indispensable for visionary businesses, it assists in maneuvering through consumer preferences and honing strategic approaches to secure a market advantage.



**Technology Scouting Report** focuses on worldwide advancements, emerging enterprises, and technological breakthroughs, particularly supporting the CPG industry in amplifying productivity, reducing expenses, and advancing sustainable initiatives. It also promotes collaborative ventures and innovative development within the sector.





**Technology Landscape Report** delivers a comprehensive evaluation of emerging technologies' expansion prospects, prevailing movements, challenges, and investment potential, steering CPG businesses in strategic planning, risk mitigation, and pioneering sustainable practices in their respective domains.



**Horizon Scan Report** provides a detailed overview of nascent technologies and scientific progress, gauging their potential influence on the industry, vital for leaders in the CPG sector who are prioritizing sustainability and eco-friendly products. This report is instrumental in guiding strategic and investment decisions to navigate upcoming market transformations.



**Technology Intelligence Report** offers key perspectives from thought leaders on emerging technologies, sculpting the CPG industry's trajectory towards innovation and preparing for ongoing advancement.



Ezassi's skilled researchers and industry specialists offer crucial analysis on trends set to reshape the CPG sector. Our reports provide practical insights and strategic directions to not only stimulate expansion but also enhance the core value of your assortment of products and services across food and beverage, personal care, home care, tobacco, and over-the-counter drugs.

#### **Innovation Management Services**

- Innovation Consulting Services – Innovation Strategy Solutions and Innovation Program Management
- Technology Discovery Services – Technology Scouting, Technology Trends Analysis and Horizon Scans, identifying strategic insights, new technology partners and commercial-ready technology solutions

#### **Innovation Management Products**

- Idea Management Software – Full solution for internal and external Ideation
- Technology Discovery Software - Scout the digital horizon for new methods and technologies
- Pipeline Management Software - Channel these ideas into a flow of breakthrough innovations

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**Emerging Tech Whitepaper: Non-Targeted Analysis (NTA) of Foods-** Novel Analytical Methods for Food Authentication  
<https://ezassi.com/wp-content/uploads/2023/03/FB-White-Paper-2023.pdf>

**Technology Scouting Report: Smart Connected Packaging** – Smart connected packaging for consumer engagement and traceability data  
[https://ezassi.com/wp-content/uploads/2023/09/Smart-Connected-Packaging\\_Tech-Scout-Report.pdf](https://ezassi.com/wp-content/uploads/2023/09/Smart-Connected-Packaging_Tech-Scout-Report.pdf)

**Case Study: Disruptive Solutions for Improving Encapsulated Delivery Technologies** - Enhance the properties of consumer/commercial goods through encapsulation chemistry open innovation  
<https://ezassi.com/innovation-software-case-studies/microencapsulation-technology-cyber-scouting-case-study/>

**Ezassi | Cultivating Conscious Consumption: Strategic Insights for the CPG Industry**