

Summary

In an industry powered by innovation, Consumer Packaged Goods (CPG) companies are constantly seeking to unearth opportunities in New Product Development (NPD). Early access to emerging trends and actionable insights are game-changers, helping companies stay ahead of their competition.

The presence of vast amounts of diverse and unstructured data creates a level playing field for all CPG businesses, thereby compelling players to look beyond conventional market analysis. Analytical platforms backed by advanced artificial intelligence can help clean the available data which can then be integrated, codified and categorized. WNS Sentinel, an emerging brands identifier platform, and WNS SKENSE, a cognitive data capture and processing platform, are revolutionizing the process of managing huge volumes of unstructured data, and in extension, transforming the NPD pipeline.

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