

Build Great Brands Consumers Love with AWS

Accelerate Growth in a Shifting Marketplace

Consumer packaged goods (CPG) companies are facing unprecedented challenges in today's hypercompetitive marketplace—slowed market growth, increased competition from digitally native brands, shifting consumer behaviors, commodities shortages spurred by the pandemic, and more. To push ahead, CPG companies are adapting every aspect of their business and rethinking relationships with their retailers, wholesalers, and consumers.

To accelerate revenue growth, AWS enables CPG customers to reinvent product development, manufacturing, supply chain, marketing, and unified commerce with unmatched compute, machine learning (ML), and analytics capabilities—used and refined by Amazon.com over 25 years of experience to earn and keep consumers' trust.

Improve the Consumer Experience with AWS

Build great brands consumers love, increase organizational agility to react to market opportunities, and drive operational efficiency with proven, industry-specific innovations and solutions. With AWS, you can focus on ways to grow your market share, delight your consumers, and drive brand loyalty—not building or maintaining the infrastructure to make it happen.



Build Great Brands Consumers Love
AWS offers the same cloud capabilities used and refined by Amazon.com to build consumer trust over 25 years to create an integrated view of the consumer, personalize every interaction, ensure the right products are available, and unify the shopping experience.



Improve Organizational Agility
Draw key business insights from petabytes of data using unmatched compute capabilities, ML, and artificial intelligence (AI) to predict opportunities and risks in time to act. Today, more than 100,000 customers—including leading CPG companies like Georgia-Pacific, Coca-Cola İçecek, TINE SA, and AB InBev—use ML services from AWS across their value chains to accelerate decision-making.



Drive Operational Efficiency
Accelerate digital transformation across your organization to drive costs out while innovating key enterprise applications. AWS helps CPG companies modernize and move IT infrastructure to the cloud; connect disparate data sources to take advantage of automation, AI, and ML; and innovate new applications without putting critical systems at risk.

Some of Our CPG Customers



The Industry's Largest CPG Ecosystem at Work

We know how important your partners are and the critical solutions they provide. That's why we've created the industry's largest ecosystem—thousands of partners who deploy, extend, and enhance those capabilities for even greater value. We believe a big part of our job is ensuring that your partners and solutions work better together.

Reinvent Every Aspect of Your Business

AWS helps CPG companies transform how they develop, make, move, and market their products to consumers. With AWS, CPG companies can easily buy and configure cloud solutions to accelerate product innovation, lower manufacturing costs, increase supply chain agility, and improve the consumer experience from initial awareness to final consumption.



Product Development

Accelerate time to market by modernizing R&D infrastructure, increasing virtual testing, and reducing development cycles.



Manufacturing

Reduce the cost of goods sold with AWS, the cloud provider with proven experience in manufacturing operations.



Supply Chain

Strengthen supply chain resiliency and agility through improved forecasting, inventory optimization, and multi-channel fulfillment.



Marketing

Improve marketing efficiency and consumer loyalty through augmented insights, advertising optimization, and AI-driven personalization.



Unified Commerce

Create a unified commerce experience when moving between digital channels and physical stores.



IT and Digital Transformation

Drive digital transformation to improve decision-making and operational efficiency with unmatched cloud capabilities.

Major CPG Brands Drive Success with AWS



Georgia-Pacific used an AWS-based advanced analytics solution to eliminate 40% of parent-roll tears, reduce 30% of war material waste, reduce chemical usage to create wood pulp, and improve overall yields. The company can now predict equipment failures 60-90 days in advance to keep more than 150 converting lines in operation. "We are using AWS data-analysis technologies to predict...precisely how fast converting lines should run to avoid tearing. By reducing paper tears, we have increased profits by millions of dollars for one production line." Read more [here](#).



Swire Coca-Cola has taken digital transformation as its strategic direction in the digital age. With a lack of scalability and reliability in its legacy IT architecture, Swire Coca-Cola decided to migrate to the cloud. The company closed three on-premises production and disaster recovery data centers and migrated all its business systems to AWS in China in ten months. With this change, Swire Coca-Cola saved infrastructure costs, achieved its digital transformation goals, and can address market changes much more quickly. Read more [here](#).

Learn more, get started, and stay ahead.

Get started today with CPG solutions from AWS:

- Visit our [AWS CPG Overview page](#).
- Ask how AWS can support your CPG business transformation. [Contact](#) your AWS account team today to get started.
- Find out how our [AWS Partners](#) can help you build CPG solutions.