

Painting the Future of Consumer Insights



About the business

The company joined AI Trailblazers to harness Gen AI to improve its market research and product innovation efforts in the Consumer Packaged Goods (CPG) industry.

The problem

The CPG industry faces long timelines and inefficiencies in market research and new product development, and data gleaned from traditional market research is limited. They also faced limited access to advanced computational resources and cutting-edge AI tools.

What AI can do



Predict trends, generate new product concepts, and validate them in real-time from 150+ data sources. Advanced tools and resources from Google Cloud expedited the creation of a fully integrated solution.

The results

Reduced time for market research and new product development by

12-24

months to weeks

Faster timelines for market research and product development, increasing productivity by

90%

