

CASE STUDY: Evaluating the use of AI by competitors in the Food & Beverages industry

CLIENT

A global F&B manufacturer



INDUSTRY

Food & Beverages



PRODUCTS

Bakery & Confectionery Products



TARGET GEO

Global



BUSINESS OBJECTIVE

- Our client – a leading manufacturer of bakery & confectionery products – was facing increasing pressure to maintain its competitive edge in a rapidly evolving market. Competitors were beginning to implement AI to automate production, quality control and defect detection, and product personalization & customization.
- Against that backdrop, the client aimed to conduct a competitor intelligence study to evaluate how AI was being adopted in the bakery & confectionery processing industry, assess its own positioning, develop a strategy to integrate AI into its operations and monitor its competitors' AI initiatives in real-time.

OUR SOLUTION

Using a combination of human and artificial intelligence, Cognition's team of expert market analysts executed the project using a multi-stage approach:

- **Product Portfolio Analysis:** In-depth evaluation of the competitors' product portfolio to analyze how AI was used in production automation, quality control detection, and product personalization, with a focus on their functionality, ease of use, and innovation.
- **Market Impact Analysis:** Examined how competitors' AI-driven initiatives were being received by customers in the market by conducting an in-depth VOC (Voice of the Customer) exercise through 10 expert consultations, and helped gauge the success of AI-enabled services in the market.
- **Partnership Landscape Analysis:** Critically analyzed the partnership ecosystem to understand how competitors were partnering with Cloud Service and AI Technology providers (with a focus on manufacturing automation and production tasks) to develop customized solutions for bakery & confectionery products and helped the client identify potential partnerships for its own go-to-market strategy.

OUTCOMES



Helped the client identify two key AI technology and cloud service partners to accelerate the adoption of AI vision systems in its defect detection business line leading to an **increase in its revenue by 4%** in the subsequent year.



Built a strategic AI-roadmap to leverage innovations in specific offerings and **increase its market share by 1.5% in the next two years**, and helped retain its market leadership by setting-up real-time monitoring of competitors' AI initiatives to counter any strategic moves before-hand.