

Veeva QualityOne

AI Adoption for Consumer Goods Companies: A Best Practice Guide

The roadmap of a successful AI implementation

July 2026

The building blocks of AI adoption

Across 2025, Veeva commissioned third-party research to understand the deepening impact of AI on the consumer goods industry, from packaged goods manufacturers to food and beverage companies.

Veeva's November 2025 ebook, [The State of AI in Consumer Goods](#), revealed the results: a clear and growing appetite for AI implementation. This brought its own set of questions:

- As consumer goods companies turn to AI, how are they laying the groundwork for successful adoption?
- Which are the most important operational elements that support — or can derail — an AI project?
- How are adopters evaluating which AI platforms and vendors to work with?

A follow-up survey of consumer goods leaders in March 2026 explored these areas. This ebook shares key survey findings across three key categories: people, processes, and data.

The importance of a clear AI strategy

AI adoption is at a crossroads.

Veeva's 2025 research found that **62% of consumer goods companies** are in the process of consolidating legacy systems onto unified platforms.

Agentic AI is the fastest-growing AI category with **adoption doubling to 20% across 2025**, while 60% of leaders are already identifying cost pressure as a key challenge to their AI ambitions.

In this transitional and challenging environment, a focused, coordinated, and right-first-time strategy, with the right operational elements in place, is critical for consumer goods companies implementing AI.

The findings

Data



of organizations identify high-quality data infrastructure as the most critical enabler of AI success.



Robust data foundations are the strongest predictor of successful AI adoption.



Data governance provides the controls needed to scale AI confidently.

Process



of organizations say seamless integration with existing systems is critical for successful AI initiatives.

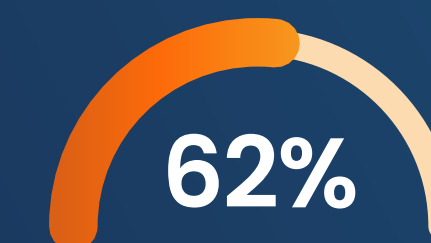


Cybersecurity and compliance remain essential for trusted AI deployment.



Integrated processes enable organizations to move beyond isolated pilots to enterprise-scale AI.

People



of organizations identify executive leadership support as the key people factor for AI adoption.



Leadership sponsorship drives organizational commitment and investment.



Workforce training and change management accelerate adoption and maximize AI value.

Veeva's 2026 research identified five operational ingredients that enable AI adoption success for the majority of consumer goods manufacturers:

- A robust data infrastructure
- Strong system integration
- Leadership support
- Cybersecurity compliance
- Data governance

Secure top-down support

“Leadership backing ensured funding, cross-functional alignment, and faster decision-making.”



Executive support is the most critical workforce-related factor for AI adoption success.

Manufacturers recognize that having the backing and support of top management is essential when securing funding for AI initiatives, and to ensure cross-functional alignment once implementation projects begin.

While training and change management are seen as important for reducing uncertainty and for empowering staff during the transition to new AI processes, they are considered secondary to active and engaged top-down sponsorship when steering AI implementations to completion.

People and AI

62% identify executive leadership support as the most critical cultural factor for AI adoption.

Executive leadership

Training and change management help reduce uncertainty and prepare employees to adopt new AI-enabled ways of working.

Workforce readiness

Successful AI programmes are led by executives who secure funding, align business functions, and actively champion AI throughout implementation.

Active sponsorship

Connect AI to existing systems

90% of organizations prioritize AI applications that fit into their current infrastructures

Connect AI with confidence

The most important process factor supporting AI adoption is the seamless integration of new AI platforms with existing systems: 69% of consumer goods manufacturing leaders agree that this connection is “critical” for success.

Validate before scaling

Manufacturers also see AI-specific cybersecurity as a key system prerequisite that should be in place before adopting AI. Leaders indicate that pilot projects are a critical bridge, allowing IT and quality teams to validate security and performance in a low-risk environment before full-scale production launch.

Build compliance from the start

Prioritizing AI systems that have been developed with quality, regulatory, and validation considerations at the forefront is recognized as an effective way to more quickly build confidence and establish lasting compliance.

Leaders in their own words

“Integrating AI with an ERP, CRM, and production systems gives real-time insights. It also reduces manual handling of data.”

“Small-scale testing and experimenting was necessary to build up confidence and know-how.”

“Seamless integration reduced disruption and allowed faster deployment across teams.”

Get the data groundwork in place

Data infrastructure powers AI success

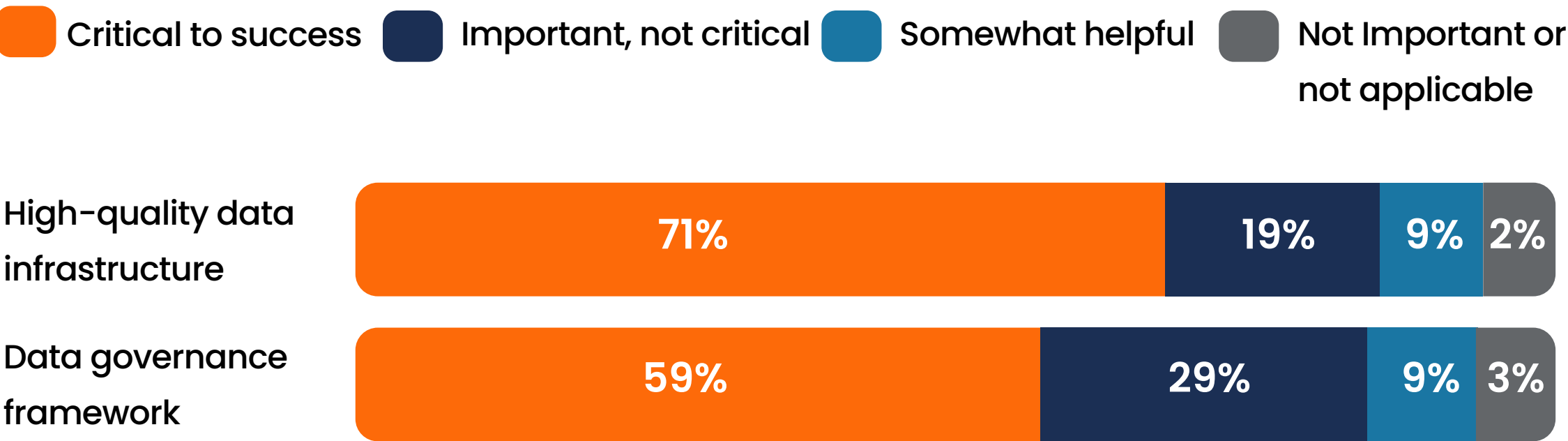
A high-quality data infrastructure is recognized as the critical factor, in any category, for AI success. Manufacturers note that it is essential for accurate forecasting and reducing model retraining issues.

Consumer goods leaders adopting AI also note that while data infrastructure provides the ‘power’ of an AI implementation, a robust data governance framework is the necessary supportive layer for trust, auditability, and compliant outputs.

When assessing specific data practices, manufacturers identify real-time data access, clear ownership, and accountability as important prerequisites for AI, followed closely by rigorous governance.

Successful AI adoption for consumer goods companies is therefore as much about internal organizational responsibility and robust data management as it is about the new technology itself.

Impact of factors towards achieving success with AI initiatives

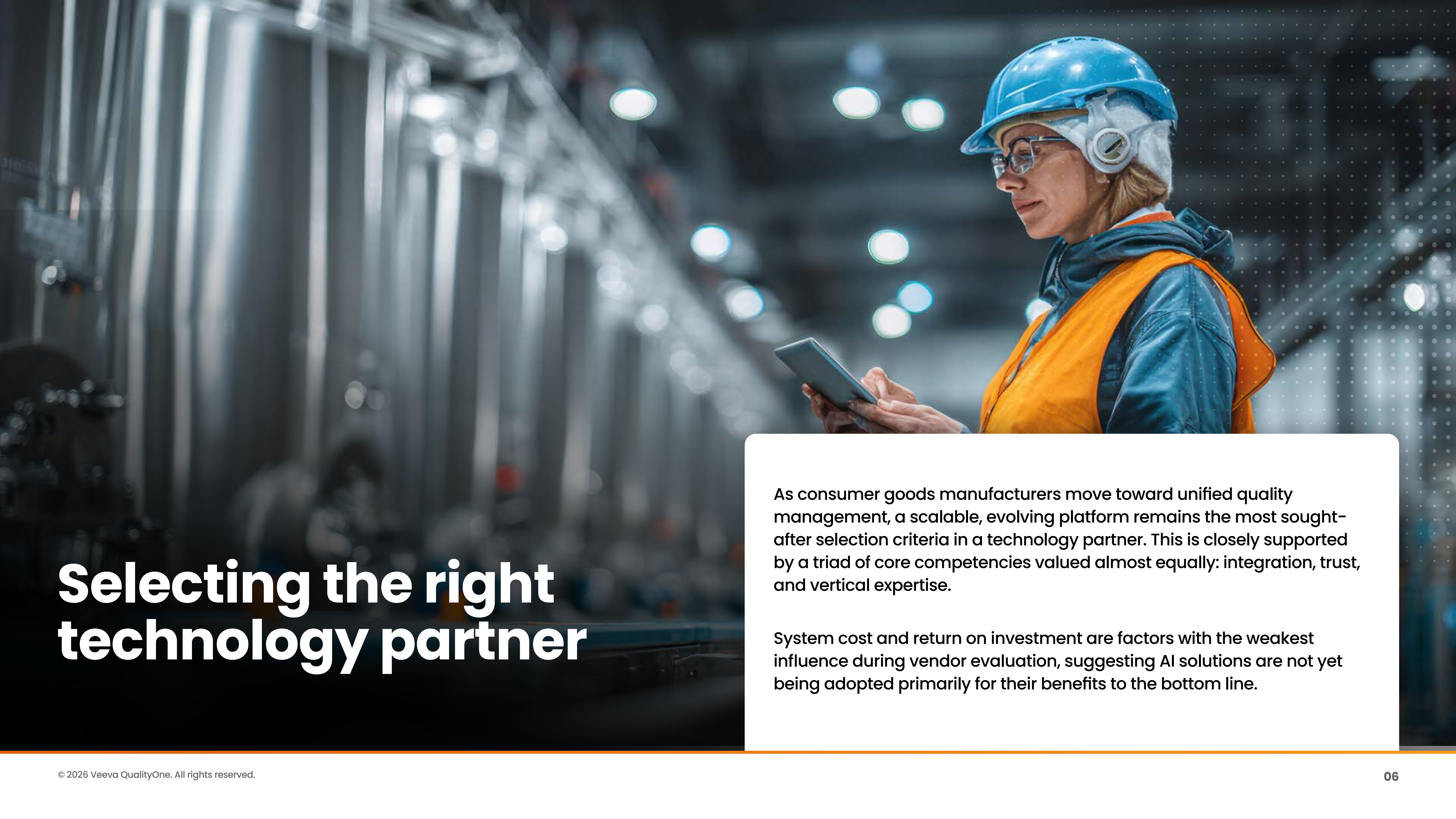


Leaders in their own words

“A quality data infrastructure is fundamental and important. A modern infrastructure must be available to meet the requirements for operating this technology with high efficiency.”

“Trusted data helps us get the best possible results and keeps the whole process running as smoothly and efficiently as possible.”

“An effective framework needs clear policies, ownership, and auditability of AI data.”

A woman wearing a blue hard hat, safety glasses, and an orange safety vest over a blue jacket is holding a tablet. She is standing in a factory or industrial setting with blurred machinery and lights in the background.

Selecting the right technology partner

As consumer goods manufacturers move toward unified quality management, a scalable, evolving platform remains the most sought-after selection criteria in a technology partner. This is closely supported by a triad of core competencies valued almost equally: integration, trust, and vertical expertise.

System cost and return on investment are factors with the weakest influence during vendor evaluation, suggesting AI solutions are not yet being adopted primarily for their benefits to the bottom line.

Five AI strategy lessons from consumer goods leaders

- ✓ Ensure top management buys into your AI project as early as possible.
- ✓ Use pilot projects to build internal trust and confidence before going live.
- ✓ Lay the groundwork with a robust, well-governed data infrastructure that has clear roles and responsibilities.
- ✓ Ensure third-party AI systems offer the data integrity and traceability guardrails needed for GMP compliance.
- ✓ Prioritize flexible and scalable AI platforms from vendors with industry expertise.



Quality and AI combined for consumer goods companies

Veeva QualityOne combines core quality management functionality with a range of simple, secure, and compliant agentic AI features. Consumer goods leaders use Veeva QualityOne to build efficient and optimized quality management systems.

Core Vault AI capabilities for quality teams include:

- **Platform Agents:** agentic AI across the Vault Platform, including AI Chat for conversational insights and a Super Agent to set tasks for other Agents
- **Application Agents:** AI Agents executing with application-specific context, prompts, and safeguards, such as providing narrative summaries for investigations and CAPA plans
- **Customer-Specific Agents:** bespoke Agents configured in Veeva by the customer for individual use cases

By combining a deep focus on quality with AI that's simple, secure, and compliant, Veeva helps consumer goods enterprises deliver safe, high-quality products that consumers trust.

[Learn more](#)

About the research

This ebook is based on industry research undertaken by Consumer Goods Technology and commissioned by Veeva.

Research period

February–March 2026

Methodology

Survey conducted with senior IT and quality executives representing global enterprise companies (\$500m+ annual revenue) in consumer packaged goods and food & beverage.

Respondents

50 leaders per wave, representing global companies in consumer packaged goods and food & beverage.

Geographies

North America and Europe

Focus areas

AI adoption trends, digital transformation priorities, data governance, system integration, compliance, and workforce readiness.