Veeva QualityOne

The State of AI in Consumer Goods

Nine in ten CPG and retail organizations are already using or testing AI in their operations.[1]

1. State of AI in Retail and CPG, NVIDIA, 2025.

To understand how progress is unfolding in consumer goods industries, Veeva commissioned exclusive independent research from April to October 2025. The findings reveal what's holding leaders back—and what's driving them forward.

The Barriers

Even as AI adoption grows, consumer goods leaders face persistent structural and operational challenges that limit AI scalability.
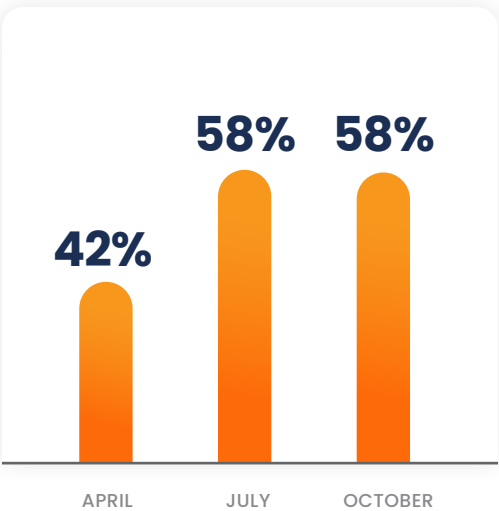
Data silos and governance
Silos and poor data quality as declining but consistent barrier

APRIL	JULY	OCTOBER
68%	50%	46%
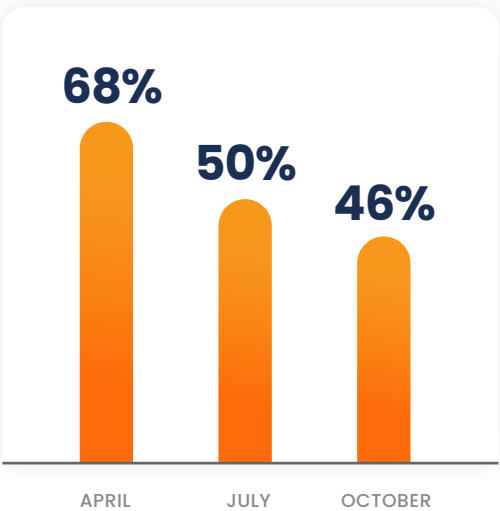
More companies are consolidating systems and unifying data, but inconsistent governance and unclear ownership still constrain AI at scale.
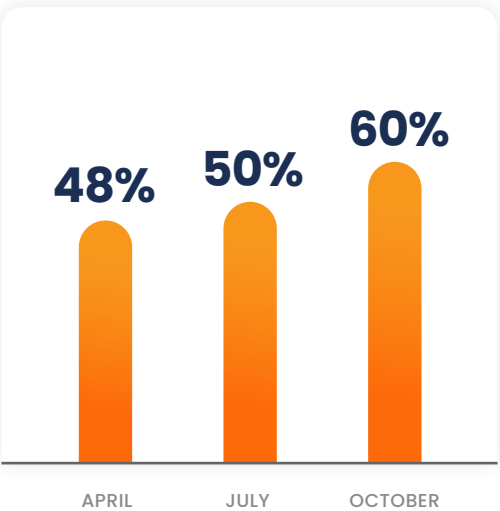
Integration complexity
Integration across legacy IT as major hurdle

APRIL	JULY	OCTOBER
42%	58%	58%

As leaders modernize fragmented IT, integration remains a critical obstacle to deploying AI broadly and reliably.

Compliance and security
Compliance concerns are climbing as AI expands

| APRIL	JULY	OCTOBER
48%	50%	60%

With generative tools entering regulated workflows, leaders are under growing pressure to ensure model transparency, traceability, and defensibility.

The Shifts

Over six months, consumer goods leaders moved from experimentation to execution, building the infrastructure and strategy needed to scale AI responsibly.
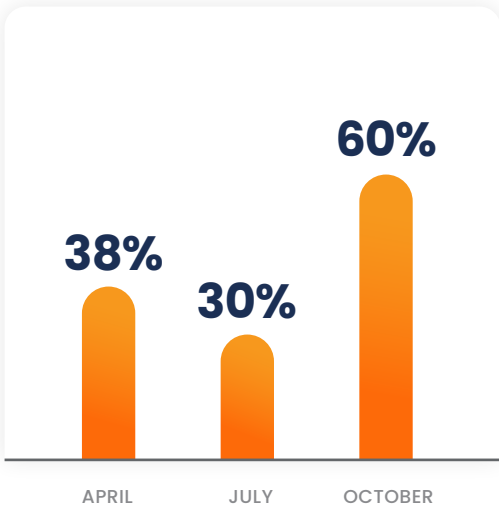
System consolidation
Unified platforms are replacing patchwork IT

APRIL	JULY	OCTOBER
42%	50%	62%
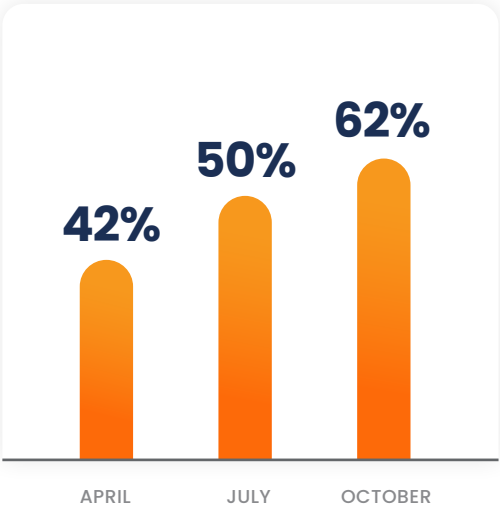
Companies are simplifying architectures and connecting data across quality, manufacturing, and IT to unlock reliable, AI-ready environments.
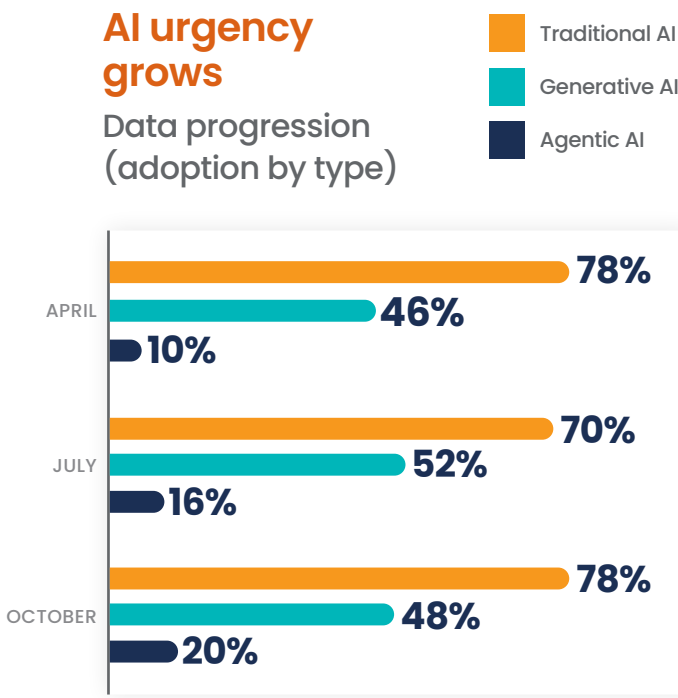
Cost pressures
Scaling AI reveals new cost realities

APRIL	JULY	OCTOBER
38%	30%	60%

Early pilots are now enterprise programs. Leaders must balance innovation with the rising costs of people, infrastructure, and validation.

AI urgency grows
Data progression (adoption by type)

Legend: Traditional AI | Generative AI | Agentic AI

|	Traditional AI	Generative AI	Agentic AI
APRIL	78%	46%	10%
JULY	70%	52%	16%
OCTOBER	78%	48%	20%

From predictive models to autonomous agents, consumer goods companies are scaling AI intentionally, focusing on impact and ROI over hype.

The Opportunities

Amid challenges, consumer goods leaders are proving that progress happens when AI meets sound governance, unified systems, and empowered teams.

Predictive analytics as consistent leader

APRIL	JULY	OCTOBER
42%	30%	52%
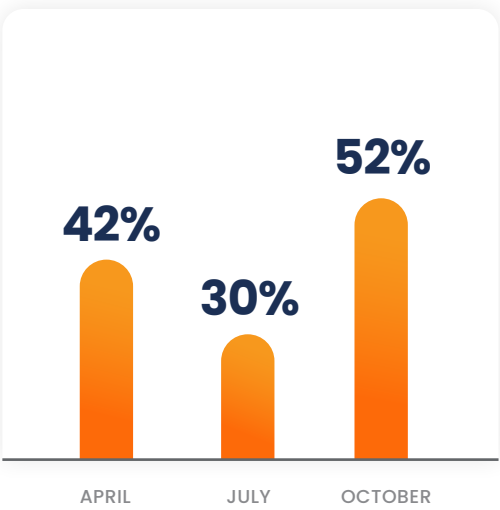
Leaders are looking to predictive models to help anticipate risk, reduce downtime, and strengthen compliance while turning data into foresight.

Governance as confidence
IT and quality functions can embed governance directly into workflows, ensuring every AI insight is traceable, auditable, and defensible.

Compliance as a competitive advantage
By partnering with trusted technology providers, companies are seeking to use validated, audit-ready AI systems to move faster, without sacrificing assurance.

Simplified systems amplify AI scalability
Standardizing quality processes and unifying data models allow AI to learn and act consistently across global operations.

Human readiness is as critical as AI readiness
Training and transparency help teams trust AI's role—accelerating adoption and building a culture of confident innovation.

32% of consumer goods leaders are investing in workforce development and AI literacy

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Download the full eBook

Schedule a conversation to explore the survey waves in depth