



The Global Language of Business

# CPG(Consumer Packaged Goods): Global Trends & GS1 Standards

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Dr. Georgios Sarantavgas

Director, Standards & Solutions

GS1 Association Greece

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# GS1 standards got their start in CPG

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On 26 June 1974, Sharon Buchanan was the first cashier to scan a GS1 barcode at a Marsh Supermarket in Troy, Ohio (U.S.). The item was a 10-pack of Wrigley's Juicy Fruit® gum.



A woman with short blonde hair is shown in profile, looking at her smartphone. She is standing in a grocery store, with shelves of products visible in the background. The entire image has a warm, orange-yellow color cast.

Key trends in the global CPG  
sector have a common theme:

# the growing power of the consumer



# A dynamic, rapidly evolving sector



The global CPG market is growing—from €6.8 trillion in 2014 to an expected **€11.9 trillion by 2025**

[Three myths about growth in consumer goods](#), McKinsey



**Global CPG online sales grew by 26% in 2016**—with e-commerce now contributing to 35% of global total sector growth

[Global FMCG online sales grew by 26% in 2016](#), Kantar Worldpanel, 6 February 2017



By 2022, it is estimated that **10% of all CPG sales will occur online**, up from just 1.4% in 2015

[Online CPG Sales Headed for 10 Percent](#), Food Processing, 22 February 2017

# Global view of online CPG growth



The U.S. online grocery market will grow by 129% by 2022 and account for 2% of the total U.S. grocery market



UK's online grocery market will grow by 48% by 2022 and account for 7.5% of the total UK grocery market



China's online grocery market will grow by 286% by 2022 and account for 11.1% of the total Chinese grocery market

[The Online Store of the Future](#), IDG

# Today's consumers



**Consumers want to know more information about the products they purchase than ever before.**

**10.4**

**is the number of sources** the average shopper consults, double the number from 2016



**More than 50% of consumers** make purchase decisions before they even enter the retail store

[Online CPG Sales Headed for 10 Percent](#), Food Processing, 22 February 2017

# Consumers do not shop entirely online or offline. They shop wherever and whenever they want to shop.

**76%**  
of all  
consumer  
shopping  
*begins*  
online



**66%** of millennials  
shop online weekly

**84%** of 35- to  
54-year-olds shop  
online monthly

[Online CPG Sales Headed for 10 Percent](#), Food Processing, 22 February 2017

[E-commerce: Build, Drive and Earn E-commerce Growth for Retail Success](#), IRI, January 2017



**GS1 standards are helping brand owners and retailers to meet the needs of consumers for trusted information about the products they purchase—no matter how or where they shop.**



Physical  
identification

Digital  
identification

# Today's brand owners



# Smaller CPG brands are outperforming larger brands by responding to consumer preferences and needs.



Small and medium brand owners are outperforming in **18 of the top 25 CPG product categories**

In recent years, smaller brands have grown revenue about

**3x as fast**  
as the category overall

[2017 Consumer Packaged Goods Trends](#), PwC

**GS1 standards provide accurate and complete product information that can be used in and across B2B and B2C business processes and platforms.**



Enable better search results



Achieve smarter analytics

# Today's retailers



# Retailers are redefining the in-store experience.



Unstaffed retail stores



Physical and digital hybrid stores

# Today's retailers

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**Retailers are investing in omni-channel capabilities.**



**GS1 standards provide cost savings and improve speed to market for products, thanks to simplified or improved business processes such as new item introduction, order fulfilment and inventory management.**



Improve product information



Optimise consumer fulfilment



Provide safer products, fewer counterfeits





GS1 standards play a

# vital role in the CPG sector





**Provide trusted product information via unique, persistent identification and accurate, complete data**



**Deliver supply chain efficiencies and support agility and responsiveness**



**Generate higher quality data at a lower overall cost and improve the shopping experience for consumers**



## Αρνητικό Barcode: Άσπρες γραμμές σε πράσινο φόντο

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**Εκτύπωση 150,000  
προβληματικών  
συσκευασιών.  
Πρόβλημα σάρωσης σε  
φαρμακεία εξωτερικού.  
Διόρθωση μακέτας και  
επανεκτύπωση των  
συσκευασιών.**

## Λάθος Χρήση Χρωμάτων Barcode & Μικρό Μέγεθος (Πλάτος – Ύψος) Barcode

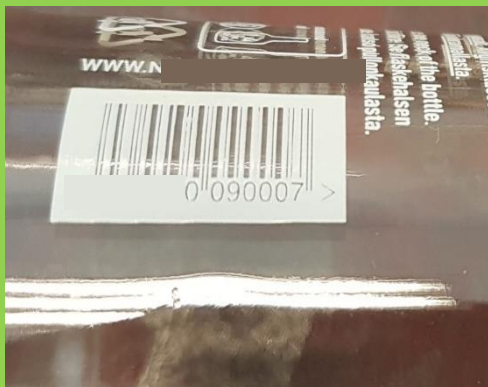
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**Εκτύπωση 1,000,000  
προβληματικών φιαλών.  
Πρόβλημα σάρωσης σε  
super market εξωτερικού  
(Σκανδιναβία).  
Διόρθωση μακέτας και  
επανεκτύπωση των  
συσκευασιών.**

# Διαφανές Barcode & Μικρό Μέγεθος Barcode - Άπλωμα Μελανιού

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**Εκτύπωση 3,000,000  
προβληματικών φιαλών  
(φασόν παραγωγή Ελληνικής  
εταιρείας για πελάτη  
εξωτερικού). Πρόβλημα  
σάρωσης σε super market  
εξωτερικού (Ισπανία).  
Απαίτηση για διόρθωση  
μακέτας και επανεκτύπωση  
νέων συσκευασιών.**



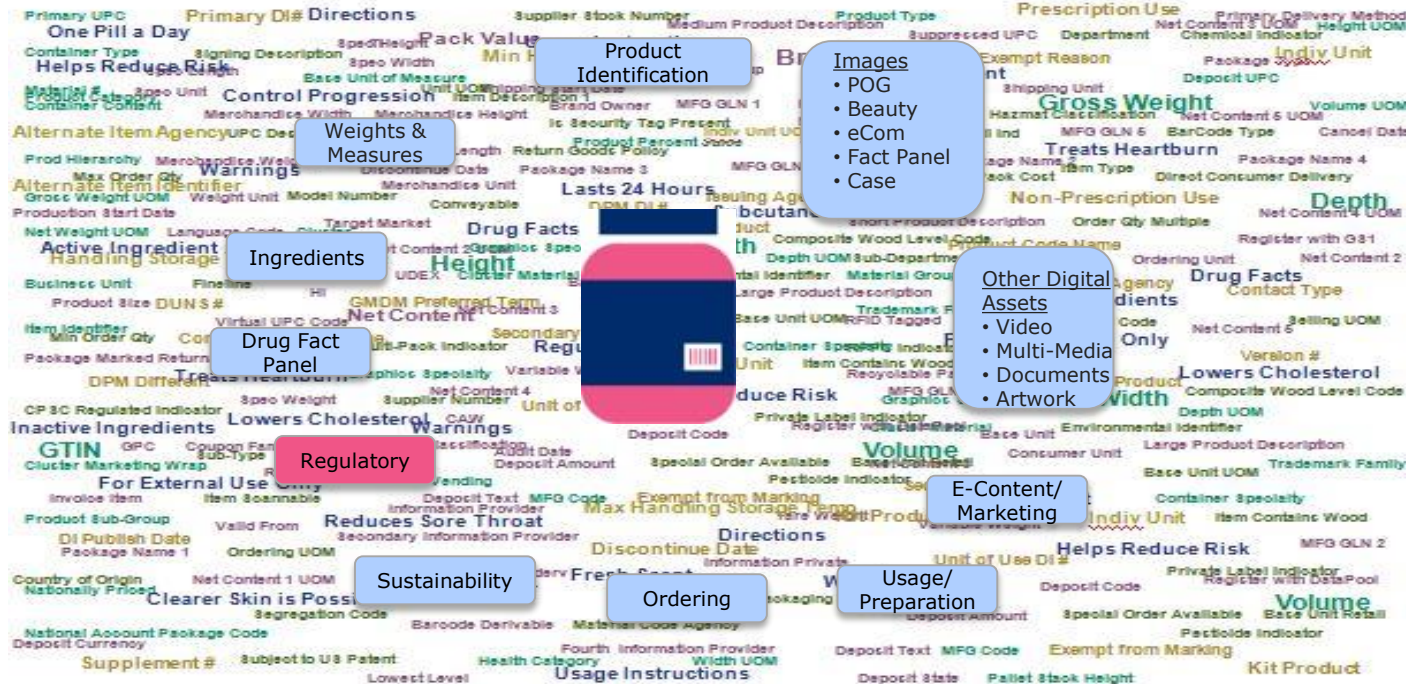
## Μικρό Μέγεθος Barcode (Υπερβολικό Άπλωμα Μελανιού) & Μη Τήρηση Ελευθέρων Ζωνών



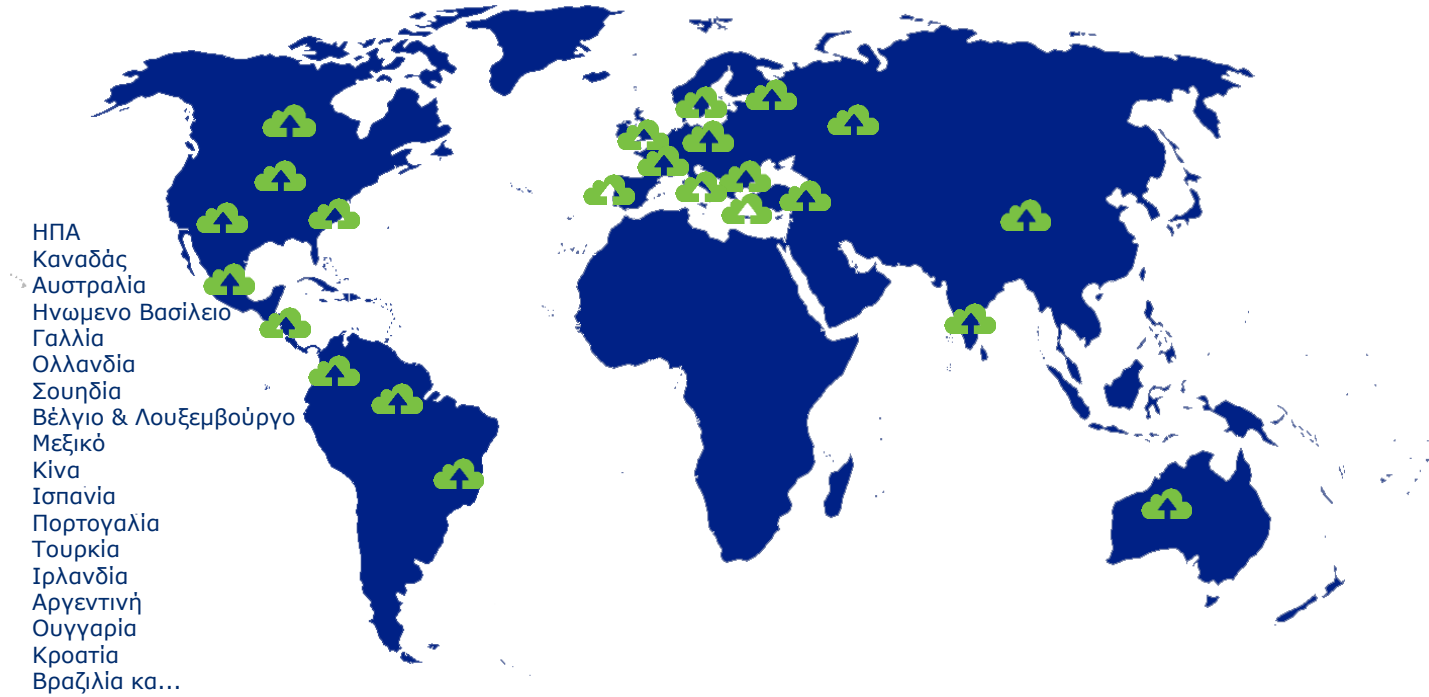
Πρόβλημα σάρωσης σε Super Market εξωτερικού (Ηνωμένο Βασίλειο). Άρνηση Παραλαβής 4 Γεμάτων (FCL) Containers Προϊόντων.

Εκτύπωση Αυτοκόλλητων Ετικετών Αποστολή τους στην Αγγλία και ανάληψη όλων των εξόδων για επικόλλησή τους.

# Ανάγκη καταναλωτή: Περισσότερες πληροφορίες



# Global Data Synchronization Network





## Καταχώρηση Στοιχείων:

- Brand (GS1 Κωδικοί GTIN, Όνομα, περιγραφή, Target Market κλπ.)
- Marketing (μηνύματα, επισημάνσεις κλπ.)
- Συσκευασία (τύπος, διαστάσεις κλπ.)
- Χαρακτηριστικά Προϊόντων (Πρωθητικές ενέργειες, οδηγίες χρήσης, target ages κλπ.)
- Τιμές, Εκπτώσεις, Φορολογική Επιβάρυνση κλπ.
- Διατροφική αξία, συστατικά κ.α
- Είδος GS1 Barcode επί των συσκευασιών & άλλες ειδικές σημάνσεις
- Πρωθητικές πληροφορίες
- Οδηγίες Μεταφοράς και Αποθήκευσης



## Το GDSN σήμερα\*:

- ✓ **34 Data Pools** πιστοποιημένα από το **GDSN**
- ✓ Περισσότεροι από **23.000.000 κωδικοί προϊόντων** καταχωρημένοι στο Global Registry
- ✓ Περισσότερες από **45.000 επιχειρήσεις – χρήστες**

\*Στοιχεία Ιανουάριος 2016

# Ενδεικτικοί χρήστες/Λιανέμποροι USA



# Απαιτήσεις Λιανέμπορων



Kroger

## Why am I receiving this communication?

The Kroger Co. is rapidly approaching a milestone in our efforts to re-engineer several of our internal systems and processes to support a full conversion to GDS (Global Data Synchronization). One of the key components of this conversion requires that all suppliers be GTIN (Global Trade Item Number) compliant.

We feel that it is necessary to ensure we do not have any disruption within our pricing, merchandising or supply chain systems. We do not want to put ourselves into a situation where we are unable to receive item data, inventory, contracts, etc from our valued suppliers due to a GTIN compliance issue.

## What is a GTIN? Why is Kroger converting to the GTIN-14 to identify items? Why not continue to use UPC's (GTIN-12) and EAN's (GTIN-13)?

GTIN stands for Global Trade Item Number. For example, a 12-digit GTIN is encoded into a U.P.C. barcode.

In addition to being the global standard for use in databases, the GTIN-14 can represent any GTIN-12 (UPC) or GTIN-13(EAN) and the various packaging levels such as case, pallet, etc.

GTINs are stored in databases/applications as 14-digits by right justifying and zero-filling left

	1	2	3	4	5	6	7	8	9	10	11	12	13	14
GTIN-14	X	X	X	X	X	X	X	X	X	X	X	X	X	X
GTIN-13	0	X	X	X	X	X	X	X	X	X	X	X	X	X
GTIN-12	0	0	X	X	X	X	X	X	X	X	X	X	X	X
GTIN-8	0	0	0	0	0	0	X	X	X	X	X	X	X	X

GTIN-14's are the GS1 standard for use in databases and are required to synchronize item information through GDSN (Global Data Synchronization Network) data pools.

GS1 is shared with trading partners in systems business-to-business (supplier data synchronization and EDI)

# Απαιτήσεις Λιανέμπορων

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Corporate Offices  
11840 Valley View Road  
Eden Prairie, MN

Dear Vendor Partner:

SUPERVALU has been synchronizing item data via the Global Data Synchronization Network® (GDSN®) with our Vendor Partners for over seven years. As a result, over 700 Vendor Partners, including competitors of yours, benefit from a more efficient and cost-effective relationship with SUPERVALU.

We expect all of our suppliers to join us in this important industry initiative to drive efficiencies across the entire supply chain. By implementing these GS1 Global Standards you will be able to leverage your investment across dozens of US based retailers who are implementing GDSN®.

SUPERVALU has chosen 1SYNC as our GDSN Certified Data Pool. To learn more about getting started synchronizing data with SUPERVALU visit <http://www.1sync.org/supervalu.html>. Once you are ready to begin syncing with us contact [DataSync@SUPERVALU.com](mailto:DataSync@SUPERVALU.com), with the completed the *Trading Partner Data Sheet*.

Synchronizing accurate item data is an integral part of supply chain business processes across the globe. We thank you in advance for executing against this important initiative.

Sincerely,

Janel Haugarth  
Executive Vice President, President/COO Supply Chain Services  
SUPERVALU INC.

# Απαιτήσεις Λιανέμπορων

The screenshot shows the Safeway website interface. At the top, there are navigation links for 'Grocery Delivery', 'Gas Rewards', and 'My List'. Below this is the Safeway logo and the tagline 'Ingredients for life.'. A secondary navigation bar includes 'No Store Selected', 'Select A Store', and 'Store Locator'. A red navigation bar contains links for 'just for U', 'Grocery Delivery', 'Our Store', 'Recipes & Meals', and 'Pharmacy & Nutrition'. On the left, there is a sidebar with 'In About Us' (Our Story, Supplier Diversity, Defining Our Terms, Working With Safeway, What We Buy, Featured Vendor) and 'Related Links' (Careers, Investors, Affiliate Program, Safeway Foundation). The main content area is titled 'Working With Safeway' and features a 'Diversity & Inclusion' banner with the text 'when it comes to business ethics, others judge us not by what we know but by what we do.' Below the banner is a section titled 'getting started: retail sale items' which contains a list of requirements for suppliers.

## Working With Safeway



when it comes to **business ethics**, others judge us not by what we know but by **what we do**.



### getting started: retail sale items

To help you initiate your relationship with Safeway, we suggest that you do the following:

- Visit one or more of our stores to compare your product or service to what we currently offer our customers.
- Evaluate your product in terms of its value: How will it help Safeway customers? What will they find useful, interesting, or new? How will it enhance the existing line of products and services at Safeway? Are your cost and suggested retail price competitive?
- Additionally, for retail sale items: Does your product have the required universal product code (UPC) number for scanning, billing and inventory purposes, from GS1 US? (Learn more by calling 937-435-3870 or visiting [gs1us.org](http://gs1us.org))
- Please check with the U.S. Food and Drug Administration at 1-888-INFO-FDA (1-888-463-6332) for more information on labeling requirements and exemptions. Specifically for food items, the following site will provide you an in-depth look at a sample label: [FDA Food Labeling Guide](#)



General Insurance Goods for Resale Health & Wellness

not be accepted and the facility must undergo a Walmart security audit.

## General Merchandise Requirements

### GTIN/UPC (GS1 Company Prefix) Membership Number

Walmart requires a GS1 Company Prefix number, on your application documents. The initial

# Ενδεικτικοί χρήστες Παγκοσμίως



ICA

Ahold



colruyt



TESCO Walmart



TSANTALI  
GREECE



Johnson & Johnson





- Το ελληνικό **Data Pool**
- Δημιουργήθηκε από τον GS1 Association Greece
- GDSN **Certified Platform**
- Πεδία για την εναρμόνιση με τον **EK 1169/2011**
- **Δωρεάν Υπηρεσία**



Για περισσότερες πληροφορίες :

[www.hellasync.org](http://www.hellasync.org)



A hand is shown from the bottom left, palm up, holding a glowing blue globe. The globe is surrounded by digital lines and patterns, suggesting a global network or data. The text is overlaid on the globe and hand.

**GS1**

**'We believe in the power of  
standards  
to transform the way we work  
and live'**

# GS1 Association Greece

Δρ. Γεώργιος Σαρανταυγός  
Director, Standards & Solutions

Αλεξιοπούλεως 32,  
16452

Αργυρούπολη

T 210 99 04 260

F 210 99 04 271

E1 [g.sarantavgas@gs1greece.org](mailto:g.sarantavgas@gs1greece.org)

E2 [tech.support@gs1greece.org](mailto:tech.support@gs1greece.org)

E3 [hellasync@gs1greece.org](mailto:hellasync@gs1greece.org)

[www.gs1greece.org](http://www.gs1greece.org)

