**TOPIC**:

**Increasing usage of technology in the consumer packaged goods industry**

* Identify and discuss the key emerging technologies being adopted in the consumer industry; provide relevant case examples
* Elaborate why is it important for companies to adopt to new emerging technologies? What is driving the change? How has COVID impacted this trend?
* What is the future outlook? What should companies do to remain competitive in the market?

**Assignment Requirements**

* Complete the assignment in word document in **at least 800 words** / **more as per suitability**
* Please be elaborate while writing drivers/new technologies
* Provide **quantitative inputs** **wherever possible**
* Provide a well-structured and well-analysed write-up
* Please provide an excel calculation (only if required)
* Include all the sources referred