
CHEP, Nielsen and Association of European Businesses discuss future consumption and supply chain trends

The supply chain of the future will move towards saving time and resources, digitalisation and circular economy, according to the three experts

Moscow, 14th November 2019 – The supply chain solutions company, CHEP, sat together with the global data analytics company, Nielsen and Association of European Businesses (AEB) during a business breakfast held on November 14th in Moscow to discuss consumer demands and business responses to them.

According to Nielsen, consumers of the future will **focus on saving**, including time, as well as caring for the environment. Marina Volkova, Analytics and Consulting Director at Nielsen Russia, spoke about Russian and international trends in retail and FMCG, and paid attention to growth points, because of current and future trends.

“Globally 73% of people are ready to change their consumer habits to reduce the damage to the environment”, Marina Volkova told the participants of the business breakfast. “In Russia this number is 62%. The difference, as we see, is small. And 57% of Russians say that environmental protection is becoming important for Russian consumers. 81% of respondents believe that business should take care of the environment”.

Another key trend for the future is **digitalization**. The spokespersons at the meeting pointed out how consumers would like to see hand scanners, self-checkout counters in stores, be able to connect to wi-fi at retail outlets. As for the FMCG business community and retailers, 85% see digitalization by 2022 among the top priorities.

According to Andrey Pisartsov, General Director of CHEP Russia, it is possible, for example, to create a new level of traceability of goods in the supply chain thanks to new technologies. “Brambles, together with its digital arm [BXB Digital](#), is developing technologies that shape the future of the supply chain,” said Andrey. “Such technologies are aimed at transforming the supply chains across the globe. These technologies will reduce logistics costs and negative impact on the environment”.

Another important trend, as Juan José Freijo, Global Head of Sustainability at CHEP, noted in his speech, is the transformation of the current linear model of the economy into a **circular economy model**, when resources are used again and again, and industrial waste in the environment used as raw materials to create reusable products. A classic example of such a model is the CHEP’s *pooling* solutions, where the reusable platforms are used many times throughout the supply chain due to regular repair and inspection services and collaboration between all users of the pooling model. Such solutions are becoming not only the key element for the retailers and manufacturers to build a circular business models but also a way to create a zero waste ecosystems across the world.

About CHEP

CHEP helps move more goods to more people, in more places than any other organisation on earth. Its pallets, crates and containers form the invisible backbone of the global supply chain and the world's biggest brands trust CHEP to help them transport their goods more efficiently, sustainably and safely. As pioneers of the sharing economy, CHEP created one of the world's most sustainable logistics businesses through the share and reuse of its platforms under a model known as 'pooling'. CHEP primarily serves the fast-moving consumer goods (e.g. dry food, grocery, and health and personal care), fresh produce, beverage, retail and general manufacturing industries. CHEP employs approximately 11,000 people and believes in the power of collective intelligence through diversity, inclusion and teamwork. CHEP owns approximately 330 million pallets, crates and containers through a network of more than 750 service centres, supporting more than 500,000 customer touch-points for global brands such as Procter & Gamble, Sysco and Nestlé. CHEP is part of the Brambles Group and operates in approximately 60 countries with its largest operations in North America and Western Europe.

For more information on CHEP, visit www.chep.com.

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About Nielsen

Nielsen is a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide. Their approach marries proprietary Nielsen data with other data sources to help clients around the world understand what's happening now, what's happening next, and how to best act on this knowledge.

For more than 90 years Nielsen has provided data and analytics based on scientific rigor and innovation, continually developing new ways to answer the most important questions facing the media, advertising, retail and fast-moving consumer goods industries. An S&P 500 company, Nielsen has operations in over 100 countries, covering more than 90% of the world's population.

www.nielsen.com

About Association of European Businesses

The Association of European Businesses is the main representative body of foreign investors in Russia. Founded in 1995, the AEB is an independent non-profit organisation of over 500 European and Russian companies. The AEB members are multinational corporations and small and medium-sized enterprises. They all share a commitment to boosting cooperation between the EU and Russia, as well as the desire to improve the investment climate of the Russian Federation.

The AEB includes 60 committees, subcommittees and working groups that are engaged in lobbying on a wide range of issues in various business areas including energy, transport and customs, agriculture, air travel, passenger cars and commercial vehicles production, legislation, taxation, banking, real estate, crop protection products and many others. These committees work closely with the European and Russian authorities, and provide comments and suggested changes to the draft laws of the Russian Federation.