

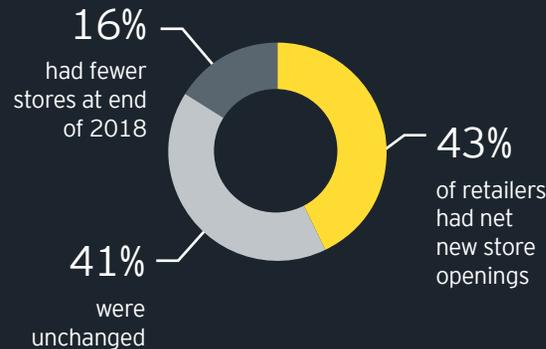
# Preparing for the future consumer

As consumer demands evolve, North American consumer products and retail companies must find the right balance between success today and growth tomorrow. Disruptive technologies, new business models and agile market entrants are revolutionizing the way people shop, what they buy and how they live. In this complex environment, consumer products and retail companies must shift their focus from protecting what they have to what they need to become.

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We help consumer product and retail companies explore, identify and implement the right balance of bold strategic choices to help them sustain their business today and transform it for continued relevance tomorrow. Find out how we can help your business today at [ey.com/ca/private](http://ey.com/ca/private).

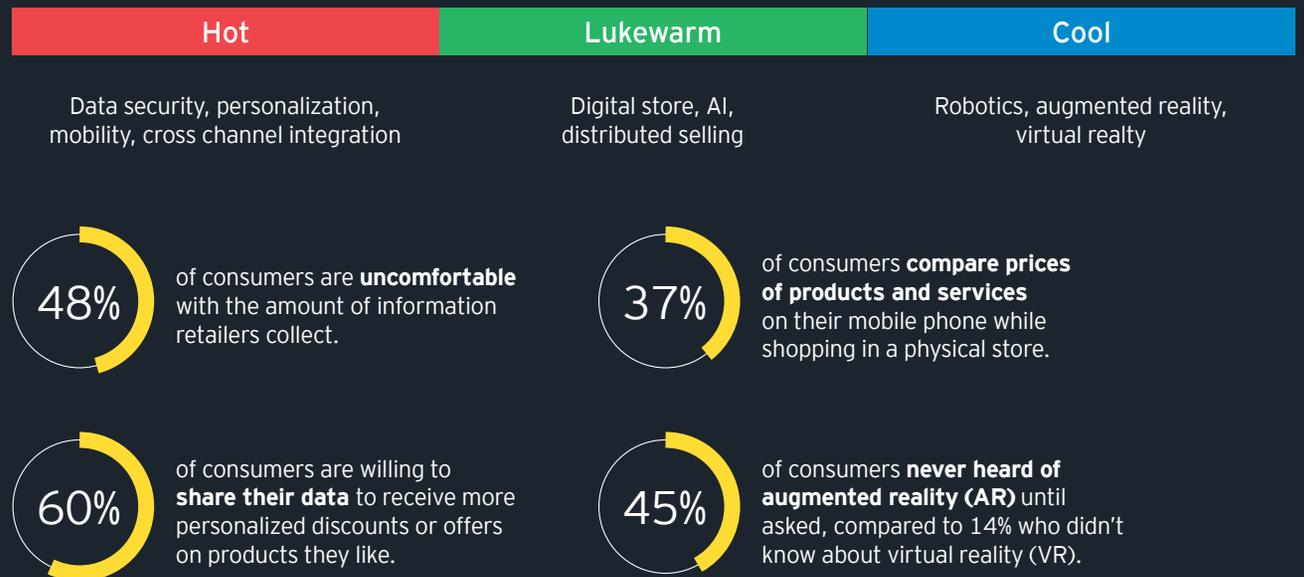
## Retail and consumer products quick facts\*



### Four key goals for retailers over the next 12 months:



### The top areas of investment for retailers:



\*The State Of Retailing Online 2018: Store Investments, Business Objectives, And Mobile", Forrester Research, Inc., 26 March 2018