



2025

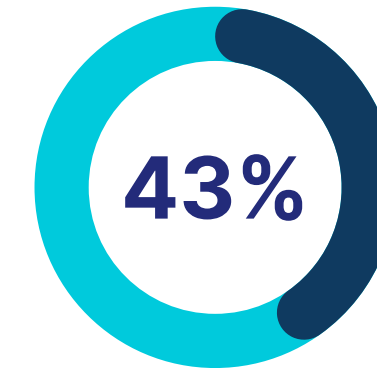
**The State of
Sustainability and Innovation in the
Food & Beverage Industry
Benchmark Report**

Executive Summary

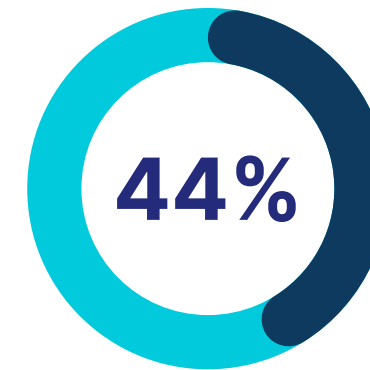
As 2025 approaches, leaders in the food and beverage industry are making bold, strategic decisions to address shifting market dynamics and consumer expectations. Recognizing the critical role of innovation, they are prioritizing sustainable practices, advanced automation, and supply chain resilience to drive efficiency and ensure long-term growth.

The integration of technologies like AI for predictive analytics, robotics, and IoT-enabled solutions reflects a commitment to modernizing operations while maintaining the highest standards of quality and safety. A balanced focus on sustainability goals and operational scalability ensures companies remain aligned with regulatory requirements and consumer demand for eco-conscious products.

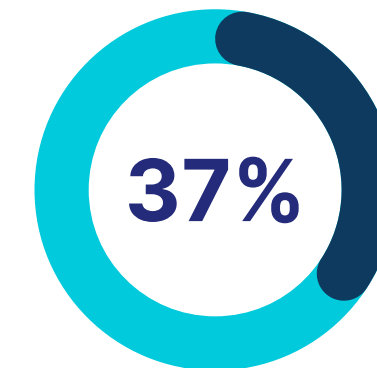
Highlights



Boosting their budgets to drive innovation and support critical business initiatives.



Organizations are leveraging external expertise to complement in-house capabilities.

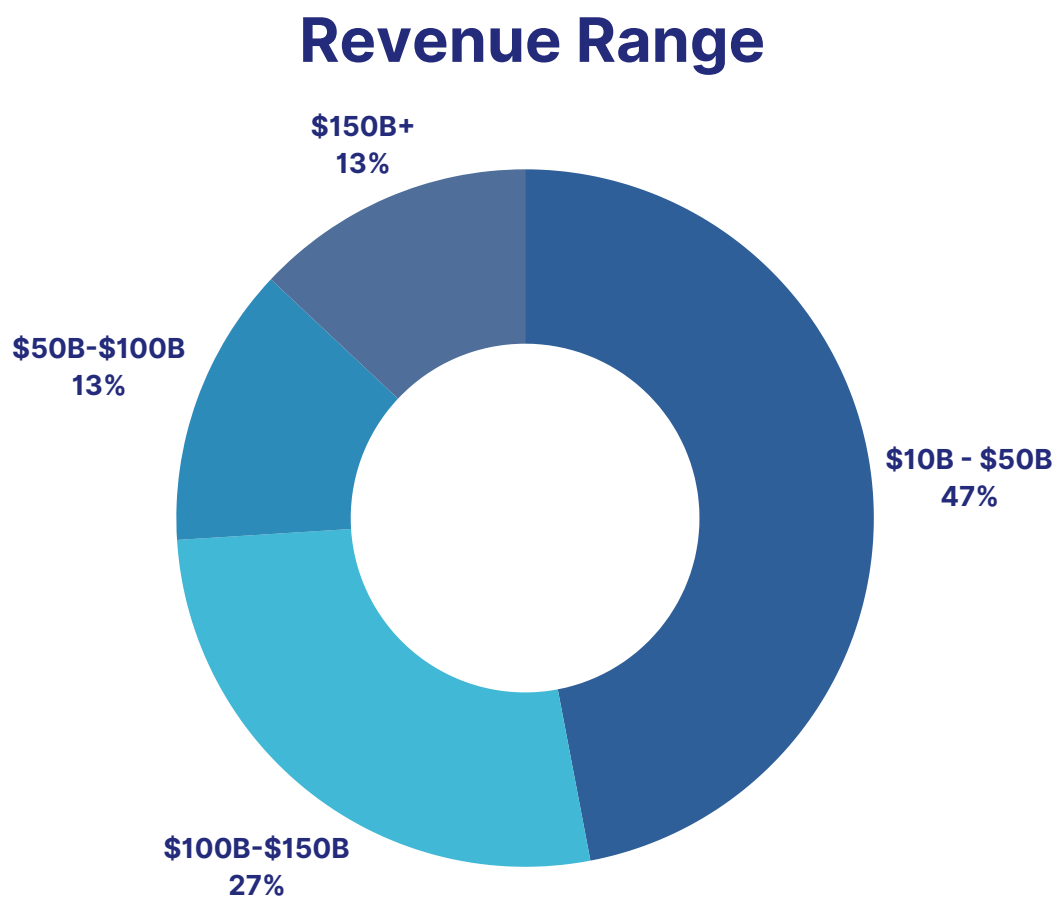
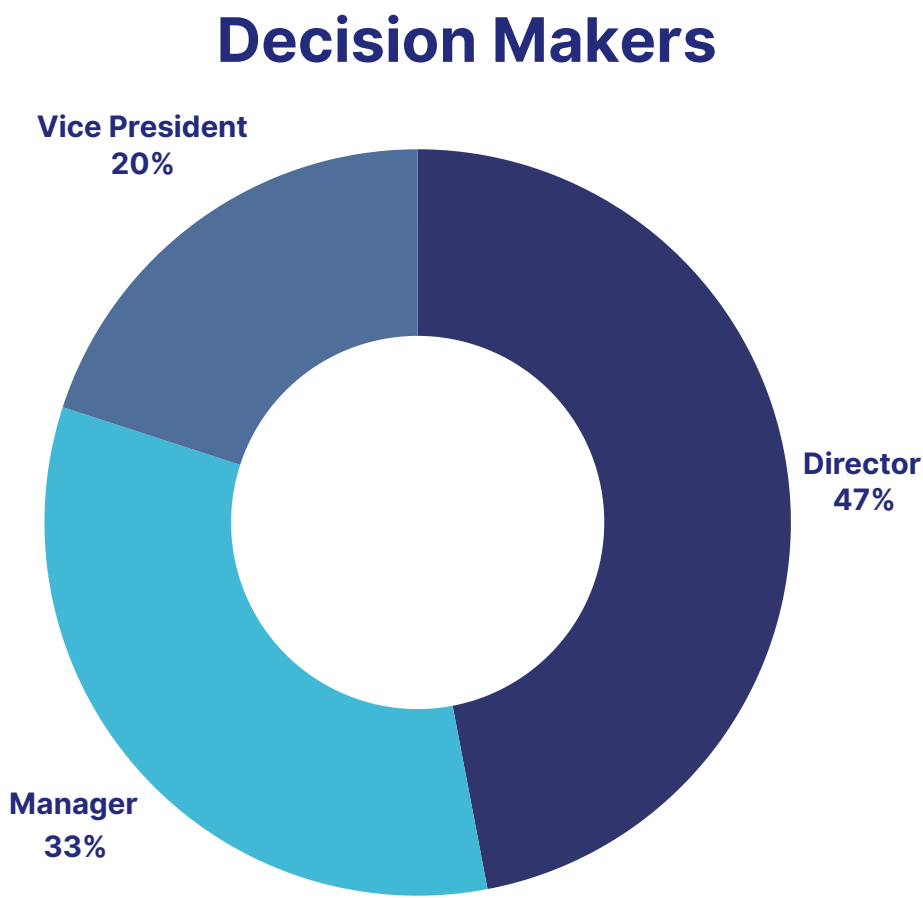


Organizations are quickly marching towards AI with many have successfully implemented AI use cases

Research Methodology

For our study, we conducted a quantitative survey to uncover key insights and emerging trends in the Food and Beverages industry. The survey engaged 821 Sustainability Leaders across the US, capturing their perspectives through a concise 3-minute online survey. By distributing the survey to a carefully curated list of industry professionals, we ensured a comprehensive and diverse representation of the sector. The study aims to provide a well-rounded view of the innovations shaping the Food and Beverages sector, driven by insights from its leading experts.

Respondent Profile



Key Findings

Automation is Driving Transformation

Robotics and Cobots lead as the most prioritized automation technology (23.5%), reflecting a strong industry push towards efficiency and innovation. AI and IoT investments optimize supply chains and boost competitiveness.

Challenges in Legacy Integration and Production Continuity

Leaders struggle with integrating automation with legacy systems (31%) and minimizing downtime (25.9%), highlighting the need for modern, compliant infrastructure.



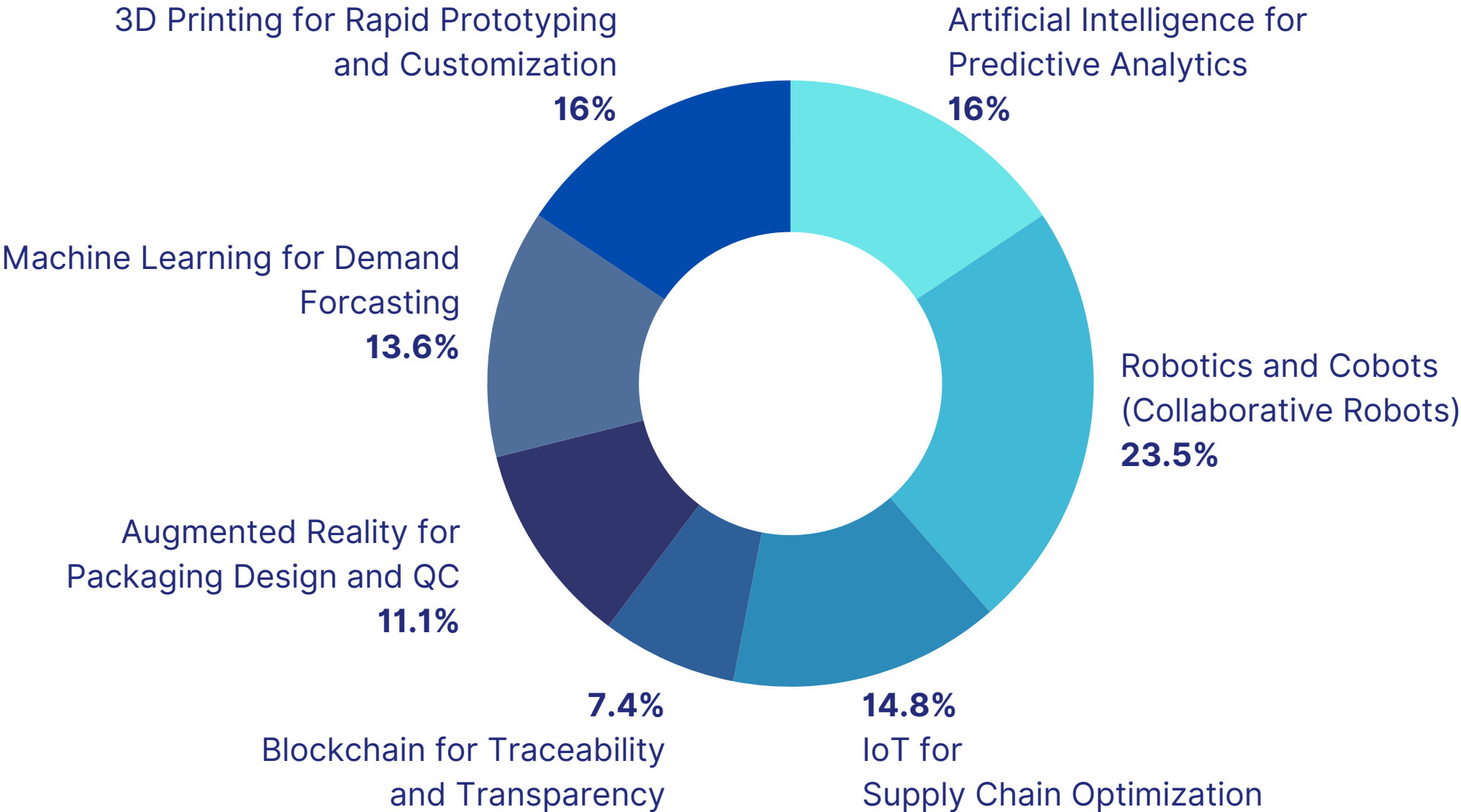
Data and Metrics Drive Decisions

Advanced analytics (29.1%) and smart sensors (25.5%) drive future automation, with metrics like ROI (32%) and OEE (37%) ensuring data-driven, measurable progress in sustainability and innovation.

Sustainability is Non-Negotiable

Sustainability is a key priority, with companies adopting energy-efficient tech, waste reduction, and carbon minimization. Notably, 86% use hybrid models to balance environmental goals with operational efficiency.

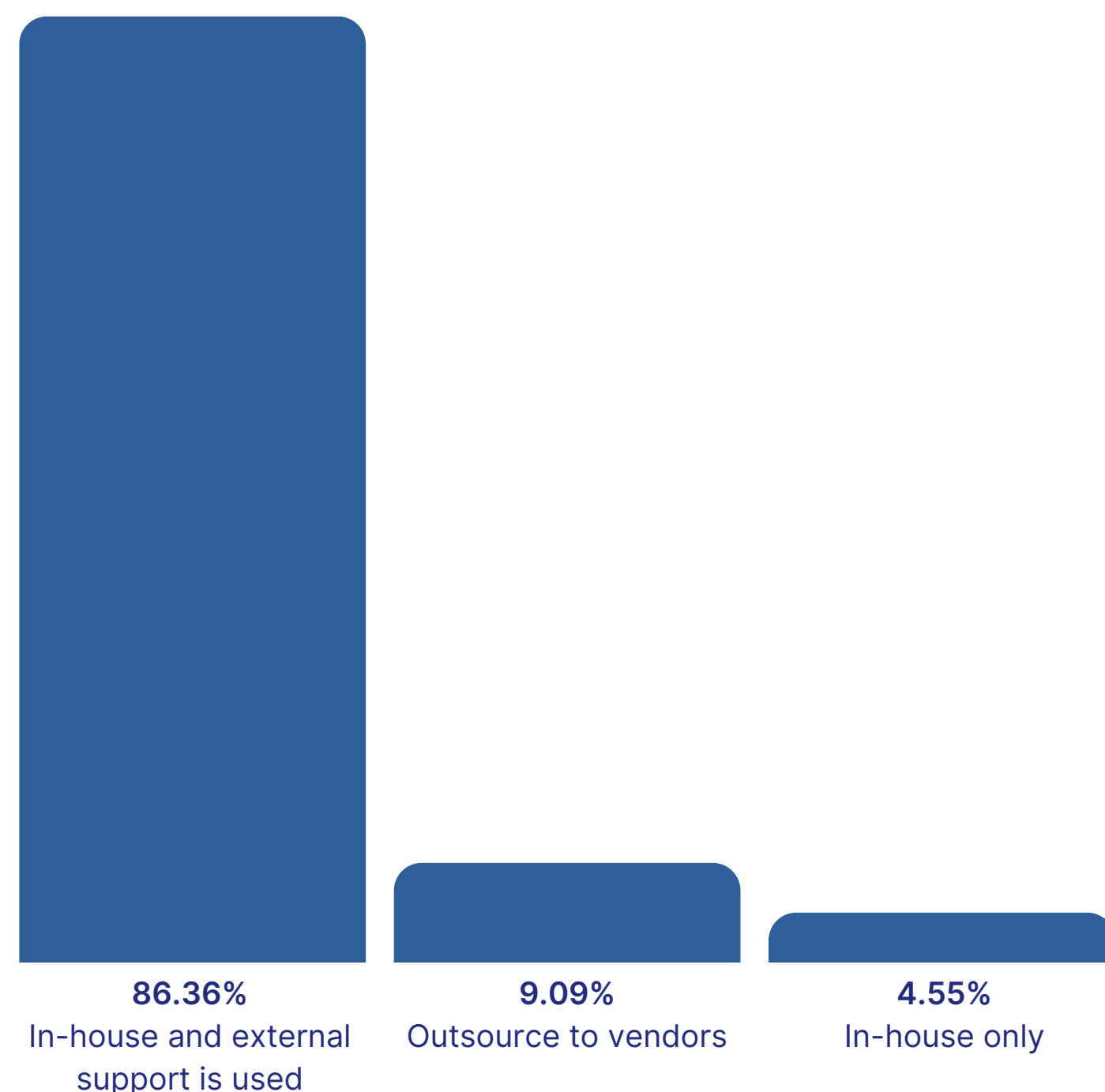
Robotics and AI Lead the Charge in F&B Automation Trends



With 23.5% of leaders prioritizing Robotics and Cobots, the Food & Beverage industry is advancing automation to achieve greater efficiency, precision, and innovation. This strategic focus positions companies to stay competitive and adapt to the demands of an evolving market.

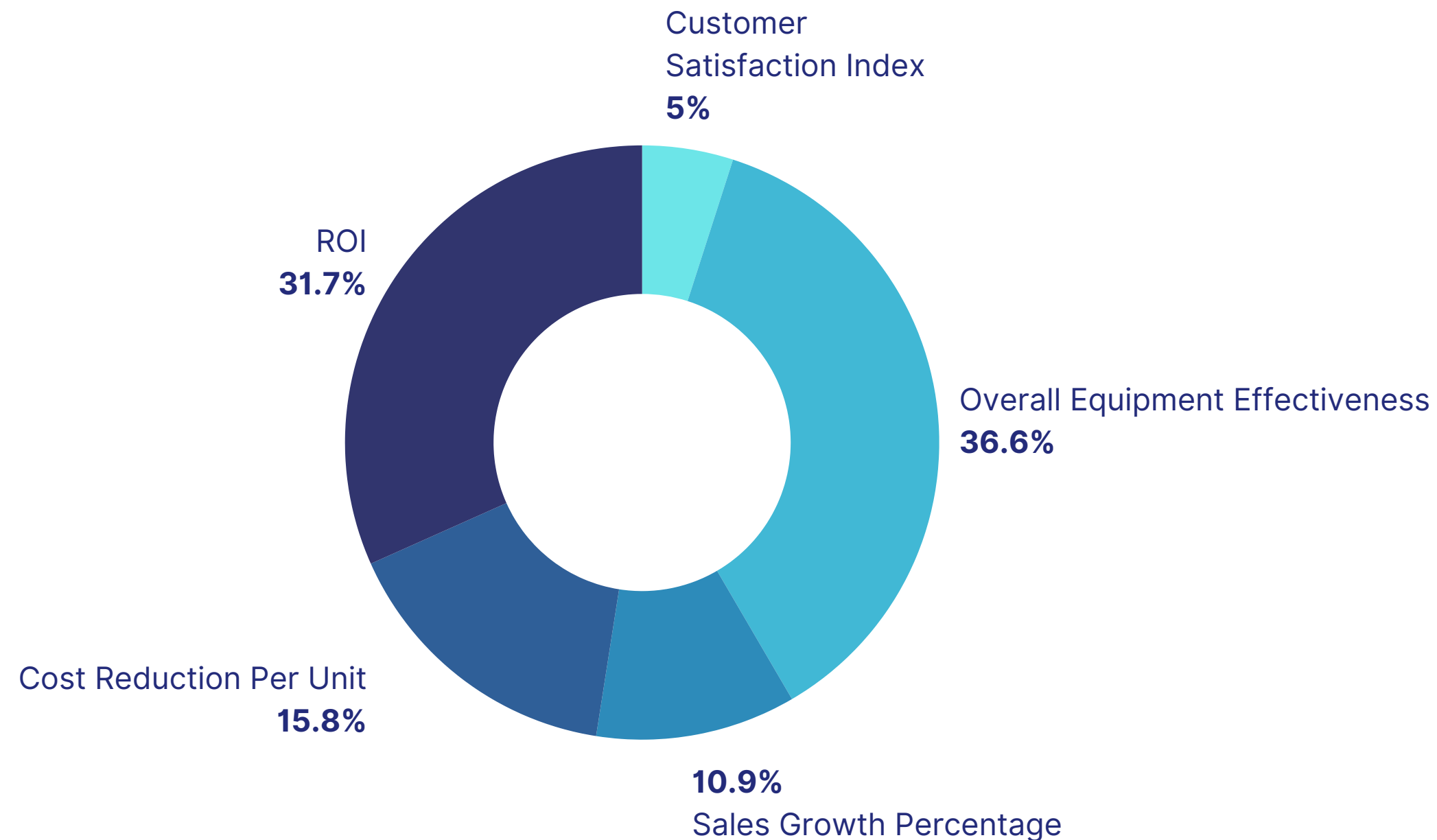
Balancing Expertise: Hybrid Training Models Lead Automation Success

An overwhelming 86.36% of leaders leverage a hybrid model for automation training and support, combining in-house expertise with external providers. This approach ensures scalability, cost-efficiency, and access to cutting-edge solutions while maintaining alignment with internal processes. For CSOs driving sustainability and innovation, adopting this balanced strategy can accelerate automation success and improve ROI.



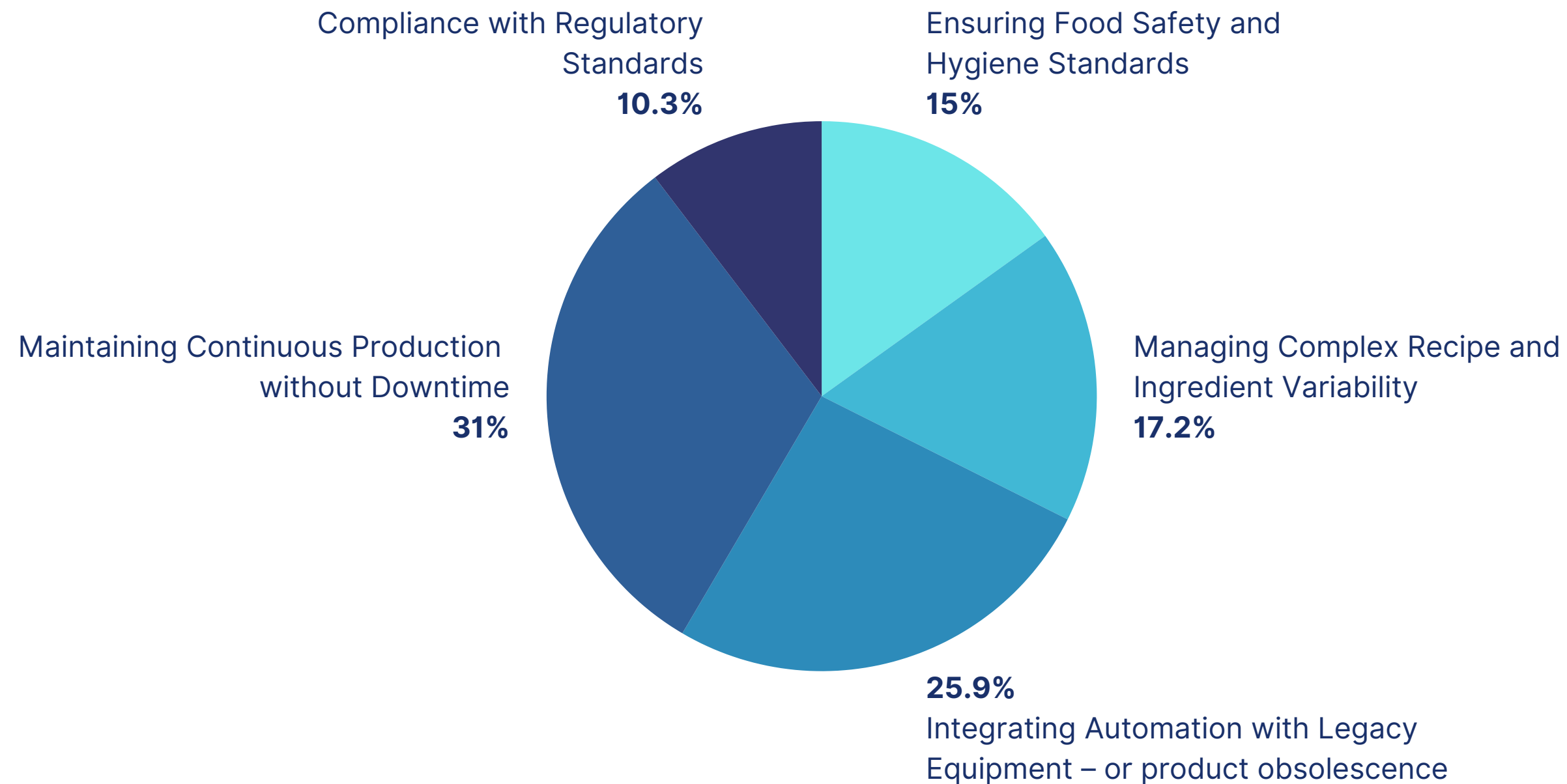
Key Metrics Shaping Automation Success in the F&B Industry

Organizations prioritize Overall Equipment Effectiveness (37%) and ROI (32%) as key metrics for measuring automation success, underscoring a focus on operational efficiency and profitability. Cost reduction per unit (16%) and sales growth (11%) reflect efforts to enhance competitiveness, while customer satisfaction (5%) signals the growing importance of aligning automation with end-user value



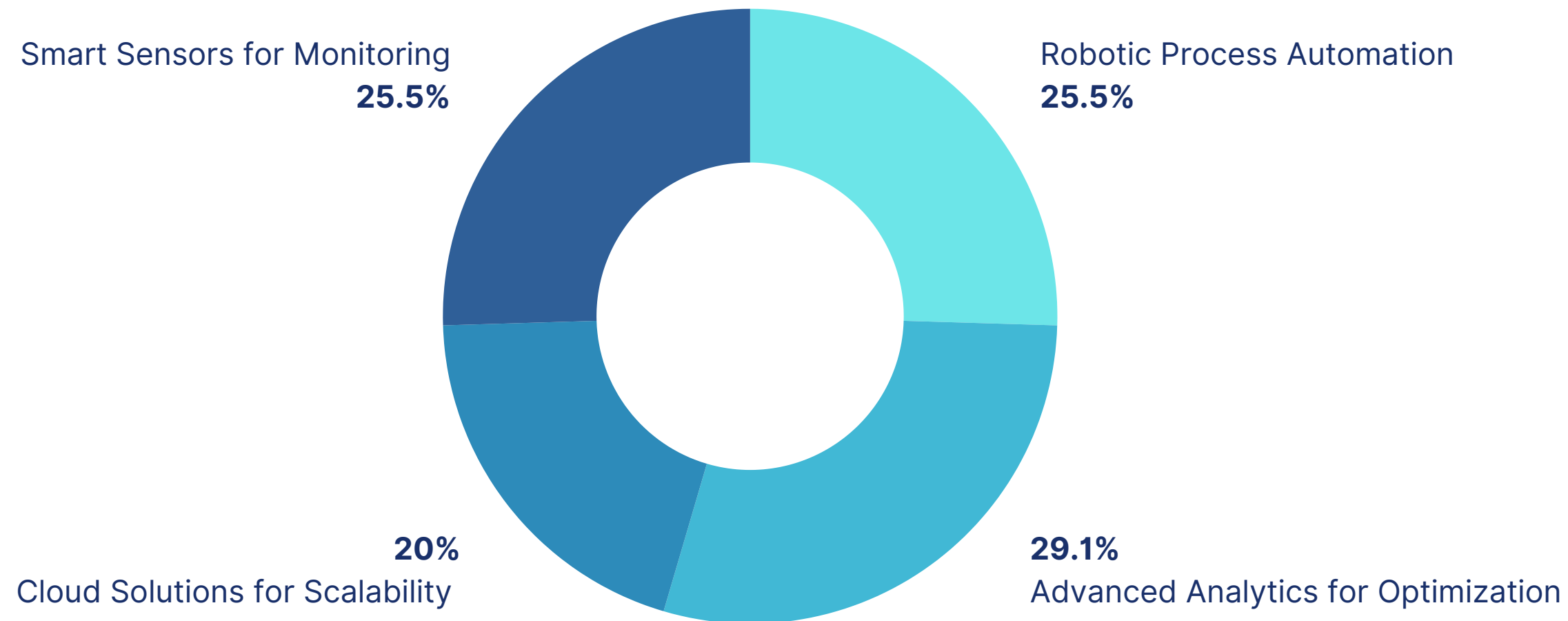
Key Hurdles in the F&B

The F&B industry faces multifaceted challenges requiring a balance between **modernization and operational efficiency**. Integrating automation with legacy systems and managing production variability are critical pain points. Companies must focus on scalable automation solutions, streamlined processes, and robust quality control frameworks to ensure consistent production while adapting to evolving consumer expectations and regulatory demands.



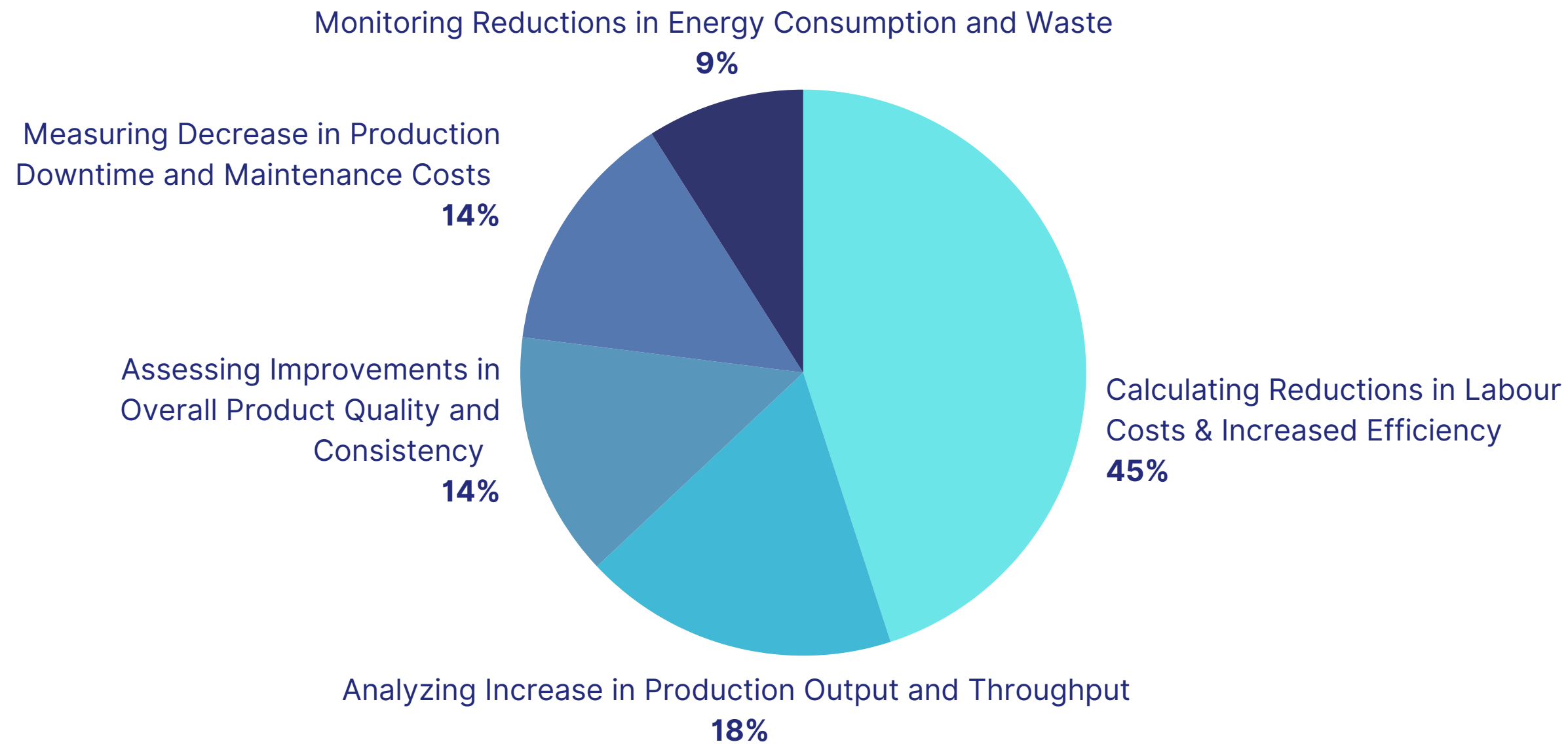
Data-Driven Automation Leads the Way in F&B Industry Strategy

Advanced automation strategies are transforming the Food & Beverage sector, with majority of leaders prioritizing advanced data analytics to optimize processes and drive efficiency.



Cost Reduction as the Cornerstone of ROI Assessment

When assessing ROI for automation, labor cost reduction and efficiency gains dominate at **45%**. Other key metrics include production output improvement (**18%**), product quality consistency and downtime reduction (both **14%**), with energy consumption monitoring at **9%**. This data highlights a shift toward holistic value measurement.



Conclusion

- The Food & Beverage industry is at a transformative stage, where sustainability, innovation, and automation are critical for future growth.
- Leaders are adopting AI, robotics, and IoT to drive efficiency, tackle challenges like regulatory compliance, and modernize legacy systems.
- The industry must adapt to shifting consumer demands and global sustainability goals through collaboration and data-driven strategies.
- Companies embracing agility and foresight will:
 - Build resilient supply chains.
 - Create a lasting positive impact on the environment and society.
- This report serves as a guide for decision-makers to align their strategies with these emerging trends, ensuring sustainable growth and innovation in the years ahead.



Insight Lab, an independent research firm based in Cary, NC, is committed to providing cutting-edge insights to business leaders across diverse industries. Through our extensive Survey Program, we engage with key industry executives to uncover and analyze the latest market trends. Our research spans multiple sectors, enabling solution providers to better understand and address their most pressing challenges. Leveraging our deep industry expertise, we offer data-driven strategies that keep businesses competitive. At Insight Lab, we uphold the highest standards of data integrity and confidentiality, ensuring our research is both accurate and secure.

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