



“ [1] ” 23 1,800 . , , .

:

- : 61% , 77% . , , .
- : 75% , .
- : , (71%), (69%), IoT(62%), AI(55%) (44%) . 67%
AI (69%) . AI (70%) (26%) .

(Luq Niazi) IBM " , " , , , , "

2022 , IBM (the Consumer Goods Forum) (Oxford Economics) ,
 , , , 23 1,800 . <https://www.ibm.com/thought-leadership/institute-business-value/en-us/report/sustainable-operations-consumer-products> .

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(CGF) . 70 400 , , CEO , , , .
4 6 1 9 . 55 CEO . www.theconsumergoodsforum.com

[1] *Redesigning brand values: Purpose and profit converge in core operations*