

Let's Talk Business

For Ted Rogers Students

These reports describe industry sectors and career paths of interest to TRSM students and Alumni. Each report leverages BCH employment data and the expertise of our staff. This collaborative effort engages staff, students, alumni and the University Business Librarian.

Updated September 2024

What is Consumer Packaged Goods (CPG)?

Consumer Packaged Goods are items used daily by consumers regularly that are replaced or replenished. This includes food, beverages, makeup, household products, and more.¹

About the CPG Industry

The CPG industry is one of the largest sectors in North America with a value of \$2 trillion with well-established companies including L'oreal, Coca-Cola, and P&G.¹ In Canada, the CPG industry accounts for one-third of Canada's manufacturing GDP and 40% of employment.²

Unlike the retail industry who sell products to their consumers, CPG manufacturers, sells, and markets physical goods (packaged in some shape or form) used by consumers and sold through a retailer.³



**\$2
million**

Industry Value



**1/3
Manufacturing GDP**

Accounts for Canada's
Manufacturing GDP



40%

Employment

Considering a Career in Consumer Packaged Goods?

The CPG provides a rewarding experience and tremendous opportunities varying from business development, production, operations and logistics to marketing, sales, finance and human resources.

Types of Roles

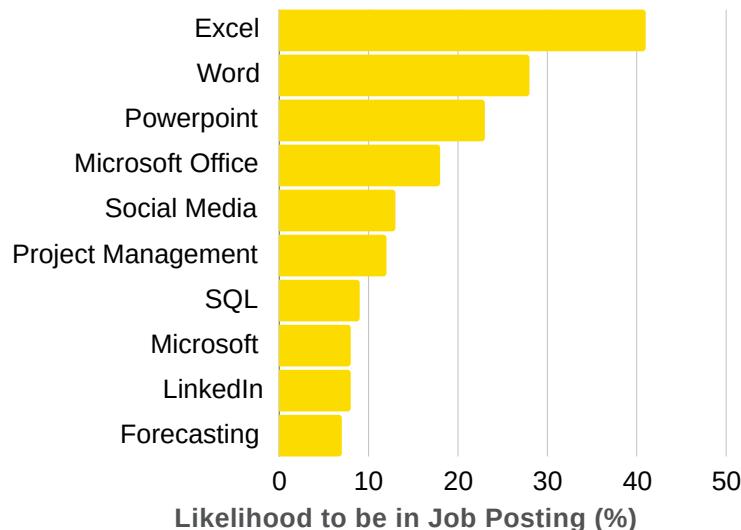
- e-Commerce Specialist
- Marketing and Sales Coordinator
- Brand Manager
- Sales Account Manager
- Account Coordinator/Manager
- Quality and Assurance Analyst
- Product Management
- Project Management
- Financial Analyst
- HR Coordinator
- Procurement Coordinator/Manager

Key Skills

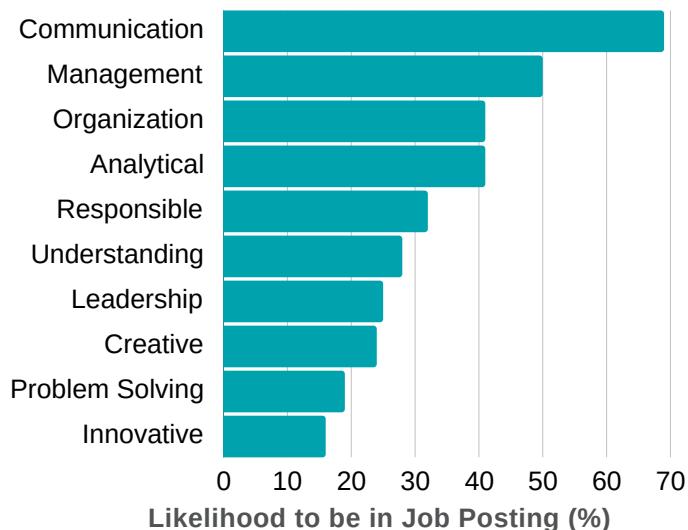
While many of the skills required to succeed in the CPG industry are technical, there are dozens of professional skills that are just as pivotal to achieve success. As someone who has to collaborate with others in various departments, and working in cross-functional teams, it's crucial to have strong teamwork and communication skills. Furthermore, day-to-day tasks require strong organizational and analytical skills.

Based on postings for 'CPG' companies on BCH's job portal, we have been able to identify the top professional skills employers want in a prospective employee. Excel and communication skills top the list.

Technical Skills for CPG Industry from Fall 2017 to Fall 2021



Professional Skills for Project Coordinator from Fall 2017 to Fall 2021



Companies We Work With



CPG Industry Trends for the Future⁴

These five forces are likely to occur in the future and largely impact the industry profits. Successful CPG companies are those that create value-oriented products and listen to their consumers. Moving forward, CPG companies must find innovative ways to meet the changing trends of consumers and the increase in technology.

1. A billion new middle-class consumers in emerging markets such as China, India, and Indonesia.
2. The rise of the digital consumer will impact brand communication and is an opportunity for "listening" to consumers via social media channels. Successful CPG companies invest into new capabilities required by new media (e.g. rigorous performance tracking, extensive digital-marketing analytics, and flexible vendor management).
3. Shift to value - consumer purchases are driven by value offerings and what exceeds their expectations.
4. Impact of demographic shifts on consumption patterns - find innovative needs to meet the needs of aging consumers.
5. Increasing supply chain resilience - globalized trading allowed for expansion in new markets and resulted in an increase in volatile input costs.

For more information on the trends in the CPG Industry, click [here](#).

Impact of COVID-19

Since last year, the industry grew by 10.4%. Large and midsize companies saw revenue growth of 7.5% and 9.5%. Small companies also experienced a gain of 15.4%. Moreover, extra-small companies averaged an 18.3 % increase in revenue.⁵

Career Paths in the CPG Industry - they are endless!

There is always opportunity for personal growth and development through different roles within this industry. You will meet amazing professionals, gain new skills, and learn a lot about the CPG industry.

Meet a TRSM Student!



5th Yr. Marketing
Student

MICHAL AIZIKOV



I am a 5th year Marketing Co-op student, minoring in Retail Management. I began my co-op with Kimberly Clark in 2020 as the Amazon E-Commerce Intern. Since then, I have been promoted to a full-time Costco Account Manager. In these roles I have improved my analytical and relationship-management skills, qualities that are essential in the industry.

The two pieces of advice I would give other students:

1. Be curious! Grow and learn to the best of your abilities by asking about new projects and challenges
2. Confidence is KEY! Keep your head held high and welcome new challenges.

The BCH has helped me so much along my journey! I highly recommend going to Excel bootcamps, as Excel is a tool that can make your life much easier on the job. Also, book time with your Coordinator to discuss each application and/or interview and prepare.

Want to Learn More for Free?



CPG Series

A series of events for the CPG industry that take place in Fall and Summer.



CPG Insights

[Insights on Consumer Packaged Goods](#)



About the CPG Industry

[What You Need About the CPG Industry](#)

Visit the Business Career Hub

Employer Events

The BCH hosts several employer events to prepare you for your professional career. Refer to your weekly BCH Careers Newsletter for a list of upcoming [events](#).

Bootcamps/Prep Programs

Advance your technical and soft skills, earn digital badges, and gain an advantage in today's workforce through bootcamps. [Click here to register for current bootcamps](#).

Coaching & Mock Interview

For career coaching, interview prep and more, [schedule a 1:1 appointment](#) with a Career Consultant or a Co-op Coordinator.



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[Business Career Hub Website](#)



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Career Consultant Contributor

Paige Fong

Paige is Career Consultant and TRSM Alumni, with talent acquisition experience in the public sector and non-profits. She is passionate about career development, building meaningful relationships, and empowering others to apply their strengths.



Student Contributor

Areej Khokhar

Areej is a 5th-year Marketing co-op student, currently working at the BCH and President of the Toronto Metropolitan Pakistani Students' Association (PSA). She has previously worked for Avetti Commerce and PICCO Group of Companies.



Data Sources

- 1 Consumer Packaged Goods. (2021, October 12). [Consumer Packaged Goods \(CPG\)](#)
- 2 Government of Canada - Consumer Products. (2021, July 24). [Consumer Products](#)
- 3 Nitin, J. (2015, May 23). [Consumer Packaged Goods \(CPG\) Industry - 5 Digital Transformations](#)
- 4 McKinsey & Company. (2020, December). [Trends that will shape the consumer goods industry](#)
- 5 Gupta A., Edelstein P., Mann K., and Marcus S. (2021, March 11) [The Pandemic Was a Game-Changer for CPG in 2020. Who Won, and What's Next?](#)