

Preparing CPG R&D Leaders for a Volatile Regulatory Future

The three levers of the superior product engine.



The primary function of R&D at leading CPG organizations is to innovate and consistently deliver superior products to consumers, ensuring year-over-year accretive growth. However, the unprecedented pace and magnitude of regulatory change is pushing R&D leaders toward an existential moment requiring a reimagined innovation process. That is so that design for compliance and sustainability are foundations that ensure product benefits and claims align with consumer needs and stringent regulations, such as the [EU Green Deal](#) and [MoCRA](#).

In this new reality, managing product marketing claims in the CPG industry has become increasingly complex. These claims are the lifeblood of marketing and sales but place incredible burdens on R&D teams to deliver. Product claims need to be traceable, substantiated, and managed all the way through the supply chain. This means ensuring processes and systems are in place to systematically track and leverage product compliance and sustainability information in innovation and finding ways to free up limited resources to meet this challenge.

Thus, R&D leaders who can optimize the value and flow of product claims will deliver more ROI to the company. Ensuring R&D can deliver new benefits to marketing without changing a product (commercial innovation) maximizes market speed and unlocks critical resources to focus on higher-value incremental and disruptive innovation.

With the right systems in place, R&D leaders can pull three key levers to deliver differentiated product claims in innovation: Commercial, Incremental, and Disruptive.



“With no room left for price increases, CPGs must fundamentally reshape their businesses to reignite profitable, volume-driven growth.”

Bain & Co., [Consumer Products Report 2024: Resetting the Growth Agenda](#)

Maximizing commercial innovation and accelerating incremental innovation frees R&D to focus on high-impact disruptive innovation, whilst ensuring consistent growth and ROI.

Every day, Veeva works with the world's leading consumer products companies to accelerate product compliance, differentiation, and transparency.

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Learn more about navigating complexity, Digital Product Passports, EU Green Deal, and more.

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