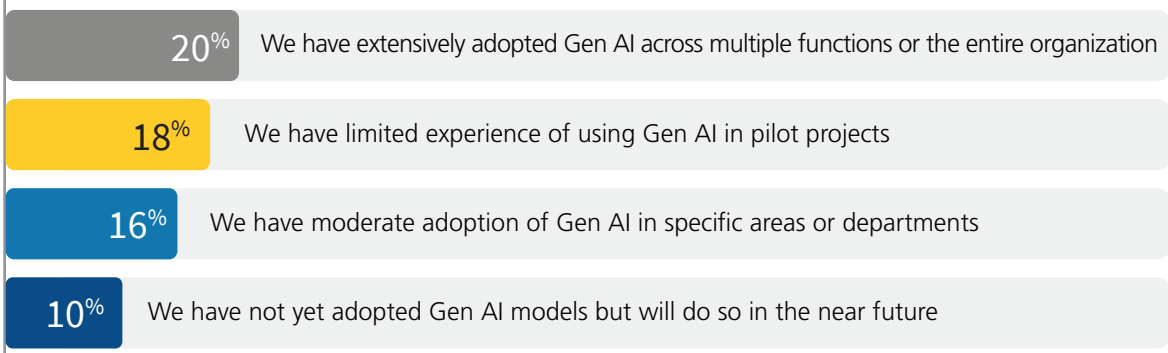# LTIMindtree

The State of Generative AI Adoption in the Retail, Consumer Packaged Goods Industry

Respondents shared insights on Gen AI adoption in their organisations

20% We have extensively adopted Gen AI across multiple functions or the entire organization

18% We have limited experience of using Gen AI in pilot projects

16% We have moderate adoption of Gen AI in specific areas or departments

10% We have not yet adopted Gen AI models but will do so in the near future

Primary driver

40% of early adopters are in **retail** and **manufacturing**

Top consideration

User-friendly AI **technology** and **management support**

Biggest barrier

Data quality and availability and technical **infrastructure challenges**

How Gen AI is changing retail

Consumer-facing industries value Gen AI to **enhance personalization**, **efficiency**, and **competitive advantage**

Predictive analytics to anticipate **consumer preferences**

AI-driven operations for streamlined and **personalized digital experiences**

Gen AI use cases

Conversational commerce for building virtual stylists that help consumers find what they need

Rapid product design aligned with **market demand**

Creative assistance to deliver engaging, personalized, and creative content in **cost-effective** ways

Grab the report to uncover a holistic generative AI adoption roadmap

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