

SAP'S CONSUMER PRODUCTS INDUSTRY SOLUTIONS

Consumer products software from SAP and its partners



Cloud ERP

Ready-to-Run Cloud ERP

Optimize processes, increase agility, and improve product and service quality with SAP's intelligent, cloud-based ERP.

[Explore SAP S/4HANA Cloud Public Edition](#)

Sustainable Products

Unlock the power of data to record, report, and act on your sustainability goals – at scale.

[Explore SAP Sustainability Control Tower](#)

Digital Innovation

Integrate landscapes and connect processes and experiences to help business users make decisions with confidence.

[Explore SAP Business Technology Platform](#)



Business Networks

Connected Supply Chains

Connect with CPG logistics partners to improve freight collaboration, goods tracking, material traceability, and supply chain resilience.

[Explore SAP Business Network Supply Chain Collaboration](#)

Integrated Business Planning

Create a sustainable, risk-resilient supply chain with connected processes and fast, flexible planning.

[Explore SAP Integrated Business Planning for Supply Chain](#)

Global Tracking

Gain visibility into goods in transit, notify stakeholders about deviations, and monitor fulfillment in real time.

[Explore SAP Business Network Global Track and Trace](#)



Artificial Intelligence (AI)

Intelligent Selling Services

Adapt to changing customer behavior with machine learning and AI that provides real-time personalization and merchandising.

[Explore the SAP Commerce Cloud solution](#)

Increased Forecast Accuracy

Improve supply chain visibility by connecting POS and inventory data with ERP inventory and supply chain data.

[Explore SAP's AI solutions](#)

AI-Enhanced Customer Experiences

Combine business data with proprietary AI models and large language models to deliver exceptional customer experiences.

[Explore the SAP Commerce Cloud solution](#)



Revenue Growth Management

Maximized Profitability and Increased Customer Loyalty

Plan, analyze, and optimize consumer products sales channels with solutions that help you minimize operational costs and harness insights into buyer behaviors.

[Explore revenue growth management solutions](#)

Autonomous Revenue Growth Optimization

Optimize price, promotion, assortment, and media, and systemically scale your decision-making capabilities.

[Learn more](#)