Cognizant Identified as a Leader in the HFS Horizons: Intelligent Retail and CPG Ecosystems, 2025 Report

August 11, 2025 – Cognizant has been recognized as a Horizon 3 Leader in the 2025 HFS Horizons: Intelligent Retail and CPG Ecosystems Report. HFS evaluated 27 retail and consumer packaged goods (RCPG) providers based on their ability to help clients embrace innovation and realize value.

HFS Research uses 3 tiers to classify service providers with Horizon 3 being the highest recognition. Horizon 3 Leaders are recognized for building ecosystems that unlock new business models, fostering co-innovation, and creating entirely new revenue streams with an emphasis on sustainability and collaboration.

Cognizant's designation as a Horizon 3 Leader is attributed to its effective entry into the RCPG market, with a strategic emphasis on revenue growth management, supply chain optimization, marketing, and omnichannel integration services. In the report, HFS highlights that "Cognizant's evolution from a delivery-focused provider to an ecosystem orchestrator is timely. Its ability to fuse industry depth, AI-led platforms, and collaborative innovation positions Cognizant as a true Horizon 3 player in Retail and Consumer Goods industry. What sets Cognizant apart is its readiness to co-create new business models with clients, that goes beyond just implementing technology." – Ashish Chaturvedi, Executive Research Leader, HFS Research

When highlighting Cognizant's strengths, HFS Research calls out Cognizant's 35,000+ data and AI consultants, $1 billion in AI investments, consulting expertise, proprietary tools, and global delivery capabilities as key contributors to its success driving transformative outcomes for its RCPG clients. "Cognizant has developed a comprehensive data and intelligence toolkit that supports data quality, transformation, and advanced analytics for enabling smarter, data-driven decisions," noted the report authors Ashish Chaturvedi & Krupa KS. HFS Research also surveyed clients and partners as part of their research. According to HFS, "clients praised Cognizant's scalability, competitive pricing, flexibility, and strong skill set; partners value Cognizant's strategic industry vision and deep domain expertise."

To learn more about why HFS Research rated Cognizant a Horizon 3 Leader in their 2025 Intelligent Retail and CPG Ecosystems Report, read the full report HERE.

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