Cognizant Named a Leader in the Everest Group CPG Services PEAK Matrix® Assessment 2025

October 22, 2025 -- Cognizant has been recognized by Everest Group as a Leader in the CPG Services PEAK Matrix Assessment. In its report, Everest Group evaluated 27 leading CPG service providers based on market impact and vision & capability. Leaders in the report exhibit robust capabilities across services tailored to diverse CPG subsegments, drive large-scale, end-to-end digital and operational transformations, and stand out for their ability to scale consistently while delivering CPG-specific contextualized solutions.

“CPG enterprises face macroeconomic volatility, rising costs, and shifting consumer demands, which are nudging them to accelerate investments in AI, digital commerce, and a faster product development cycle. Providers leveraging AI to enhance their domain-specific IPs and solutions in addition to offering full-stack capabilities are emerging as strategic partners in scalable, value-led transformation,” said Abhilasha Sharma, Practice Director, Everest Group.

The report highlights that Cognizant benefits from a strong partnership ecosystem that spans enterprise platforms, cloud, supply chain, and data ecosystems – supporting CPG use cases in areas such as demand forecasting and digital product lifecycle management. Everest Group notes that clients appreciate Cognizant’s strong technical expertise and talent continuity. According to Everest Group, clients also highlight Cognizant’s “consistent delivery above industry benchmarks.”

“Fueled by deep domain expertise and a relentless drive for innovation, we are redefining the future of the CPG industry and empowering our clients to transform their end-to-end operations with agility and precision. Cognizant helps its CPG clients accelerate their transformation agenda across the entire value stream (design, make, move, market, sell & serve). Domain specific solutions from intelligent supply chains to performance marketing and sales transformation enable CPG companies to unlock actionable insights, drive operational excellence, and elevate customer experiences,” said Anup Prasad, Senior Vice President & Head of Cognizant's Consumer Business Unit.

Read the full report HERE.

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About Everest Group

Everest Group is a leading global research firm helping business leaders make confident decisions. Everest Group's PEAK Matrix® assessments provide the analysis and insights enterprises need to make critical selection decisions about global services providers, locations, and products and solutions within various market segments. Likewise, providers of these services, products, and solutions, look to the PEAK Matrix® to gauge and calibrate their offerings against others in the industry or market. Find further details and in-depth content at www.everestgrp.com.

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