THE LURE OF THE OFFICE

% of Manufacturers
% of Retailers

Just 4% of consumer packaged goods manufacturers — and one-fifth of retailers — have no plans for headquarters and sales associates to return to their offices, according to food and nonfood manufacturers and grocery, c-store and drug retailers and wholesalers surveyed by Advantage Sales.

The rest are hoping to motivate their associates to return to the office when it's safe by offering flexible work options and improving corporate culture.

What are your strategies to motivate people to come into the office when it is safe?

On-site benefits (Reduced or comped meals or snacks, etc.)

17% **0%**

Flexible arrival/ departure time

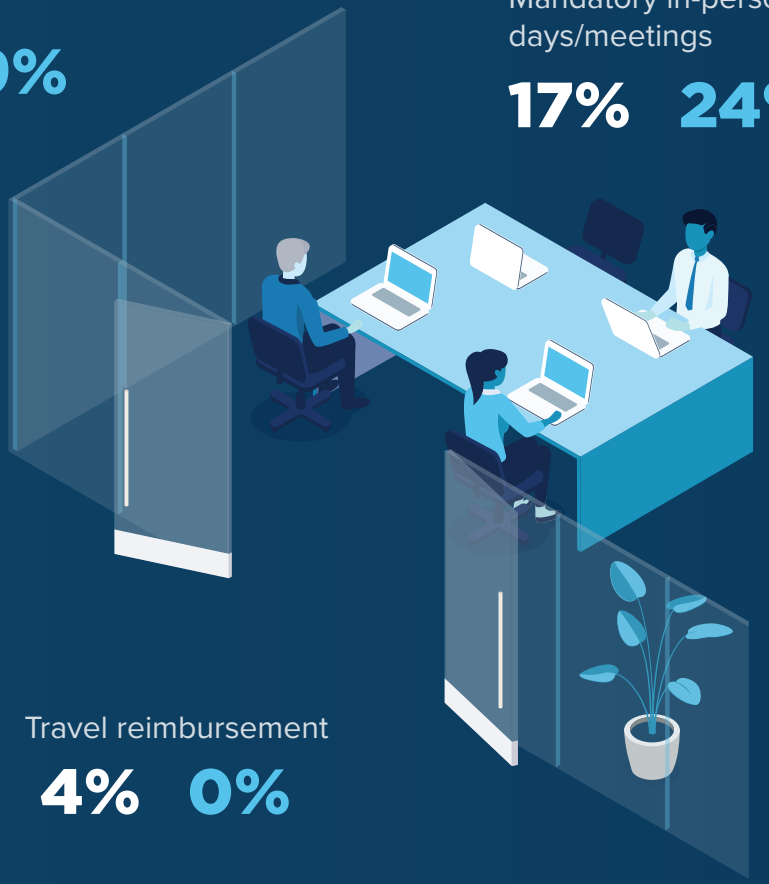
38% **29%**

Mandatory in-person days/meetings

17% **24%**

Flexible in-office/ hybrid schedule

77% **56%**



Modified office layout for social distancing

38% **21%**

Travel reimbursement

4% **0%**

ADVANTAGE SALES

Advantage Sales Outlook | March 2022 based on surveys of consumer packaged goods manufacturers, retailers and wholesalers, January 20 through February 6, 2022.