

SECTOR FOCUS

Consumer Goods, Food and Retail

Consumers and businesses worldwide are engaging and connecting in new ways every day as consumer habits change and the product landscape evolves. We're here to help break down barriers and create new frontiers.

Innovative sector focus

From deploying innovative products to leveraging digital marketing tools like NFTs to drive consumer engagement, we're on the cutting-edge of the consumer goods, food, and retail industry. We work side-by-side with industry pioneers and household names to maximize opportunities and mitigate risk.

Our industry approach allows us to build cross-practice teams equipped with deep industry knowledge to tackle challenges from all sides – no learning curve required.

Modern, dynamic guidance

In a world where innovation is everywhere and the marketplace changes fast, you need more than a good lawyer. You need industry-savvy advisors who keep you ahead of the curve, anticipating new challenges and finding better solutions to common hurdles.



Sustainability and ESG

Informed strategies for prioritizing environmental, social, and governance policies in business operations while increasing transparency to consumers and investors.



Disputes

Smart, creative strategies that quickly mitigate, limit, and resolve false advertising claims, intellectual property claims, and technology disputes.



350+

Consumer Goods, Food and Retail lawyers worldwide

10+

Practice groups with Consumer Goods, Food and Retail lawyers



Top Ranked

Retail

Chambers USA 2024

Leading Firm

Food and Beverage Regulatory and Litigation

Chambers USA 2024

Modern, dynamic guidance



Regulatory

Forward-looking approach to anticipating and navigating regulatory pressures and reputational risks.



Corporate transactions

Seamlessly executed M&A, capital markets, private equity, and venture capital transactions that fuel innovation and drive growth.



Intellectual property and technology

World-class IP protection through prosecution, strategic technology transactions, and procurement.



Privacy and cybersecurity

Cutting-edge data privacy and cybersecurity solutions for protecting consumer privacy.



Tools and resources

We're always developing insights and cutting-edge industry knowledge to help you shape your business with the right information on your side.

Is blockchain the key to a more ESG-compliant supply chain?

A [concise report](#) developed in partnership with FTI Consulting that explores the benefits of blockchain and how it can improve supply chain management.

Consumer Goods and Retail CLE Speaker Series

A series of CLE-accredited discussions for in-house counsel lawyers, business professionals and executives who are interested in industry-specific insights across a broad range of business areas.

Law à la Mode

This [quarterly e-magazine](#) brings together the latest news, commentary, and legal updates from the fashion, retail, and design space.

Consumer Goods and Food and Beverage News and Trends

A [biweekly publication](#) that focuses on helping clients navigate the ever-changing business, legal, and regulatory landscape.

About us

DLA Piper is a global law firm with lawyers located in more than 40 countries throughout the Americas, Europe, the Middle East, Africa and Asia Pacific, positioning us to help companies with their legal needs around the world.