

DSMN8

Europe's Most Active Consumer Goods Professionals on Social - July 2021

Industry at a glance:

Average Score:
7.61%

Total Companies:
189

Global Industry Average:
5.31%

Why should you care?

An organization's employees are its number one asset, but did you know that their reach and impact is often greater than that of its company pages?

Your employees are seen as a trusted source of information by the audiences most important to your organization - your customers, prospects, partners and future employees. **Activated effectively, they have the influence to grow your share of voice, website traffic, inbound leads, conversions, and prove ROI.**

Plus, there's no better way to showcase your company culture and employer brand at scale than through the people closest to your business - your employees!

But, how active are your employees currently on social? And how does this compare to the rest of your industry?

Well, we've done the number crunching and listed the results below.

While you're looking, consider that DSMN8 customers typically see **30-40%** of employees regularly sharing company-approved content, with little effort required.

We've got everything you need to launch an effective employee advocacy program that engages your business, customers, and prospects used by senior leadership, marketing, communications, sales, and HR teams.

Isn't it time you added amplified social sharing to your activity? Learn more at www.dsmn8.com

So, where does your company rank?

Position	Company Name	LinkedIn URL	Location	Employees on LinkedIn	No. Employees Shared (Last 30 Days)	% Shared (Last 30 Days)
1	Delabie	https://www.linkedin.com/company/delabie	France	212	66	31.13%
2	Spadel	https://www.linkedin.com/company/spadel	Belgium	299	59	19.73%
3	Duni Group	https://www.linkedin.com/company/duni-group	Sweden	435	79	18.16%
4	Ejendals	https://www.linkedin.com/company/ejendals	Sweden	284	51	17.96%
5	Nedac Sorbo	https://www.linkedin.com/company/nedac-sorbo	Netherlands	235	39	16.60%
6	New Flag	https://www.linkedin.com/company/new-flag	Germany	200	32	16.00%
7	Hansgrohe Group	https://www.linkedin.com/company/hansgrohe-group	Germany	1,242	192	15.46%
8	Cybex	https://www.linkedin.com/company/cybex	Germany	540	82	15.19%
9	Cofel Groupe	https://www.linkedin.com/company/cofel-groupe	France	244	37	15.16%
10	Bugaboo	https://www.linkedin.com/company/bugaboo	Netherlands	549	83	15.12%
11	Britvic France	https://www.linkedin.com/company/britvic-france	France	219	33	15.07%
12	Remeha	https://www.linkedin.com/company/remeha	Netherlands	402	60	14.93%
13	Dornbracht	https://www.linkedin.com/company/dornbracht	Germany	223	33	14.80%
14	Upfield	https://www.linkedin.com/company/upfield	Netherlands	2,605	383	14.70%
15	Groupe Brandt	https://www.linkedin.com/company/groupe-brandt	France	368	54	14.67%
16	IMC Toys	https://www.linkedin.com/company/imc-toys	Spain	258	36	13.95%
17	Versela-Laga	https://www.linkedin.com/company/versela-laga	Belgium	201	28	13.93%
18	BSH Electroménager	https://www.linkedin.com/company/bsh-electromenager	France	256	35	13.67%
19	JJA SA	https://www.linkedin.com/company/jja-sa	France	271	37	13.65%
20	Kusmi Tea	https://www.linkedin.com/company/kusmi-tea	France	266	36	13.53%
21	Essity	https://www.linkedin.com/company/essity	Sweden	9,384	1,260	13.43%
22	Emma	https://www.linkedin.com/company/emma	Germany	642	86	13.40%
23	FITT Group	https://www.linkedin.com/company/fitt-group	Italy	233	31	13.30%

24	Läderach	https://www.linkec	Switzerland	216	28	12.96%
25	Brita Group	https://www.linkec	Germany	898	116	12.92%
26	Porcelanosa	https://www.linkec	Spain	1,724	222	12.88%
27	Aarstiderne	https://www.linkec	Denmark	211	27	12.80%
28	Accell Group	https://www.linkec	Netherlands	643	82	12.75%
29	Nestlé Purina PetCare Europe	https://www.linkec	Switzerland	1,220	155	12.70%
30	Haba Familygroup	https://www.linkec	Germany	206	26	12.62%
31	BSH Nederland	https://www.linkec	Netherlands	207	26	12.56%
32	Haier Europe	https://www.linkec	Italy	1,301	163	12.53%
33	Novellini	https://www.linkec	Italy	201	25	12.44%
34	Arvid Nordquist	https://www.linkec	Sweden	258	32	12.40%
35	Quooker	https://www.linkec	Netherlands	219	27	12.33%
36	Abus	https://www.linkec	Germany	264	32	12.12%
37	Maped	https://www.linkec	France	444	52	11.71%
38	Grupo Ubesol	https://www.linkec	Spain	325	38	11.69%
39	Drylock Technologies	https://www.linkec	Belgium	294	34	11.56%
40	Dagrofa	https://www.linkec	Denmark	493	57	11.56%
41	Suntory Beverage & Food Euro	https://www.linkec	Netherlands	312	36	11.54%
42	Mapa Spontex	https://www.linkec	France	211	24	11.37%
43	edding / Legamaster	https://www.linkec	Germany	204	23	11.27%
44	Ontex	https://www.linkec	Belgium	3,222	353	10.96%
45	LIXIL Emena	https://www.linkec	Germany	2,577	280	10.87%
46	LEGO	https://www.linkec	Denmark	12,534	1,358	10.83%
47	Ideal Standard International	https://www.linkec	Belgium	1,530	165	10.78%
48	Bialetti	https://www.linkec	Italy	552	59	10.69%
49	Grohe	https://www.linkec	Germany	2,554	272	10.65%
50	Henkell Freixenet	https://www.linkec	Germany	256	27	10.55%
51	SPB	https://www.linkec	Spain	224	23	10.27%
52	Staedtler	https://www.linkec	Germany	270	27	10.00%
53	Atlantic Grupa	https://www.linkec	Croatia	1,130	113	10.00%
54	Freudenberg Home and Cleani	https://www.linkec	Germany	383	38	9.92%
55	Delta Cafés	https://www.linkec	Portugal	1,160	114	9.83%
56	Royal Canin	https://www.linkec	France	4,728	444	9.39%
57	Alza.cz	https://www.linkec	Czech Republic	1,406	131	9.32%
58	Elco Heating Solutions	https://www.linkec	Germany	365	34	9.32%
59	Orkla i Danmark	https://www.linkec	Denmark	420	39	9.29%
60	Theftord Europe	https://www.linkec	Netherlands	259	24	9.27%
61	Beauty Success Group	https://www.linkec	France	564	52	9.22%
62	La Brosse & Dupont	https://www.linkec	France	240	22	9.17%
63	Keesing Media Group	https://www.linkec	Netherlands	277	25	9.03%
64	Keraben Grupo	https://www.linkec	Spain	237	21	8.86%
65	Fluidra	https://www.linkec	Spain	1,742	152	8.73%
66	Groupe SEB	https://www.linkec	France	6,864	588	8.57%
67	Cookware	https://www.linkec	Belgium	200	17	8.50%
68	Brabantia	https://www.linkec	Netherlands	307	26	8.47%
69	AC Marca	https://www.linkec	Spain	408	34	8.33%
70	Franciaflex	https://www.linkec	France	243	20	8.23%
71	V-ZUG	https://www.linkec	Switzerland	743	61	8.21%
72	Renova	https://www.linkec	Portugal	333	27	8.11%
73	Verdecora - Cimodin	https://www.linkec	Spain	210	17	8.10%
74	Ludendo	https://www.linkec	France	235	19	8.09%
75	Stokke	https://www.linkec	Norway	329	26	7.90%
76	Unichips	https://www.linkec	Italy	334	26	7.78%
77	Artsana Group	https://www.linkec	Italy	1,564	121	7.74%
78	Berner	https://www.linkec	Finland	505	39	7.72%
79	Sovena Group	https://www.linkec	Portugal	471	35	7.43%
80	HSE	https://www.linkec	Germany	431	32	7.42%
81	Delsey Paris	https://www.linkec	France	284	21	7.39%
82	Copreci	https://www.linkec	Spain	246	18	7.32%
83	BIC	https://www.linkec	France	6,072	444	7.31%
84	Happy Casa Store	https://www.linkec	Italy	377	27	7.16%
85	Amway Europe	https://www.linkec	Germany	798	57	7.14%
86	AB InBev	https://www.linkec	Belgium	77,966	5,500	7.05%
87	Mibelle Group	https://www.linkec	Switzerland	457	32	7.00%
88	Ariston Thermo Group	https://www.linkec	Italy	3,305	230	6.96%
89	Melitta Group	https://www.linkec	Germany	435	30	6.90%
90	Silhouette International	https://www.linkec	Austria	392	27	6.89%
91	Victorinox	https://www.linkec	Switzerland	1,203	81	6.73%
92	Orbico Group	https://www.linkec	Croatia	704	47	6.68%
93	Stiga	https://www.linkec	Italy	556	37	6.65%

94	Le Creuset	https://www.linkec	Switzerland	1,291	85	6.58%
95	AH e-Commerce	https://www.linkec	Netherlands	474	31	6.54%
96	Elica	https://www.linkec	Italy	948	62	6.54%
97	Franke Home Solutions	https://www.linkec	Switzerland	492	32	6.50%
98	Miele	https://www.linkec	Germany	4,777	308	6.45%
99	Husqvarna Group	https://www.linkec	Sweden	5,423	348	6.42%
100	Grupa Żywiec	https://www.linkec	Poland	734	47	6.40%
101	Rodenstock Group	https://www.linkec	Germany	656	42	6.40%
102	Neuhaus	https://www.linkec	Belgium	299	19	6.35%
103	WEPA	https://www.linkec	Germany	506	32	6.32%
104	Franke Group	https://www.linkec	Switzerland	3,380	213	6.30%
105	Blanco	https://www.linkec	Germany	254	16	6.30%
106	Orkla Confectionery & Snacks I	https://www.linkec	Norway	224	14	6.25%
107	Orkla Group	https://www.linkec	Norway	5,348	332	6.21%
108	Henkel	https://www.linkec	Germany	37,606	2,324	6.18%
109	Stabilo International	https://www.linkec	Germany	292	18	6.16%
110	Arctic	https://www.linkec	Romania	520	32	6.15%
111	Angelini Holding	https://www.linkec	Italy	1,188	73	6.14%
112	Marimekko	https://www.linkec	Finland	393	24	6.11%
113	Orkla Sverige	https://www.linkec	Sweden	905	55	6.08%
114	Bolton Group	https://www.linkec	Italy	483	29	6.00%
115	Ferrero	https://www.linkec	Luxembourg	13,284	787	5.92%
116	WMF	https://www.linkec	Germany	741	43	5.80%
117	Flying Tiger Copenhagen - Italia	https://www.linkec	Italy	349	20	5.73%
118	Bolsius Group	https://www.linkec	Netherlands	210	12	5.71%
119	Bolton Adhesives	https://www.linkec	Netherlands	392	22	5.61%
120	Dometic	https://www.linkec	Sweden	2,094	117	5.59%
121	Electrolux	https://www.linkec	Sweden	23,274	1,279	5.50%
122	Clementoni	https://www.linkec	Italy	296	16	5.41%
123	Simba Dickie Group	https://www.linkec	Germany	204	11	5.39%
124	Zobe Group	https://www.linkec	Italy	752	40	5.32%
125	Vorwerk Group	https://www.linkec	Germany	9,627	511	5.31%
126	BSH Home Appliances Group	https://www.linkec	Germany	16,790	876	5.22%
127	Candy Hoover Group	https://www.linkec	Italy	1,096	56	5.11%
128	Lindt & Sprüngli	https://www.linkec	Switzerland	3,096	158	5.10%
129	Soloptical	https://www.linkec	Spain	418	21	5.02%
130	Sabaf Group	https://www.linkec	Italy	220	11	5.00%
131	BSH Hausgeräte	https://www.linkec	Switzerland	465	23	4.95%
132	Agrifarma	https://www.linkec	Italy	611	30	4.91%
133	Roca Sanitario	https://www.linkec	Spain	1,386	68	4.91%
134	Famosa	https://www.linkec	Spain	414	20	4.83%
135	LR Health & Beauty Systems	https://www.linkec	Germany	4,517	218	4.83%
136	COMPO	https://www.linkec	Germany	229	11	4.80%
137	Haribo	https://www.linkec	Germany	335	16	4.78%
138	Lantmännen	https://www.linkec	Sweden	2,198	104	4.73%
139	Stanhope	https://www.linkec	France	1,583	74	4.67%
140	Flamagas	https://www.linkec	Spain	217	10	4.61%
141	Storck	https://www.linkec	Germany	1,024	47	4.59%
142	Amica Group	https://www.linkec	Poland	331	15	4.53%
143	Samsonite	https://www.linkec	Belgium	2,897	130	4.49%
144	Fater	https://www.linkec	Italy	1,325	59	4.45%
145	De'Longhi Group	https://www.linkec	Italy	2,207	98	4.44%
146	GVS Filtration	https://www.linkec	Italy	226	10	4.42%
147	Perrigo	https://www.linkec	Ireland	4,774	205	4.29%
148	Aubert	https://www.linkec	France	350	15	4.29%
149	Die Oetker-Gruppe	https://www.linkec	Germany	304	13	4.28%
150	Colep	https://www.linkec	Portugal	777	33	4.25%
151	Cloetta	https://www.linkec	Sweden	2,920	121	4.14%
152	Oras	https://www.linkec	Finland	301	12	3.99%
153	Tchibo	https://www.linkec	Germany	1,976	76	3.85%
154	De'Longhi	https://www.linkec	Italy	524	20	3.82%
155	KWC	https://www.linkec	Switzerland	269	10	3.72%
156	Toupargel Groupe	https://www.linkec	France	520	19	3.65%
157	MENY Danmark	https://www.linkec	Denmark	276	10	3.62%
158	Swarovski Optik	https://www.linkec	Austria	245	8	3.27%
159	Manetti & Roberts	https://www.linkec	Italy	281	9	3.20%
160	Radio Popular	https://www.linkec	Portugal	409	13	3.18%
161	Ficosota	https://www.linkec	Bulgaria	286	9	3.15%
162	Giochi Preziosi	https://www.linkec	Italy	336	10	2.98%
163	Lorenz Snack-World	https://www.linkec	Germany	341	10	2.93%

164	Findus Sverige	https://www.linkedin.com/company/findus-sverige	Sweden	377	11	2.92%
165	Silca	https://www.linkedin.com/company/silca	Italy	206	6	2.91%
166	Bauli Group	https://www.linkedin.com/company/bauli-group	Italy	454	13	2.86%
167	SCA	https://www.linkedin.com/company/sca	Sweden	4,195	119	2.84%
168	BSH Sprzęt Gospodarstwa Domowego	https://www.linkedin.com/company/bsh-sprzet-gospodarstwa-domowego	Poland	1,250	35	2.80%
169	Pelikan	https://www.linkedin.com/company/pelikan	Germany	472	13	2.75%
170	PAS	https://www.linkedin.com/company/pas	Germany	336	9	2.68%
171	OTTO'S	https://www.linkedin.com/company/otto-s	Switzerland	230	6	2.61%
172	Tchibo Warszawa	https://www.linkedin.com/company/tchibo-warszawa	Poland	216	5	2.31%
173	Dalli Group	https://www.linkedin.com/company/dalli-group	Germany	350	8	2.29%
174	Vitha Group	https://www.linkedin.com/company/vitha-group	Italy	444	10	2.25%
175	TZMO Group	https://www.linkedin.com/company/tzmo-group	Poland	318	7	2.20%
176	TVS	https://www.linkedin.com/company/tvs	Italy	315	6	1.90%
177	Interbrands Orbico	https://www.linkedin.com/company/interbrands-orbico	Romania	479	9	1.88%
178	Foster	https://www.linkedin.com/company/foster	Italy	304	4	1.32%
179	Hunter Douglas Europe	https://www.linkedin.com/company/hunter-douglas-europe	Netherlands	2,007	26	1.30%
180	SC Johnson Europlant	https://www.linkedin.com/company/sc-johnson-europlant	Netherlands	440	5	1.14%
181	Zepter International	https://www.linkedin.com/company/zepter-international	Poland	567	5	0.88%
182	Mister Minit Europe	https://www.linkedin.com/company/mister-minut-europe	Belgium	232	2	0.86%
183	Ravi	https://www.linkedin.com/company/ravi	Poland	254	2	0.79%
184	Jordan	https://www.linkedin.com/company/jordan	Norway	1,878	14	0.75%
185	Indesit Company	https://www.linkedin.com/company/indesit-company	Italy	2,269	16	0.71%
186	Fiskars Group	https://www.linkedin.com/company/fiskars-group	Finland	2,048	10	0.49%
187	Camping	https://www.linkedin.com/company/camping	Ukraine	685	3	0.44%
188	Bakker	https://www.linkedin.com/company/bakker	Netherlands	283	1	0.35%
189	Орифлейм	https://www.linkedin.com/company/orifleyim	Belarus	2,048	1	0.05%

Ready to win at social?

Set up takes just 6 minutes and you can try free for 30-days, no credit card needed and you cancel at any time.

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