



Europe's Most Active Supermarkets Professionals on Social - August 2021

Industry at a glance:

Average Score:
3.54%

Total Companies:
64

Global Industry Average:
2.52%

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	Risparmio Casa	https://www.linke	Italy	505	55	10.89%
2	Saint Maclou	https://www.linke	France	617	51	8.27%
3	ALDI Belgium	https://www.linke	Belgium	795	63	7.92%
4	GALEC	https://www.linke	France	785	60	7.64%
5	nemlig.com	https://www.linke	Denmark	523	35	6.69%
6	ALDI Italia	https://www.linke	Italy	1,153	77	6.68%
7	U	https://www.linke	France	4,373	288	6.59%
8	ALDI Denmark	https://www.linke	Denmark	1,017	66	6.49%
9	Boulangier	https://www.linke	France	6,040	352	5.83%
10	Lidl France	https://www.linke	France	10,811	599	5.54%
11	ALDI	https://www.linke	Spain	1,488	81	5.44%
12	ALDI France	https://www.linke	France	2,373	128	5.39%
13	Nova Coop	https://www.linke	Italy	525	26	4.95%
14	MD	https://www.linke	Italy	1,420	70	4.93%
15	Bilka	https://www.linke	Denmark	1,946	94	4.83%
16	Schiever	https://www.linke	France	520	25	4.81%
17	Brico Dépôt	https://www.linke	France	3,635	170	4.68%
18	Cora France	https://www.linke	France	3,047	141	4.63%
19	Bricofer	https://www.linke	Italy	507	23	4.54%
20	Supermarché Match	https://www.linke	France	1,472	66	4.48%
21	Carrefour Italia	https://www.linke	Italy	2,659	118	4.44%
22	fotex	https://www.linke	Denmark	2,753	118	4.29%
23	Lidl Italia	https://www.linke	Italy	5,414	225	4.16%
24	Lidl España	https://www.linke	Spain	4,571	173	3.78%

25	Poiesz Supermarkten	https://www.linke	Netherlands	723	26	3.60%
26	Aldi Ireland	https://www.linke	Ireland	1,105	39	3.53%
27	E.Leclerc	https://www.linke	France	21,958	772	3.52%
28	PLUS	https://www.linke	Netherlands	3,263	112	3.43%
29	PENNY Market Italia	https://www.linke	Italy	1,663	57	3.43%
30	Iper La grande i	https://www.linke	Italy	1,194	40	3.35%
31	Groupe Casino	https://www.linke	France	6,711	224	3.34%
32	Enseignes Casino	https://www.linke	France	2,360	75	3.18%
33	Jan Linders	https://www.linke	Netherlands	1,059	31	2.93%
34	Irma	https://www.linke	Denmark	656	19	2.90%
35	DIA	https://www.linke	Spain	8,432	244	2.89%
36	Bricomarché	https://www.linke	France	2,150	62	2.88%
37	Coop Lombardia	https://www.linke	Italy	674	19	2.82%
38	Fakta	https://www.linke	Denmark	1,514	42	2.77%
39	Groupement des Mousquetaire	https://www.linke	France	28,111	750	2.67%
40	Eurospin	https://www.linke	Italy	2,939	78	2.65%
41	Kvickly	https://www.linke	Denmark	1,196	30	2.51%
42	Covirán	https://www.linke	Spain	985	24	2.44%
43	Carrefour	https://www.linke	France	93,748	2,250	2.40%
44	Tigros	https://www.linke	Italy	628	15	2.39%
45	Intermarché	https://www.linke	France	20,900	489	2.34%
46	Netto	https://www.linke	Denmark	3,033	66	2.18%
47	Mercadona	https://www.linke	Spain	15,182	304	2.00%
48	Coop Alleanza 3.0	https://www.linke	Italy	2,851	57	2.00%
49	Maxi Di	https://www.linke	Italy	576	11	1.91%
50	Meny	https://www.linke	Norway	2,191	41	1.87%
51	Consum	https://www.linke	Spain	2,296	40	1.74%
52	Unes Supermercati	https://www.linke	Italy	1,386	24	1.73%
53	Conad Centro Nord	https://www.linke	Italy	734	12	1.63%
54	Hoogvliet	https://www.linke	Netherlands	1,533	25	1.63%
55	Colruyt	https://www.linke	Belgium	601	9	1.50%
56	Il Gigante Supermercati	https://www.linke	Italy	557	8	1.44%
57	Ahorramas	https://www.linke	Spain	1,282	18	1.40%
58	DIA España	https://www.linke	Spain	1,377	17	1.23%
59	PAM	https://www.linke	Italy	1,635	20	1.22%
60	Bennet	https://www.linke	Italy	1,401	14	1.00%
61	Simply Market France	https://www.linke	France	722	7	0.97%
62	Netto	https://www.linke	France	2,395	21	0.88%
63	Coop Adriatica	https://www.linke	Italy	520	2	0.38%
64	Kantin	https://www.linke	Belgium	619	1	0.16%

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.

Visit our website our contact us at support@dsmn8.com



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