



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

Industry at a glance:

Average Score:
6.93%

Total Companies:
80

Global Industry Average:
4.87%

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)	Rank Change
1	Dagrofa	https://www.linkedin.com/company/dagrofa	Denmark	505	99	19.60%	▲ 39
2	Haier	https://www.linkedin.com/company/haier	Italy	1,436	233	16.23%	▲ 30
3	BRITA	https://www.linkedin.com/company/brita	Germany	941	142	15.09%	▲ 22
4	Hansgrohe	https://www.linkedin.com/company/hansgrohe	Germany	1,284	191	14.88%	▲ 3
5	Bialetti	https://www.linkedin.com/company/bialetti	Italy	555	80	14.41%	▲ 43
6	Upfield	https://www.linkedin.com/company/upfield	Netherlands	2,616	348	13.30%	▲ 8
7	Essity	https://www.linkedin.com/company/essity	Sweden	10,060	1,273	12.65%	▲ 14
8	Porcelanosa	https://www.linkedin.com/company/porcelanosa	Spain	1,761	217	12.32%	▲ 18
9	Nestlé Purina	https://www.linkedin.com/company/nestle-purina	Switzerland	1,307	154	11.78%	▲ 20
10	Emma	https://www.linkedin.com/company/emma	Germany	776	90	11.60%	▲ 12
11	Beauty Success	https://www.linkedin.com/company/beauty-success	France	589	66	11.21%	▲ 49
12	LIXIL EMENA	https://www.linkedin.com/company/lixil-emena	Germany	2,674	275	10.28%	▲ 33
13	GROHE	https://www.linkedin.com/company/grohe	Germany	2,642	268	10.14%	New Entry
14	LEGO	https://www.linkedin.com/company/lego	Denmark	13,053	1,320	10.11%	▲ 32
15	Royal Canin	https://www.linkedin.com/company/royal-canin	France	5,398	518	9.60%	▲ 40
16	Ideal Standard	https://www.linkedin.com/company/ideal-standard	Belgium	1,506	138	9.16%	▲ 31
17	Alza	https://www.linkedin.com/company/alza	Czech Republic	1,483	135	9.10%	▲ 39
18	V-ZUG	https://www.linkedin.com/company/v-zug	Switzerland	701	62	8.84%	▲ 52
19	Ontex	https://www.linkedin.com/company/ontex	Belgium	3,276	288	8.79%	▲ 25
20	Atlantic Grupa	https://www.linkedin.com/company/atlantic-grupa	Croatia	1,140	98	8.60%	▲ 32
21	SEB	https://www.linkedin.com/company/seb	France	7,050	601	8.52%	▲ 44
22	Stiga	https://www.linkedin.com/company/stiga	Italy	569	46	8.08%	▲ 70
23	Orkla	https://www.linkedin.com/company/orkla	Sweden	915	72	7.87%	▲ 89
24	WEPA	https://www.linkedin.com/company/wepa	Germany	535	42	7.85%	▲ 78

25	Delta Cafés	https://www.link€	Portugal	1,192	93	7.80%	▲ 29
26	Orkla Group	https://www.link€	Norway	5,349	412	7.70%	▲ 80
27	Le Creuset	https://www.link€	Switzerland	1,335	101	7.57%	▲ 66
28	Grupa Żywic	https://www.link€	Poland	729	54	7.41%	▲ 71
29	Miele	https://www.link€	Germany	4,940	363	7.35%	▲ 68
30	Berner	https://www.link€	Finland	505	37	7.33%	▲ 47
31	Bolton Group	https://www.link€	Italy	514	37	7.20%	▲ 82
32	Victorinox	https://www.link€	Switzerland	1,212	87	7.18%	▲ 58
33	Bugaboo	https://www.link€	Netherlands	538	38	7.06%	▼ -23
34	Fluidra	https://www.link€	Spain	1,778	125	7.03%	▲ 30
35	Fiskars	https://www.link€	Finland	2,051	144	7.02%	▲ 150
36	De'Longhi Group	https://www.link€	Italy	2,284	153	6.70%	▲ 108
37	Ariston Group	https://www.link€	Italy	3,410	219	6.42%	▲ 50
38	Ferrero	https://www.link€	Luxemburg	13,670	874	6.39%	▲ 76
39	Amway Europe	https://www.link€	Germany	787	49	6.23%	▲ 45
40	Angelini Holding	https://www.link€	Italy	1,147	71	6.19%	▲ 70
41	BIC	https://www.link€	France	6,188	383	6.19%	▲ 41
42	Artisana Group	https://www.link€	Italy	1,554	96	6.18%	▲ 34
43	Henkel	https://www.link€	Germany	38,345	2,320	6.05%	▲ 64
44	Dometic	https://www.link€	Sweden	2,161	130	6.02%	▲ 75
45	Cloetta	https://www.link€	Sweden	2,928	175	5.98%	▲ 105
46	Accell Group	https://www.link€	Netherlands	653	39	5.97%	▼ -18
47	Husqvarna	https://www.link€	Sweden	5,523	327	5.92%	▲ 51
48	Lindt & Sprüngli	https://www.link€	Switzerland	3,079	181	5.88%	▲ 79
49	Electrolux	https://www.link€	Sweden	23,901	1,385	5.79%	▲ 71
50	Elica	https://www.link€	Italy	930	53	5.70%	▲ 45
51	De'Longhi	https://www.link€	Italy	546	31	5.68%	▲ 102
52	Arctic	https://www.link€	Romania	548	31	5.66%	▲ 57
53	Samsonite	https://www.link€	Belgium	2,906	148	5.09%	▲ 89
54	Lantmännen	https://www.link€	Sweden	2,192	108	4.93%	▲ 83
55	Keter	https://www.link€	Luxemburg	1,175	56	4.77%	New Entry
56	LR Health & Beauty	https://www.link€	Germany	4,507	214	4.75%	▲ 78
57	WMF	https://www.link€	Germany	725	34	4.69%	▲ 58
58	Zobebe	https://www.link€	Italy	792	36	4.55%	▲ 65
59	Storck	https://www.link€	Germany	1,057	48	4.54%	▲ 81
60	Perrigo	https://www.link€	Ireland	4,762	213	4.47%	▲ 86
61	Candy Hoover	https://www.link€	Italy	1,066	47	4.41%	▲ 65
62	Agrifarma	https://www.link€	Italy	639	28	4.38%	▲ 69
63	Franke Group	https://www.link€	Switzerland	3,406	149	4.37%	▲ 40
64	Roca Sanitario	https://www.link€	Spain	1,400	60	4.29%	▲ 68
65	Faber-Castell	https://www.link€	Germany	515	22	4.27%	New Entry
66	Fater	https://www.link€	Italy	1,349	57	4.23%	▲ 77
67	Interbrands Orbico	https://www.link€	Romania	504	21	4.17%	▲ 109
68	Vorwerk Group	https://www.link€	Germany	9,810	381	3.88%	▲ 56
69	BSH	https://www.link€	Poland	1,300	49	3.77%	▲ 98
70	Tchibo	https://www.link€	Germany	2,080	76	3.65%	▲ 82
71	Colep	https://www.link€	Portugal	715	26	3.64%	▲ 78
72	Stanhome	https://www.link€	France	1,597	57	3.57%	▲ 66
73	BSH Home Appliances	https://www.link€	Germany	17,479	513	2.93%	▲ 52
74	SCA	https://www.link€	Sweden	4,094	119	2.91%	▲ 92
75	Anheuser-Busch	https://www.link€	Belgium	82,149	2,292	2.79%	▲ 10
76	Orbico Group	https://www.link€	Croatia	1,916	53	2.77%	▲ 15
77	Hunter Douglas Europe	https://www.link€	Netherlands	2,003	32	1.60%	▲ 101
78	Zepter International	https://www.link€	Poland	554	3	0.54%	▲ 102
79	Indesit Company	https://www.link€	Italy	2,257	12	0.53%	▲ 105
80	Орифлейм	https://www.link€	Belarus	2,129	1	0.05%	▲ 108

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](https://www.dsmn8.com) [our contact us at support@dsmn8.com](mailto:support@dsmn8.com)



DSMN8

[linkedin.com/company/DSMN8](https://www.linkedin.com/company/DSMN8)

