



Europe's Most Active Consumer Goods Professionals on Social - February 2022

Industry at a glance:

Average Score: **7.26%** Total Companies: **81** Global Industry Average: **5.16%**

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	Haier Europe	https://www.linkedin.com/company/haier-europe	Italy	1,486	244	16.42%	▲ 1
2	Angelini Holding	https://www.linkedin.com/company/angelini-holding	Italy	1,266	196	15.48%	▲ 38
3	Dagrofa	https://www.linkedin.com/company/dagrofa	Denmark	519	80	15.41%	▼ -2
4	BRITA	https://www.linkedin.com/company/brita	Germany	881	127	14.42%	▼ -1
5	Sarantis	https://www.linkedin.com/company/sarantis	Greece	525	75	14.29%	▼ -5
6	Accell Group	https://www.linkedin.com/company/accell-group	Netherlands	640	89	13.91%	▲ 40
7	Hansgrohe	https://www.linkedin.com/company/hansgrohe	Germany	1,310	181	13.82%	▼ -3
8	V-ZUG	https://www.linkedin.com/company/v-zug	Switzerland	768	98	12.76%	▲ 10
9	Essity	https://www.linkedin.com/company/essity	Sweden	10,157	1,282	12.62%	▼ -2
10	Upfield	https://www.linkedin.com/company/upfield	Netherlands	2,636	322	12.22%	▼ -4
11	Fluidra	https://www.linkedin.com/company/fluidra	Spain	1,808	208	11.50%	▲ 23
12	B&S	https://www.linkedin.com/company/b-s	Luxemburg	1,024	116	11.33%	New Entry
13	Royal Canin	https://www.linkedin.com/company/royal-canin	France	5,408	588	10.87%	▲ 2
14	Atlantia Grupa	https://www.linkedin.com/company/atlantia-grupa	Croatia	1,158	122	10.54%	▲ 6
15	LIXIL EMENA	https://www.linkedin.com/company/lixil-emena	Germany	2,691	279	10.37%	▼ -3
16	LEGO	https://www.linkedin.com/company/lego	Denmark	13,269	1,341	10.11%	▼ -2
17	Emma	https://www.linkedin.com/company/emma	Germany	813	80	9.84%	▼ -7
18	Ontex	https://www.linkedin.com/company/ontex	Belgium	3,242	308	9.50%	▲ 1
19	Delta Cafés	https://www.linkedin.com/company/delta-cafes	Portugal	1,199	111	9.26%	▲ 6
20	Nestlé Purina PetCare Europe	https://www.linkedin.com/company/nestle-purina-petcare-europe	Switzerland	1,328	122	9.19%	New Entry
21	WEPA	https://www.linkedin.com/company/wepa	Germany	545	49	8.99%	▲ 3
22	Beauty Success	https://www.linkedin.com/company/beauty-success	France	595	53	8.91%	▼ -11
23	Ideal Standard	https://www.linkedin.com/company/ideal-standard	Belgium	1,488	130	8.74%	▼ -7
24	SEB	https://www.linkedin.com/company/seb	France	7,108	620	8.72%	▼ -3

25	Fiskars	https://www.link	Finland	2,037	168	8.25%	▲ 10
26	Miele	https://www.link	Germany	4,942	398	8.05%	▲ 3
27	Ferrero	https://www.link	Luxemburg	13,779	1,105	8.02%	▲ 11
28	Husqvarna	https://www.link	Sweden	5,595	447	7.99%	▲ 19
29	Alza	https://www.link	Czech Republic	1,544	122	7.90%	▼ -12
30	Orkla Group	https://www.link	Norway	5,362	413	7.70%	▼ -4
31	Victorinox	https://www.link	Switzerland	1,216	90	7.40%	▲ 1
32	Orbico Group	https://www.link	Croatia	1,978	146	7.38%	▲ 44
33	Artsana Group	https://www.link	Italy	1,547	114	7.37%	▲ 9
34	Keter	https://www.link	Luxemburg	1,197	87	7.27%	▲ 21
35	Berner	https://www.link	Finland	500	36	7.20%	▼ -5
36	Franke Home Solutions	https://www.link	Switzerland	515	37	7.18%	New Entry
37	BIC	https://www.link	France	6,225	445	7.15%	▲ 4
38	Ariston Group	https://www.link	Italy	3,405	239	7.02%	▼ -1
39	Lantmännen	https://www.link	Sweden	2,181	152	6.97%	▲ 15
40	Dometic	https://www.link	Sweden	2,181	150	6.88%	▲ 4
41	Elica	https://www.link	Italy	918	63	6.86%	▲ 9
42	Amway Europe	https://www.link	Germany	778	49	6.30%	▼ -3
43	Henkel	https://www.link	Germany	38,481	2,400	6.24%	▲ 0
44	AB InBev	https://www.link	Belgium	82,398	5,000	6.07%	▲ 31
45	Grupa Żywiec	https://www.link	Poland	716	43	6.01%	▼ -17
46	Orkla Sverige	https://www.link	Sweden	915	54	5.90%	▼ -23
47	Electrolux	https://www.link	Sweden	24,127	1,399	5.80%	▲ 2
48	Bugaboo	https://www.link	Netherlands	535	31	5.79%	▼ -15
49	Zobebe	https://www.link	Italy	784	45	5.74%	▲ 9
50	Bialetti	https://www.link	Italy	543	31	5.71%	▼ -45
51	Lindt & Sprüngli	https://www.link	Switzerland	3,056	174	5.69%	▼ -3
52	Stiga	https://www.link	Italy	581	33	5.68%	▼ -30
53	Le Creuset	https://www.link	Switzerland	1,339	76	5.68%	▼ -26
54	Vorwerk Group	https://www.link	Germany	9,821	548	5.58%	▲ 14
55	BSH Home Appliances	https://www.link	Germany	17,656	982	5.56%	▲ 18
56	Faber-Castell	https://www.link	Germany	525	29	5.52%	▲ 9
57	De'Longhi Group	https://www.link	Italy	2,301	127	5.52%	▼ -21
58	Bolton Group	https://www.link	Italy	535	28	5.23%	▼ -27
59	Arctic	https://www.link	Romania	555	28	5.05%	▼ -7
60	LR Health & Beauty System	https://www.link	Germany	4,478	225	5.02%	▼ -4
61	BSH	https://www.link	Poland	1,310	64	4.89%	▲ 8
62	Franke Group	https://www.link	Switzerland	3,422	167	4.88%	▲ 1
63	Samsonite	https://www.link	Belgium	2,894	140	4.84%	▼ -10
64	Roca Sanitario	https://www.link	Spain	1,389	67	4.82%	▲ 0
65	Agrifarma	https://www.link	Italy	643	31	4.82%	▼ -3
66	Perrigo	https://www.link	Ireland	4,752	223	4.69%	▼ -6
67	WMF	https://www.link	Germany	792	37	4.67%	▼ -10
68	De'Longhi	https://www.link	Italy	585	27	4.62%	▼ -17
69	EssilorLuxottica	https://www.link	France	44,682	2,050	4.59%	New Entry
70	Candy Hoover	https://www.link	Italy	1,040	45	4.33%	▼ -9
71	Stanhome	https://www.link	France	1,574	65	4.13%	▲ 1
72	Storck	https://www.link	Germany	1,057	43	4.07%	▼ -13
73	Fater	https://www.link	Italy	1,358	51	3.76%	▼ -7
74	Cloetta	https://www.link	Sweden	2,914	108	3.71%	▼ -29
75	Colep	https://www.link	Portugal	656	21	3.20%	▼ -4
76	SCA	https://www.link	Sweden	4,025	108	2.68%	▼ -2
77	Tchibo	https://www.link	Germany	2,125	57	2.68%	▼ -7
78	Hunter Douglas Europe	https://www.link	Netherlands	1,981	31	1.56%	▼ -1
79	Indesit Company	https://www.link	Italy	2,244	15	0.67%	▲ 0
80	Zepher International	https://www.link	Poland	546	2	0.37%	▼ -2
81	Орифлейм	https://www.link	Belarus	2,540	3	0.12%	▼ -1

Ready to win at social?

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