

Annex I Product Profile Global Index 2024 – Companies in the assessment

The percentage of each company's retail sales values represented, covered in the 2024 Global Index Product Profile, the categories selected, the portfolio type, and the total number of products assessed are shown in Table B1.1.

Table B1.1: Companies' number of products, countries and categories included in the Global Index 2024 Product Profile

Company	No. of products	Countries included	Portfolio Type**	Categories included***	Examples of brands	% 2022 retail sales values
Ajinomoto	607	8	Mixed	Sauces, Dips and Condiments Ready Meals Instant Tea and Coffee Mixes Soup RTD Coffee Concentrates Rice, Pasta and Noodles Baked Goods	AJI-NO-MOTO, Yum Yum, Sazon, Vono	90-95%
Arla	2,748	11	Dairy	Dairy, Soup	Arla, Apetina, Dano, Castello, Puck, Lurpak	70-75%
Barilla	2,245	10	Mixed	Rice, Pasta and Noodles Baked Goods Sweet Biscuits, Snack Bars and Fruit Snacks Savoury Snacks Sauces, Dips and Condiments	Barilla, Pan di Stelle, Mulino Bianco, Misko, Vesta, Wasa	70-75%
Campbell's	1,383	3	Mixed	Savoury Snacks Soup Sauces, Dips and Condiments Baked Goods Juice	Campbell's, Prego, V8, Swanson, Kettle	90-95%
Coca-Cola	1,170	12	Beverages	Carbonates Bottled Water Juice Sports Drinks RTD Tea RTD Coffee Dairy Plant-based Dairy Concentrates	Coca-Cola, Diet Coke, Sprite, Aquarius, Minute Maid, Costa, Fuze Tea, Powerade,	60-65%
Conagra	1,152	4	Mixed	Ready Meals Processed Fruit and Vegetables Processed Meat and Seafood Dairy Savoury Snacks Edible Oils Sauces, Dips and Condiments Sweet Spreads	Marie Callender's, Hunt's, Act li, Del Monte	60-65%
Danone	1,850	10	Dairy	Dairy Bottled Water Plant-based Dairy RTD Coffee Ice Cream Sports Drinks Juice Other Hot Drinks	Danone, Activia, Alpro, Delight,	40-42%

Ferrero	2,766	11	Indulgent	Confectionery Sweet Biscuits, Snack Bars and Fruit Snacks Sweet Spreads Ice Cream Baked Goods Dairy RTD Tea Breakfast Cereals	Ferrero Rocher, Kinder, Nutella, Swetarts, Tic Tac, Nerds	55-60%
Friesland-Campina	358	10	Dairy	Dairy, Meat and Seafood Substitutes	Campina, Chocomel, Alpine, Friso	45-50%
General Mills	4,187	10	Mixed	Breakfast Cereals Sweet Biscuits, Snack Bars and Fruit Snacks Ready Meals Dairy Ice Cream Baked Goods Sauces, Dips and Condiments Savoury Snacks Rice, Pasta and Noodles Soup Sweet Spreads	Cheerios, Cinnamon Toast, Lucky Charm, Fiber One, Old El Paso	60-65%
Grupo Bimbo	2,092	7	Mixed	Baked Goods, Savoury Snacks, Sweet Biscuits	Bimbo, El Molino, Julitas,	85-90%
Hershey*	2,642	9	Indulgent	Confectionery Savoury Snacks Sweet Biscuits, Snack Bars and Fruit Snacks Dairy Sweet Spreads Plant-based Dairy	Hersheys, Reeses, Jolly Rancher, Kisses	90-95%
Hormel*	1,013	10	Mixed	Processed Meat and Seafood Savoury Snacks Ready Meals Sweet Spreads	SPAM, Jeannie-O, Skippy, Planters	90-95%
Indofood	582	7	Mixed	Rice, Pasta and Noodles Edible Oils Dairy Savoury Snacks Sauces, Dips and Condiments	Indomie, Supermi, Sarimi,	80-85%
KDP	776	3	Beverages	Carbonates Juice RTD Tea Processed Fruit and Vegetables Bottled Water	Dr. Pepper, Keurig, Canada Dry,	90-95%
Kellanova	951	10	Indulgent	Savoury Snacks Baked Goods Sweet Biscuits, Snack Bars and Fruit Snacks Breakfast Cereals Meat and Seafood Substitutes Rice, Pasta and Noodles	Pringles, All-Bran, Kellogs, Special K, Pop Tarts	75-80%
Kraft Heinz	2,768	11	Mixed	Dairy Sauces, Dips and Condiments Processed Meat and Seafood Ready Meals Processed Fruit and Vegetables Concentrates Soup Juice Rice, Pasta and Noodles Breakfast Cereals	Heinz, Kraft, Philadelphia, Jell-O	70-75%

Lactalis*	2,657	10	Dairy	Dairy RTD Coffee Juice Sauces, Dips and Condiments	President, Galbani, Stonyfield,	45-50%
Lotte*	1,990	9	Indulgent	Confectionery Ice Cream Baked Goods Sweet Biscuits, Snack Bars and Fruit Snacks	Xylitol, Acuo, Choco Pie, Pepero	40-45%
Mars	3,428	12	Indulgent	Confectionery Sweet Biscuits, Snack Bars and Fruit Snacks Ice Cream Rice, Pasta and Noodles Sauces, Dips and Condiments Savoury Snacks Soup	M&M's, Snickers, Mars Bar, Twix, Milky Way, Skittles, Ben's original, Dolmio	65-70%
Meiji	502	8	Dairy	Dairy Confectionery Ice Cream Sweet Biscuits, Snack Bars and Fruit Snacks Ready Meals Savoury Snacks	Meiji Chocolate, Meiji Yogurt, Hello Panda,	95-100%
Mengniu	310	2	Dairy	Dairy, Ice Cream	Mengniu Milk, YoyiC, Just Yoghurt,	95-100%
Mondelēz	1,945	12	Indulgent	Sweet Biscuits, Snack Bars and Fruit Snacks Confectionery Savoury Snacks Dairy Concentrates Baked Goods Other Hot Drinks	Oreo, Cadbury, Toblerone, Milka, Ritz	55-60%
Nestlé	4,378	12	Mixed	Dairy Ready Meals Confectionery Sauces, Dips and Condiments Bottled Water Other Hot Drinks Instant Tea and Coffee Mixes RTD Coffee Rice, Pasta and Noodles Breakfast Cereals Sweet Biscuits, Snack Bars and Fruit Snacks Concentrates	Kitkat, Maggi, Nescafe, Nestea	35-40%
Nissin	1,205	10	Mixed	Rice, Pasta and Noodles Ready Meals Dairy Breakfast Cereals Sweet Biscuits, Snack Bars and Fruit Snacks	Cup Noodles, Top Ramen, Raoh, Chicken Ramen	80-85%
PepsiCo	2,592	10	Indulgent	Savoury Snacks Carbonates Sports Drinks Bottled Water Breakfast Cereals Sweet Biscuits, Snack Bars and Fruit Snacks Energy Drinks Juice Other Hot Drinks Baked Goods Confectionery RTD Tea	Pepsi, Lay's, Gatorade, Doritos, Aquafina, 7Up	70-75%

				Rice, Pasta and Noodles Sauces, Dips and Condiments		
Suntory	896	10	Beverages	RTD Tea RTD Coffee Bottled Water Juice Energy Drinks Carbonates Concentrates	Pulco, Oasis, Boss Café, ,	85-90%
Unilever	4,406	10	Mixed	Ice Cream Sauces, Dips and Condiments Ready Meals Other Hot Drinks Soup Rice, Pasta and Noodles Juice Concentrates Sweet Spreads Meat and Seafood Substitutes	Knorr, Lipton, Breyers, Magnum, Dove Chocolate	50-55%
Flora FG	203	10	Dairy	Dairy, Plant-based Dairy, Sweet Spreads	Blue Band, Flora, Proactive, Bertolli	45-50%
Yili	286	3	Dairy	Dairy, Ice Cream	Yili, Chocliz, Joy Day, Satine	75-80%
Total	53,271	Nr. 25		Nr. 27		~15%

* Did not provide information to ATNI

** Results were also examined by portfolio type. Companies were split into one of 4 portfolio types: 1. Dairy, 2. Indulgent (savory and sweet), 3. Beverages, and 4. Mixed portfolio. Companies were placed into their respective portfolio types if product types represented more than 50% of overall sales revenue for the company. For example, if one company had >50% of its revenue deriving from confectionery and ice cream, it was considered an "Indulgent" portfolio type.

*** Categories with highest sales are listed first, in each market a top 5 best selling categories is selected for the assessment.