

Nestlé dominiert den FMCG-Markt

Die weltweit 50 größten FMCG-Unternehmen sind laut einer Studie von OC&C Strategy Consultants 2014 nur um 1,7 Prozent gewachsen (2013: 2,9 %).

ANALYSIS OF CHANGE IN TOTAL TURNOVER AND KEY FINANCIAL RATIOS

	Change 2014/13		Company name	Growth	
Rank 2014					
<i>Food & Drinks</i>	1	→	0	NESTLE AG	-0,6%
<i>Personal & Household care</i>	2	→	0	PROCTER & GAMBLE	0,6%
<i>Food & Drinks</i>	3	→	0	PEPSICO	0,4%
<i>Diversified Companies</i>	4	→	0	UNILEVER	-2,7%
<i>Food & Drinks</i>	5	↑	2	JBS	29,7%
<i>Beer & Spirits</i>	6	→	0	AB INBEV	9,0%
<i>Food & Drinks</i>	7	↓	2	COCA-COLA COMPANY (THE)	-1,8%
<i>Food & Drinks</i>	8	↑	2	TYSON FOODS	9,3%
<i>Food & Drinks</i>	9	↓	1	MONDELEZ	-3,0%
<i>Food & Drinks</i>	10	↓	1	ARCHER DANIELS MIDLAND	-9,6%
<i>Personal & Household care</i>	11	↑	1	L'OREAL	1,8%
<i>Tobacco</i>	12	↓	1	PHILLIP MORIS INTERNATIONAL	-4,6%

<i>Food & Drinks</i>	13	→	0	DANONE	-0,7%
<i>Beer & Spirits</i>	14	→	0	HEINEKEN HOLDING	0,3%
<i>Tobacco</i>	15	→	0	BRITISH AMERICAN TOBACCO P.L.C	-8,4%
<i>Tobacco</i>	16	→	0	JAPAN TOBACCO	13,2%
<i>Food & Drinks</i>	17		New	WH GROUP	97,7%
<i>Food & Drinks</i>	18	→	0	KRAFT	-0,1%
<i>Food & Drinks</i>	19	↑	1	GENERAL MILLS	0,8%
<i>Tobacco</i>	20	↑	2	ALTRIA GROUP	1,6%
<i>Beer & Spirits</i>	21	↓	4	KIRIN BEWERIES	-2,5%
<i>Food & Drinks</i>	22	↑	4	CONAGRA	14,8%
<i>Personal & Household care</i>	23	→	0	COLGATE PALMOLIVE	-0,8%
<i>Beer & Spirits</i>	24	↓	5	DIAGEO	-9,2%
<i>Beer & Spirits</i>	25	↓	4	SABMILLER PLC	-3,9%
<i>Beer & Spirits</i>	26	↓	2	ASAHI BREWERIES	4,2%
<i>Personal & Household care</i>	27	↓	2	KIMBERLY CLARK	0,8%
<i>Food & Drinks</i>	28	↓	1	KELLOGG COMPANY	-1,4%
<i>Personal & Household care</i>	29	→	0	RECKITT BENCKISER	2,7%
<i>Dominantly pharmaceutical business</i>	30	↓	2	JOHNSON & JOHNSON	4,2%
<i>Food & Drinks</i>	31	→	0	GRUPO BIMBO	7,1%
<i>Food & Drinks</i>	32	↓	2	BRASIL FOODS	4,0%
<i>Personal & Household care</i>	33	↑	4	SCA	12,0%
<i>Food & Drinks</i>	34	↓	1	ROYAL FRIESLANDCAMPINA	0,6%
<i>Beer & Spirits</i>	35	↓	1	CARLSBERG	0,2%
<i>Food & Drinks</i>	36	↑	9	ARLA FOODS A.M.B.A	7,5%
<i>Tobacco</i>	37	↑	1	IMPERIAL TOBACCO	-6,1%
<i>Personal & Household care</i>	38	↑	1	KAO	6,6%
<i>Food & Drinks</i>	39	↓	4	HJ HEINZ	-5,3%

<i>Personal & Household care</i>	40	↑	6	ESTEE LAUDER COMPANIES (THE)	7,7%
<i>Personal & Household care</i>	41	↑	1	HENKEL	0,4%
<i>Food & Drinks</i>	42	↑	1	NIPPON MEAT PACKERS	9,7%
<i>Beer & Spirits</i>	43	↓	7	PERNOD RICARD SA	-7,3%
<i>Diversified Companies</i>	44	→	0	LVMH	5,6%
<i>Food & Drinks</i>	45	↓	4	TINGYI	-6,4%
<i>Food & Drinks</i>	46	↓	6	BUNGE LIMITED	-6,8%
<i>Food & Drinks</i>	47	↑	3	DEAN FOODS	5,4%
<i>Food & Drinks</i>	48	→	0	DANISH CROWN	-0,2%
<i>Food & Drinks</i>	49	↑	3	HORMEL FOODS	6,5%
<i>Food & Drinks</i>	50	↓	1	YAMAZAKI BAKING	2,8%