Nine multinationals dominate the global food sector: **Danone**, **General Mills**, **Kellogg's**, **Kraft Heinz**, **Mars**, **Mondelēz**, **Nestlé**, **PepsiCo** and **Unilever.** Their combined global food sales exceeded **$200 billion** in 2019.

Investors, governments and consumers are demanding genuine action from companies: their impact on the environment and social concerns, as well as, ensuring the necessary governance to safeguard a sustainable future. It is essential for brands to place their sustainability activities firmly in the hearts and minds of their customers and develop the right communications channel to promote them.

We track, not just the largest multinationals in the sector, but also their key global & regional brands: more than 60 brands in Cereals, Confectionery, Convenience, Dairy, Ice cream and Snacks & Biscuits.

So what exactly are they saying and how do they compare to one another?

For more information, contact
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Our research and analysis gives you a detailed view of the leading players in this sector and their sustainability communication strategy at corporate brand level:

*   **claims and brand positioning**
*   **which brands are aligning with which initiatives**
*   **volume of activity on social platforms**
*   **how they rank against each other**

Armed with SusMon's Food sector report, you will be easily able to understand your competitors' priorities, identify competitor threat, spot opportunities and develop a differentiated social strategy of your own.

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Deploying a social-first strategy, brands are entering into two-way conversations with consumers on a wide range of sustainability topics, from local social initiatives to leadership at the corporate brand level.

Available Reports

For individual subscribers, reports are delivered in PDF format:
Food Sector Corporate & Brand Communications Quarterly Report - $1,500 per quarter

For enterprise access, reports are available to download across your organization via a login to our reports database. Please contact us for more information.

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