

AIM®



EUROPEAN
BRANDS
ASSOCIATION



About AIM

AIM (Association des Industries de Marque) is the **European Brands Association**, representing **manufacturers of branded consumer goods in Europe** on **key issues** which affect their ability to design, **distribute and market their brands**



In 2024, AIM membership comprises

- 53** EU corporate members
- 17** national associations
- 2,500 companies** ranging from SMEs to multinationals



AIM members are manufacturers of branded consumer products that are united in their purpose to **build strong, evocative brands** and as such place the **consumer** at the heart of what they do



The fast-moving-consumer-goods industry is the **third largest manufacturer** in Europe in 2022.



EU consumers spent **€652 billion** on packaged food, beverages, homecare, personal care & petfood consumed at home in 2022

AIM Mission

To **create for brands** an environment of fair and vigorous competition, fostering innovation and guaranteeing maximum value to consumers now and for generations to come



AIM CORPORATE MEMBERS

ABInBev



Barilla
The Italian Food Company Since 1877

Beiersdorf



CHANEL

The Coca-Cola Company



COTY
BEAUTY. LIBERATED



DIAGEO



ESTÉE
LAUDER
COMPANIES

EssilorLuxottica

FERRERO

HALEON



Kellanova

KraftHeinz

L'ORÉAL



LVMH

MARS



Mondelēz
International
SNACKING MADE RIGHT



Nomad Foods



PHILIPS



reckitt



Sigma

signify



AIM

National Associations



Drive Competitiveness for Brands to Invest, Innovate, and Grow



FAIR COMPETITION



SUSTAINABLE COMPETITIVENESS



CONSUMER &
BRAND PROTECTION

SIMPLIFY AND ALIGN EUROPEAN POLICIES TO:

Create a Fair Trading
Environment for Brands

Enable the sustainability
transition of Brands

Protect Brands' trade marks &
combat counterfeiting

Support Brands' Digitally-Driven
Future

Drive Responsible Sourcing of
Brands



Safeguard consumer choice of
Brands

APPROACH:

Political Advocacy, Technical Expertise, & Collaborative Partnerships

EXECUTE VIA:

AIM, AIM Board Members, Country General Managers, National AIM Assoc's, in coordination with Sectoral Assoc's



AIM-Progress is a forum of leading Fast Moving Consumer Goods (FMCG) manufacturers and common suppliers, assembled to **enable and promote responsible sourcing practices and sustainable supply chains**. It is a global initiative supported and sponsored by AIM. www.aim-progress.com



"Helping people to adopt healthier and more sustainable lifestyles": The objective of the AIM Nudging for Good Awards is to promote the creation of original "Nudges for good" by the members of AIM. A Nudge for good is how a brand, on the basis of consumer insights, makes it easy and desirable for people to change behaviour or habit and adopt a healthier and/or more sustainable one. www.nudgingforgood.com

better informed consumers

AIM-BEUC Joint Initiative

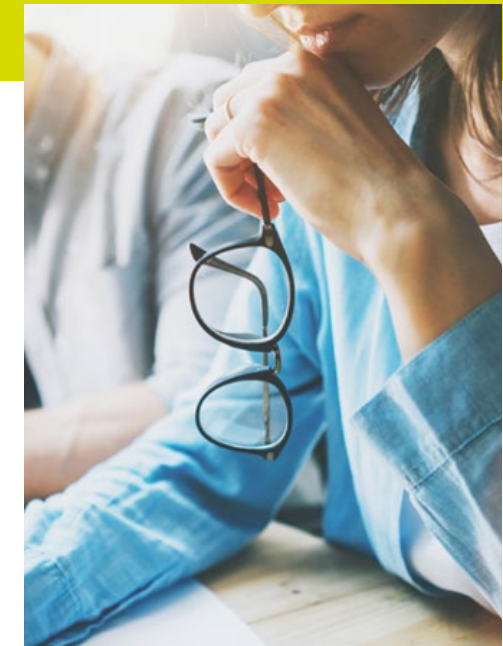
AIM has developed, together with the European Consumer Organisation BEUC, [common principles](#) of **consumer information based on reliability, usefulness, accessibility and proportionality** (e.g. joint research on [Smarter Logos, better informed consumers](#)).



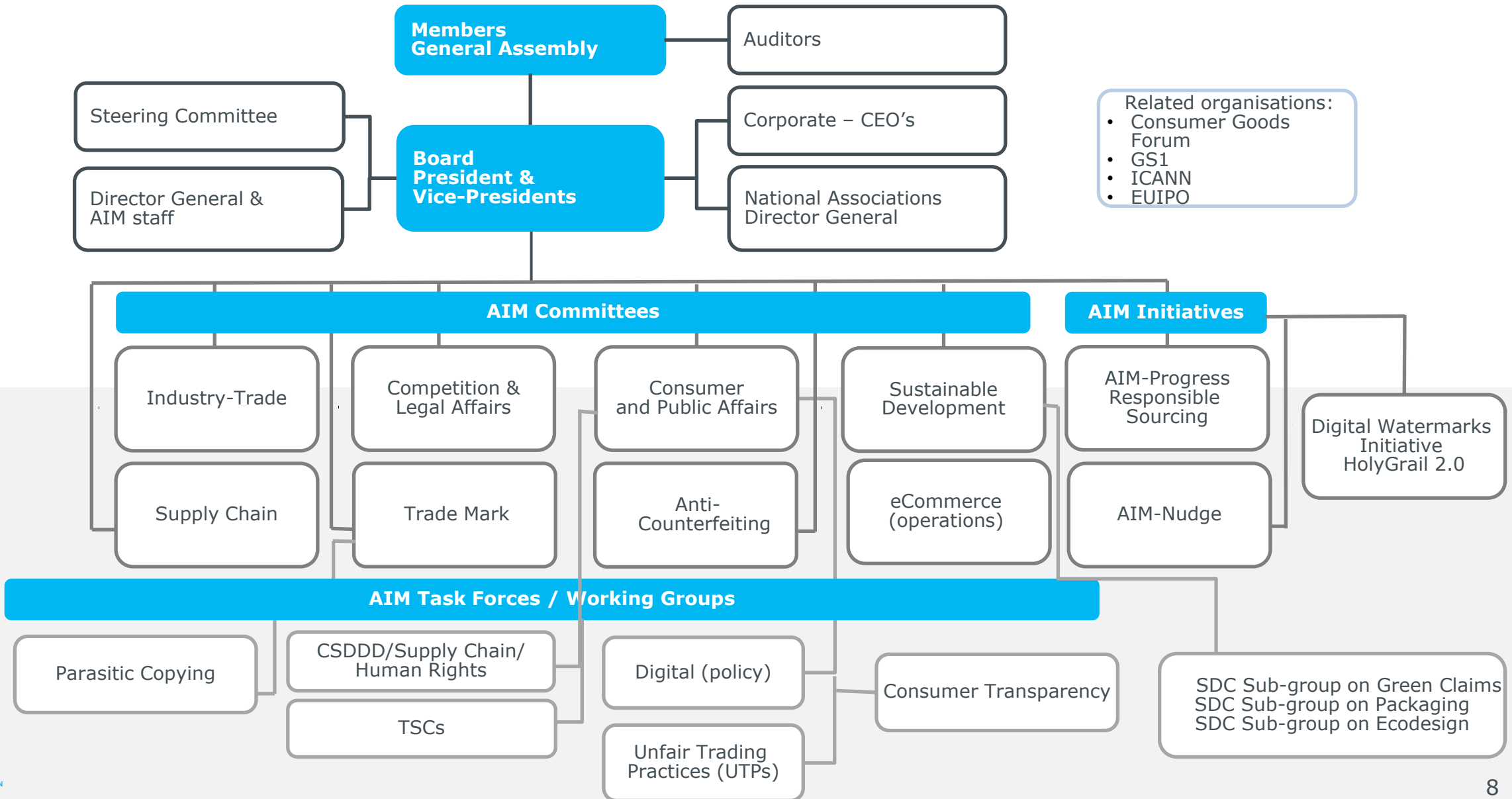
The Digital Watermarks Initiative "HolyGrail2.0" driven by AIM – European Brands Association and powered by the Alliance to End Plastic Waste, as the next iteration of the initial HolyGrailproject under the Ellen MacArthur Foundation (2016 - 2019), was a R&D project bringing together 160+ companies and organisations from the complete packaging value chain. The objective is to prove the viability of digital watermarks technologies for accurate sorting, paving the way for a Circular Economy. The R&D HolyGrail 2.0 Initiative was successfully concluded in March 2025. At the same time, the next stage was launched: HG 2030 - Circular Packaging, aimed at unlocking the circularity of plastic packaging via a demonstrated business case – for all packaging chain stakeholders. www.aim.be/priorities/digital-watermarks



AIM Initiatives



AIM Organisation & Committees



AIM SECRETARIAT



Michelle Gibbons
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Liaison Group of the Consumer
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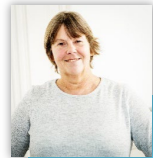
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Project Manager, Policy Officer,
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Digital Watermarks Initiative
HolyGrail 2.0

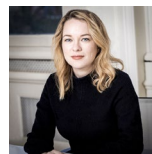
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