



BrandEurope

OUR VISION FOR
EUROPE'S BRAND
2024-2029

Brand

/brænd/ · noun

A recognizable, reassuring, unique and trust-inspiring identity that distinguishes itself from others and resonates with individuals.



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represents **2,500** branded consumer goods manufacturers in Europe in the food, beverages, personal care, home care, luxury, toys, electronics, and apparel categories

Europe's fast-moving
-consumer-goods
industry (FMCG)¹:

3rd largest
Manufacturing
industry in Europe

11,6%



of all
manufactured
goods produced
in the EU²

**€714,5
Billion**



of sold
production
in 2022

→ **2021:** FMCG
companies in
the EU invested³

**€81
Billion**



20.4%

of the total manufacturing
investment (Capex) in the EU⁴

**€16.5
Billion**
in R&D⁵

**€64.5
Billion**
in industrial assets

33% of EU's trade surplus

of FMCG goods
were traded **within**
the EU's single
market in 2022⁶

61%
(€276.1 billion)



39%
(€174.8 billion)

are traded
outside of
the EU⁶

6,5%

of total
Intra-EU27
trade⁷

6,8%

of total
Extra-EU27
trade⁷

¹ Fast-moving-consumer-goods (FMCG) = Health&Beauty, Packaged Food, Pet Care, Beverages (alcohol & nonalcohol), Homecare, Paper tissue & hygiene. No data for Petcare in Latvia, Lithuania and Slovenia; |
² Eurostat, Prodcom; | ³ 2021 Eurostat BERD for R&D and SBS gross detailed NACE Rev.2 activity for Capex |
⁴ Eurostat : SBS by detailed NACE Rev.2 activity Gross investment in tangible non-current assets | ⁵ Euromonitor based on Eurostat BERD by NACE codes, no data for Cyprus, Luxembourg, Malta and the NL; | ⁶ Euromonitor based on Eurostat using HS codes, Trade by commodity | ⁷ Eurostat, trade by commodity and NACE Rev.2 activity

AIM'S VISION FOR THE EU'S BRAND IS TO BE **COMPETITIVE, TRUSTED AND LEADING.**

A **Competitive** EU = a fully-functioning Single Market, enhanced IP protection, and fair supply chains

- An **open, enabling, and fair** business environment is essential for trade, and impacts the EU's ability to attract the necessary investments to strengthen its competitiveness. This is at the heart of economic prosperity and the continued success of the Single Market, and therefore it must be underpinned by a **harmonised legal framework** that provides **certainty and clarity**.
- EU competitiveness is an intrinsic condition to achieve **sustainability**, as it will enhance our ability to invest and innovate to protect our planet and people. The **branded consumer goods industry** is one of the strongest contributors to the EU's industrial base, with the fast-moving-consumer-goods sector alone representing the **third largest manufacturing sector** in Europe, and **it is one of the EU's most successful export sectors**[1].
- The Single Market enables these goods to be traded across Europe, providing **choice to European consumers** and **value to the European economy**. **Fair** and **resilient supply chains** underpin that choice and value creation, thereby enabling innovation. **Innovation** must be protected by a robust **intellectual property** framework, thereby fostering **entrepreneurship** and **growth**. This is the engine for the EU's future R&D and **investment**.

A **Trusted** EU = protecting consumers, and consumer choice, through trust and inclusivity

- Consumers **trust brands** with their wellbeing, needs, and expectations. This drives our industry and must also drive policy.
- **Consumer confidence** drives household consumption, which is the backbone of the EU economy, representing 51% of the EU's GDP. Therefore, consumers deserve the reassurance of a strong legal framework to **protect** and **respect their choices**. They also deserve the reassurance that they are provided with **trustworthy information** to make informed choices in their daily lives and to continue trusting the brands that are committed to delivering on those expectations and needs.
- **Enforcing existing consumer law** in a fully harmonised manner is key to enabling consumers to make informed choices, in line with their values, while enabling branded consumer goods manufacturers to communicate innovative features and progress that meet consumer expectations.
- Information communicated to consumers should be **understandable, relevant, reliable, and data-based**.

A **Leading** EU = leveraging innovation to achieve sustainability goals and create positive impact for people

- Branded consumer goods manufacturers are **catalysts for change** through **responsible leadership** and **innovation**.
- Investment in research & development and the deployment of new technology drive innovation, create opportunities, and inspire the next generation to strive for positive change.
- **Flexibility to innovate is crucial**, which will be necessary to achieve **ambitious EU sustainability goals and climate targets**. This will enable continuous improvement in the **eco-design of products**, optimisation of production processes, and adaptation of brands' supply chains. Moreover, AI, machine learning, and Big Data are unlocking a new era of a more **personalised experience for consumers**, creating deeper connections to brands, and paving the way for enhanced consumer co-creation.
- Before considering any further legislative proposals, the **swift and harmonised** implementation of the legislation adopted during the past EU mandate to implement the Green and Digital Transition is critical. Certainty must be provided to businesses so they can channel the necessary **investments** across the value chain, to adapt production processes and comply with EU requirements, **from environmental sustainability to responsible sourcing and human rights protection**. It is critical to allow **sufficient time** and provide sufficient **resources** for this process, as the changes ahead are profound.
- The timely identification and removal of any barriers that prevent this transformation process, coupled with ensuring a **level playing field**, must be at the core of any future legislative and non-legislative initiatives **to place the EU at the forefront of innovation**.

AIM CALLS UPON THE EU POLICYMAKERS 2024-2029 TO DELIVER A **COMPETITIVE, TRUSTED** AND **LEADING** EU BY:

Deepening the Single Market with better enforcement of existing rules, bridging regulatory incoherence through a harmonised, simplified and data-driven approach:

- Focus on developing policy with a pro-competitiveness lens that secures the EU's future prosperity.
- Prioritize cross-border collaboration of authorities to ensure proper enforcement of existing rules.
- Prioritize investment in resources to customs authorities given the increased compliance rules on goods entering the EU market, as well as the continuous growth in imports of IP-infringing goods.

Enabling fair and resilient supply chains by strengthening rules to ensure fairness for all players in consumer goods value chains:

- Revise the Unfair Trading Practices Directive to ensure all companies and consumer goods are protected.
- Develop guidelines to facilitate compliance with the Corporate Sustainability Due Diligence Directive and the Forced Labour Regulation, and foster a harmonised implementation approach.

Reinforcing intellectual property (IP) rules, that will promote investment and innovation, & protect the EU's consumers against counterfeit and other non-compliant products:

- Ensure that any amendment of substantive IP laws, especially the EU Trade Mark Regulation, reflects the interests of IP right holders and consumers.
- Strengthen the entire IP enforcement regime, through appropriate implementation of the IP Rights Enforcement Directive, Union Customs Code, Customs IP Enforcement Regulation and Cybersecurity Directive (NIS2).
- Retain IP Crime as a priority within the 2026-2029 cycle of the European Multidisciplinary Platform Against Criminal Threats given its increasing links to cross-border organised crime.
- Ensure stringent enforcement of the Digital Services Act including recognising expert brands as trusted flaggers.

Efficiently implementing current legislation to pragmatically facilitate the green transition for all stakeholders, removing barriers and fostering progress in the Green and Digital transition:

- Adopt a harmonised, workable, enforceable, and clear framework under the Green Claims Directive, empowering both the industry and consumers in the green transition.
- Swiftly adopt the secondary legislation under the new Packaging and Packaging Waste Regulation, while ensuring a harmonised implementation across EU Member States.
- Drive dialogue and collaboration in end-to-end value chains to facilitate the development and uptake of the digital tools to map and trace the information required under new legislation.

Partnering with the business community to leverage the vast expertise and knowledge of our people who strive every day to achieve sustainable competitiveness in the EU:

- Develop an holistic economic impact assessment on end-to-end value chains of proposed policies with short, medium and longer term implications for the EU economy.
- Build more multistakeholder forums to bring experts across value chains together to find solutions that can be implemented swiftly.