



# Europe Day 2025

THE SINGLE MARKET: UNITED IN DIVERSITY







## CHOICE AND VALUE FOR HOUSEHOLDS

The Single Market has expanded access to innovative products, while respecting local tastes and traditions.

**61%** of FMCGs made in the EU are sold within it.

**39%** are exported around the world.





## WHAT WE BRING TO EUROPE

We create value by:

- Innovating to meet evolving consumer needs
- Investing in local economies and jobs
- Delivering trusted, high-quality products

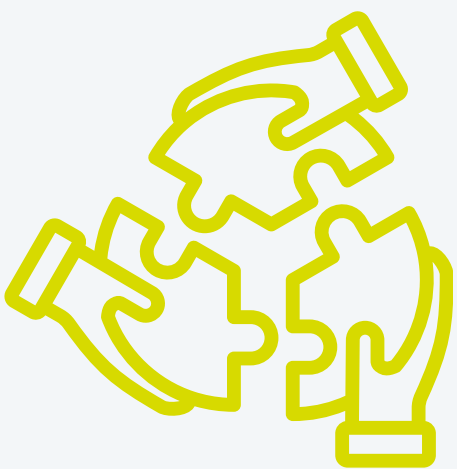
Branded goods contribute **€276 billion**  
to the EU economy annually via the Single Market





## MAKING THE SINGLE MARKET WORK FOR EVERYONE

Through close collaboration and investment, we help ensure consumers have access to safe, reliable and innovative products – wherever they are in Europe.



**Our goal:** a stronger, more resilient value chain that benefits everyone.

# CELEBRATING EUROPE'S SHARED SUCCESS



On Europe Day, we reaffirm our  
commitment to building a dynamic,  
diverse and resilient Europe.