

Female Executives in CPG & Retail Industry

Introducing LEAD Network's ground breaking new benchmark study

In 2017, the LEAD Network conducted a gender diversity benchmark study – the first of its kind – to measure the number of women holding executive positions in retail and consumer goods companies in Europe.

Thirty companies took part in the research. The results provide quantification of the number and ratio of women at the top of the sector and a breakdown of the type of roles they are performing – data that have been lacking until now. Such information is vital if businesses are to develop an understanding of where they are compared to their peers, and how much further they have to travel to reach equality of opportunity for women. We intend to repeat the study every two years, in order to chart progress.

We hope this new research will help LEAD Network Partners to develop a roadmap and action plan to advance female leadership within their organisation. The study also contains examples of best practice, which can be used to shape diversity policies and initiatives, ensuring our industry becomes the industry of choice for female candidates.

Women holding executive positions in the consumer goods and retail industries

On average, the LEAD Network Scorecard found that women hold 25%¹ of executive positions in the consumer goods and retail industries in Europe, exceeding the global average of 16%² but still far from gender parity in a sector where women account for the majority of customers.



55%

45%



Women make up 55 percent of the retail industry's workforce³

Consumer products companies at 28% female executives, did slightly better than Retailers at 25% on average¹.

Women in Female Executives Rising in CPG & Retail Industry Europe hold executive positions across numerous areas, with high concentrations as Global Executives with multi-country responsibility, Business Unit GMs, Functional Heads of Europe¹. But progress is slow, and the number of female executives is still low despite a large and growing pool of successful and smart women.



Top scoring manufacturer

32%

The leading CPG manufacturer is consumer goods group Procter & Gamble, which reported 32% female executives¹.

"We are proud of the progress we have made towards equal gender representation at all levels at P&G and to support LEAD's efforts to increase diversity across our industry," said Gary Coombe, President, P&G Europe.



Top scoring retailer

40%

The top-scoring company is Swedish retailer ICA Gruppen, which reported 40% female executives¹.

"We are incredibly proud of the results. For ICA, diversity is high on the agenda and this inspires us to continue to strive even further." said Petra Albuschus, Chief Human Resources Officer, ICA.

1. LEAD Gender Diversity Scorecard 2017 Results

2. EY Study "Placing Gender on the Consumer Products Agenda"
<http://www.ey.com/gl/en/industries/consumer-products/ey-placing-gender-on-the-consumer-products-agenda>

3. "Pyramid: Women in S&P 500 Retail Trade," Catalyst, June 14, 2016.



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Leading Executives Advancing Diversity

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