


KELLOGG COMPANY
BATTLE CREEK, United States of America

 Active
BvD ID n° US380710690

Publicly quoted
This company is the Global Ultimate Owner of the Corporate Group

Peer comparison

Accounting year: Peer group year	Year	Operating revenue (Turnover)	P/L before tax	P/L for period [=Net income]	Total assets	Shareholders funds	Number of employees
		th EUR	th EUR	th EUR	th EUR	th EUR	
<i>Median</i>		10.198.990	434.943	380.175	12.018.141	4.839.563	30.224
<i>Standard deviation</i>		2.680.271	499.569	499.136	6.038.629	1.784.621	17.947
<i>Average</i>		10.638.729	669.780	553.416	12.080.661	3.929.792	33.785

BEIJING CAPITAL AGRIBUSINESS GROUP CO., LTD.	2018	16.073.219	1	345.066	7	380.175	6	17.016.727	2	5.114.484	5	60.000	2
GENERAL MILLS INC	2018	13.454.485	2	1.825.455	1	1.821.523	1	26.176.600	1	5.249.253	4	40.000	3
UNI-PRESIDENT ENTERPRISES CORP.	2018	12.420.819	3	1.003.377	3	495.663	5	11.570.280	7	4.839.563	6	n.a.	
CHINA AGRI-INDUSTRIES HOLDINGS LIMITED	2018	12.172.301	4	217.469	10	150.063	10	7.866.928	9	3.700.799	7	17.646	9
KELLOGG COMPANY (*)	2018	11.831.435	5	1.160.698	2	1.166.812	2	15.528.376	3	2.271.615	8	34.000	5
SUNTORY BEVERAGE & FOOD LIMITED	2018	10.198.990	6	881.108	4	630.605	4	12.130.899	5	6.295.315	1	24.142	7
AJINOMOTO COMPANY INC	2018	9.047.473	7	434.943	6	238.311	7	11.185.083	8	5.504.477	3	34.504	4
NEW HOPE GROUP CO., LTD.	2018	9.028.640	8	837.406	5	676.389	3	12.018.141	6	5.623.246	2	70.000	1
BID CORPORATION LIMITED	2018	8.571.752	9	299.456	8	220.683	9	3.857.608	10	1.668.638	10	26.448	6
CAMPBELL SOUP CO	2018	7.400.306	10	231.765	9	222.393	8	12.379.856	4	1.162.236	11	23.000	8
ITOHAM YONEKYU HOLDINGS INC.	2018	6.826.599	11	130.831	11	84.963	11	3.156.769	11	1.798.087	9	8.107	10

(*) subject company

Peer group definition

Closest 10 international companies according to the Operating revenue (Turnover) of the subject company for the last available year (2018) amongst the standard peer group.
The standard peer group is based on NACE Rev. 2 industry classification: 1089 - Manufacture of other food products nec.