

THE CRANE CONSULTANCY

BUSINESS INTELLIGENCE, PACED BY PROFIT

CRANE INDEX™ RESEARCH

Consumer Goods: The AI Visibility Report

Three machine reads of the 188 organisations in the Consumer Goods cohort, measured 2026-09-01.
Can AI find you, can an agent act on you, does AI know who you are.

124	46	1	64
SITES READABLE	MEDIAN CRANE INDEX™	SITES AT 70+	UNMEASURED

Only 1 of 124 sites clear 70. The rest is unclaimed.

Of the 188 sites approached, 64 could not be measured at all: 36 refused our reader outright, 19 gave it no response, and 9 serve pages that are empty until scripts run. Of the 124 sites our reader could read, 1 reached 70 or better on the composite Crane Index™; the rest fell short. The three reads tell one story: access is broadly survivable (Agent median 65), meaning is patchy (AI Search median 52), and identity is the collapse (Representation median 17, with 120 of 124 sites below 55).

The strongest single separator between the top of this cohort and the bottom is not budget, brand or size. It is whether the site declares, in its own structured data, which organisation it is. 10 of the 10 highest-ranked sites here do; 0 of the 10 lowest-ranked do. That is a markup and governance exercise rather than a rebuild, which is why the league table overleaf should be read as unclaimed territory.

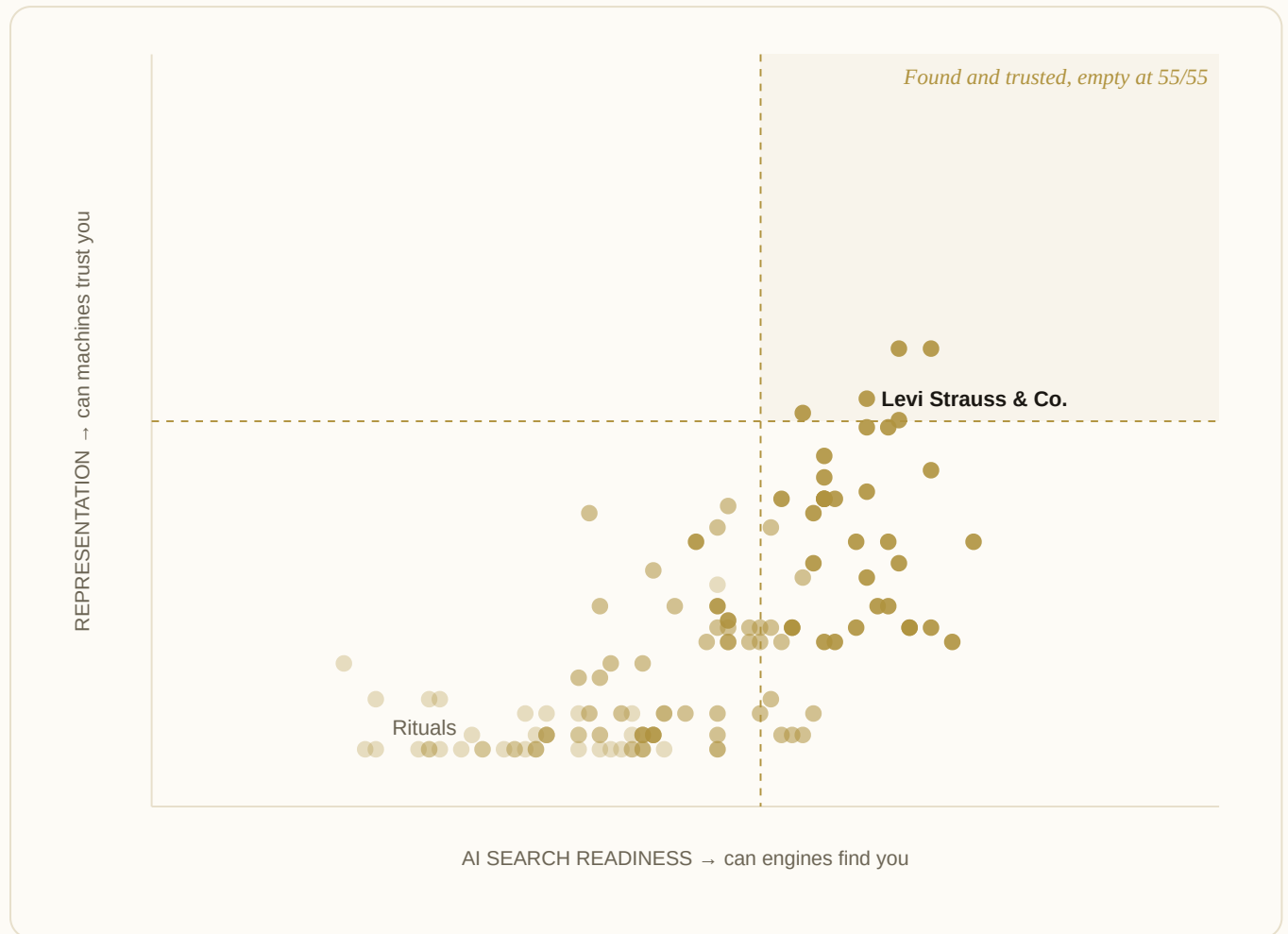
The three reads

AI Search Readiness. Median 52, range 18 to 77. Whether the engines that read live sites (AI Overviews, Perplexity, ChatGPT with search) can resolve the company and extract what it sells, to whom.

Agent Readiness. Median 65, range 30 to 97. Whether an automated agent is admitted at the edge and finds anything machine-operable when it arrives.

Brand Representation. Median 17, range 8 to 64. Whether a machine can confirm from the site itself which real-world organisation it is.

The picture in one chart



The story in one line: this cohort is led by Levi Strauss & Co. on 71, while Rituals sits on 21. Rank in this table is decided by structure, not size or spend, and the top-right quadrant, found *and* trusted, is empty. Whoever claims it first owns it.

What the identity gap actually is

Representation is not one judgement. It is four measured sub-scores, weighted and combined, and naming them turns a low number into a work list. The weights are the scanner's own; the medians are this cohort's.

SUB-SCORE	WEIGHT	MEDIAN	SCORING ZERO	WHAT EARNS THE POINTS
Identity	30%	0	67 of 124	An Organisation, Brand or Person declared in the site's own structured data, with a description and a depth field (knowsAbout, areaServed, founder, foundingDate); then that same name echoed in the page title or og:site_name, with a legal identifier (company number, VAT, LEI).
Disambiguation	30%	0	96 of 124	sameAs links to authoritative homes that resolve <i>and</i> name the organisation back (two score in full, one scores half, a link we cannot check counts half of one we can); and cover across kinds, a confirmed registry such as Companies House, Wikidata or OpenCorporates alongside a distinct profile.
Authority	25%	10	48 of 124	A named person behind the content, marked up with credential depth (job title, employer, expertise or profiles), plus specific figures and outbound sources a model can quote and check.
Rights	15%	50	0 of 124	Terms declared in the markup: a schema license or copyrightHolder, a TDM reservation, or a noai directive. This check can be met in part or in full but cannot be failed, so 50 is its floor, not a result.

Rights cannot be failed, only met in part or in full, so a median of 50 on that row is the floor of the scale rather than a result. Read the identity and disambiguation rows first.

What a zero means for a business

Zero on identity (67 of 124 sites here). There is no Organisation, Brand or Person declared in the site's structured data at all, so there is no name for a machine to check against the page it is reading. The site tells a human visitor who it is and tells a machine nothing. Everything downstream rests on this: a model cannot confirm an identity that was never declared.

Zero on disambiguation (96 of 124 sites here). Nothing on the site links the organisation to an authoritative home that both resolves and names it back. Either no such links are declared, or the ones declared did not resolve or did not mention the organisation. A machine can read a name and still cannot tell which organisation of that name it has found, which matters most in a sector where several share one.

The same four reads, two sites

	IDENTITY	DISAMBIGUATION	AUTHORITY	RIGHTS	REPRESENTATION
Levi Strauss & Co. levistrauss.com · ranked 1	79	60	30	50	57
Kontoor Brands kontoorbrands.com · ranked 75	0	0	10	100	18

Why the pair. Levi Strauss & Co. leads this cohort. Kontoor Brands is the ordinary case, the site whose representation score sits closest to the cohort median of 17. It is ranked 75 of 124 overall. The gap between the two rows is not effort or budget: it is markup that one site publishes and the other does not. These are scores for what each site declares about itself to a machine, and say nothing about either organisation.

Every site our reader could read

Rank is by the composite Crane Index™. A low score says the site is hard for a machine to read, not that the business is anything other than excellent at what it does. Sites that refused or could not serve an automated reader are excluded as unmeasured, never scored zero.

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
1	Levi Strauss & Co. levistrauss.com	71	67	88	57
2	Colgate-Palmolive colgatepalmolive.com/en-us	69	70	74	64
3	Grupo Bimbo grupobimbo.com	69	73	69	64
4	Skechers skechers.com	69	67	97	44
5	Tapestry tapestry.com	68	73	83	47
6	Nike nike.com	64	67	71	53
7	Shiseido shiseido.com/us/en	64	66	89	37
8	Lactalis lactalis.com/fr	63	62	87	41
9	Puma us.puma.com/us/en	63	59	86	43
10	Bakkavor greencore.com	62	71	90	25
11	Columbia Sportswear columbia.com	62	61	71	55
12	Dabur dabur.com	62	62	89	34
13	Danone danone.com	62	70	63	54
14	Greencore greencore.com	62	71	90	25
15	VF Corporation vfc.com	62	69	65	53
16	Anta Sports anta.com	61	69	85	28
17	McBride mcbride.co.uk	61	70	79	34
18	The Campbell's Company campbells.com	61	67	83	32
19	Bel Group groupe-bel.com	60	75	82	23

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
20	Flowers Foods flowersfoods.com	60	73	82	25
21	Mowi mowi.com	60	66	90	25
22	Revolution Beauty revolutionbeauty.com	60	68	85	28
23	Procter & Gamble us.pg.com	59	63	69	46
24	PZ Cussons pzcussons.com	59	64	90	23
25	Reckitt reckitt.com	59	77	63	37
26	Under Armour underarmour.com/en-us	59	69	71	37
27	Haribo haribo.com/en-us	58	63	62	49
28	The Clorox Company thecloroxcompany.com	58	63	69	43
29	Constellation Brands cbrands.com	57	63	85	23
30	Energizer Holdings energizerholdings.com	57	60	87	25
31	Hanesbrands gildancorp.com/en/gildan-and-hanesbrands-homepage	57	64	63	43
32	Post Holdings postholdings.com	57	60	85	25
33	Superdry superdry.com	57	51	83	37
34	Kenvue kenvue.com	56	53	87	28
35	Kerry Group kerry.com	56	63	62	43
36	Lamb Weston lambweston.com	56	63	63	43
37	Georgia-Pacific gp.com	55	54	85	26
38	Church & Dwight churchdwight.com	54	54	66	42
39	Hormel Foods hormelfoods.com	54	57	79	25
40	The Hershey Company thehersheycompany.com	54	56	83	23
41	Amer Sports amersports.com	53	59	76	23

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
42	e.l.f. Beauty elfbeauty.com	53	58	61	39
43	Herbalife herbalife.com/en-us	53	54	83	23
44	McCormick mccormick.com	53	62	85	13
45	B&G Foods bgfoods.com	52	52	82	23
46	L'Oreal loreal.com/en	52	42	87	28
47	Nomad Foods nomadfoods.com	52	59	87	10
48	On Holding on.com/en-us	52	53	63	39
49	Premier Foods premierfoods.co.uk	52	60	87	10
50	Tootsie Roll Industries tootsie.com	52	61	85	10
51	WK Kellogg wkkellogg.com	52	61	62	32
52	Fever-Tree fever-tree.com/en-us	50	57	71	23
53	Richemont richemont.com	50	56	69	25
54	BrewDog brewdog.com	49	50	85	13
55	Warburtons warburtons.co.uk	49	58	65	25
56	Nichols nicholsplc.co.uk	48	46	87	10
57	Tyson Foods tysonfoods.com	48	53	82	10
58	Coty coty.com	47	53	62	25
59	Hain Celestial hain.com	47	46	87	8
60	Mondelez International mondelezinternational.com	47	54	62	25
61	Allbirds allbirds.com	46	58	66	15
62	Henkel henkel.com	46	57	69	13
63	Lotus Bakeries lotusbakeries.com	46	47	58	33

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
64	Mizuno usa.mizuno.com	46	49	62	28
65	National Beverage nationalbeverage.com	45	53	70	13
66	Puig puig.com/en	45	54	59	23
67	Marico marico.com/global	44	46	65	20
68	Tate & Lyle tateandlyle.com	44	43	68	20
69	Weetabix weetabix.co.uk	44	45	78	8
70	Kering kering.com/en	43	41	46	41
71	Chapel Down chapeldown.com	42	48	66	13
72	Pernod Ricard pernod-ricard.com/en	42	47	68	10
73	Conagra Brands conagrabrands.com	41	41	68	13
74	General Mills generalmills.com	41	53	62	8
75	Kontoor Brands kontoorbrands.com	41	42	62	18
76	Royal Unibrew royalunibrew.com	41	40	65	18
77	Arla Foods arla.com	40	47	63	10
78	C&C Group candcgroupplc.com	40	42	68	10
79	Edgewell Personal Care edgewell.com	40	46	65	10
80	Pandora pandoragroup.com	40	47	62	10
81	Wolverine World Wide wolverineworldwide.com	40	44	62	13
82	Beiersdorf beiersdorf.com	39	37	68	13
83	Beyond Meat beyondmeat.com/en-US	39	46	62	8
84	Hovis hovis.co.uk	39	45	62	10
85	Kirin Holdings kirinholdings.com/en	39	48	56	13

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
86	Oatly oatly.com	39	53	34	31
87	The Coca-Cola Company coca-colacompany.com	39	48	62	8
88	Barbour barbour.com/us	38	36	69	10
89	Campari Group camparigroup.com/en	38	37	68	10
90	McCain Foods mccain.com	38	37	68	10
91	Red Bull redbull.com/us-en	38	53	53	8
92	Remy Cointreau remy-cointreau.com/fr	38	44	62	8
93	Saputo saputo.com	38	43	62	8
94	Tata Consumer Products tataconsumer.com	38	40	62	13
95	Asahi Group Holdings asahigroup-holdings.com	37	42	62	8
96	Bacardi bacardilimited.com	37	40	62	8
97	Heineken heineken.com/global/en/home	37	40	62	10
98	ITC itcportal.com	37	35	62	13
99	William Grant & Sons williamgrant.com	37	35	68	8
100	Essity essity.com	36	37	62	10
101	Fonterra fonterra.com/nz/en.html	36	37	62	10
102	Mulberry mulberry.com/us	36	34	65	8
103	Anheuser-Busch InBev ab-inbev.com	35	36	62	8
104	Brown-Forman brown-forman.com	35	40	56	10
105	LVMH lvmh.com/en	35	36	62	8
106	Molson Coors Beverage Company molsoncoors.com	35	33	63	8
107	Li-Ning lining.com	34	18	65	20

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
108	PepsiCo pepsico.com	34	36	58	8
109	Britannia Industries britannia.co.in	33	26	59	15
110	Keurig Dr Pepper keurigdrpepper.com	33	34	56	8
111	Oriflame oriflame.com	33	27	57	15
112	Burberry burberry.com	32	21	59	15
113	Newell Brands newellbrands.com	32	26	62	8
114	The Kraft Heinz Company kraftheinzcompany.com	32	31	58	8
115	The Swatch Group swatchgroup.com/en	32	30	56	10
116	Spectrum Brands spectrumbrands.com	31	27	58	8
117	Carlsberg carlsberggroup.com	29	45	30	13
118	Chobani chobani.com	29	20	58	8
119	G-III Apparel Group giii.com	29	46	30	10
120	Deckers Brands deckers.com	28	29	46	8
121	Yakult Honsha yakult.co.jp	26	31	40	8
122	The Boston Beer Company bostonbeer.com	23	26	34	8
123	Dr. Martens drmartens.com	22	25	34	8
124	Rituals rituals.com	21	21	34	8

The 64 sites our reader could not measure

Unmeasured, not failed. Our reader is one unfamiliar automated visitor, and how a site treated it is all that was measured. No score is asserted for any site on this page.

What was measured, posture by posture. Of the 64 sites here, 36 refused our reader, 19 gave no response and 9 served a page that is empty until scripts run.

Refused the reader (36). The edge answered our request with a refusal. That is a measurement of how one unfamiliar visitor was treated and nothing further: a site that admits crawlers by name may well serve GPTBot or Googlebot while refusing us, so a refusal here is not evidence that the site is invisible to any named engine, and it is not reported as one. What it does establish is that a rule at the edge is deciding which machines are served, which is worth knowing deliberately.

No response (19). Nothing came back inside our timeout. That could be an outage on the day, a network rule or a slow origin, and the scan cannot tell which, so nothing is concluded about the site from it.

Script-only page (9). The page returns almost nothing until a browser executes its scripts. This one does generalise: a page that is empty without JavaScript is empty for every fetcher that does not run it, ours included, and many AI fetchers and shopping agents do not run it. Here the commercial reading is direct, because the page has nothing to serve any of them.

Nestle · refused the reader

Unilever · refused the reader

Kellanova · refused the reader

Mars · refused the reader

Barilla · refused the reader

JBS · refused the reader

Grupo Nutresa · refused the reader

TreeHouse Foods · refused the reader

Pladis · refused the reader

Glanbia · refused the reader

Godrej Consumer Products · refused the reader

Monster Beverage · refused the reader

Coca-Cola Europacific Partners · refused the reader

Suntory · refused the reader

Diageo · refused the reader

Edrington · refused the reader

The Estee Lauder Companies · refused the reader

Lush · refused the reader

LG Household & Health Care · refused the reader

SC Johnson · refused the reader

Kimberly-Clark · refused the reader

Adidas · refused the reader

PVH · refused the reader

Capri Holdings · refused the reader

Gildan · refused the reader

Crocs · refused the reader

Asics · refused the reader

Carter's · refused the reader

Guess · refused the reader

New Balance · refused the reader

Hugo Boss · refused the reader

Lacoste · refused the reader

Hermes · refused the reader

Moncler · refused the reader

Tod's · refused the reader

Ermenegildo Zegna · refused the reader

Ferrero · no response

The J.M. Smucker Company · no response

Ajinomoto · no response

Lancaster Colony · no response

Lindt & Spruengli · no response

Meiji Holdings · no response

A.G. Barr · no response

Sapporo Holdings · no response

Treasury Wine Estates · no response

Kao Corporation · no response

Natura & Co · no response

L'Occitane · no response

Helen of Troy · no response

Amorepacific · no response

Lululemon · no response

Pentland Brands · no response

Prada Group · no response

Salvatore Ferragamo · no response

Brunello Cucinelli · no response

Associated British Foods · script-only page

FrieslandCampina · script-only page

Coca-Cola HBC · script-only page

Haleon · script-only page

Nu Skin · script-only page

BIC · script-only page

Ralph Lauren · script-only page

EssilorLuxottica · script-only page

Safilo Group · script-only page

Method

Each organisation's primary public site was loaded and scored by the three deterministic Crane Index™ scanners on 2026-09-01. The constituent list is pinned beside the archived results, exclusions are rule-based and inspectable, and the full per-check result set is retained so the cohort can be re-scanned and the movement published. Every score can be re-measured in about a minute at thecraneconsultancy.com/ai-readiness/.

How this cohort was drawn

The list of 188 organisations is assembled from public sources, sanity-checked by a person, and pinned beside the archived results so the composition can be audited rather than taken on trust. Anyone can ask for a domain to be added; it joins only after a human review, against one bar, a real trading organisation of substance in this industry, and requested-in constituents are recorded as such. Two site types are excluded uniformly, by type and before any score is seen, because the measure is not a fair test of them: search-engine homepages and chat-box homepages. Nothing is ever removed for scoring badly. So this is a defined and inspectable list of 188 organisations. It is not a ranking of national importance, and it is not a census of the industry.

Honest limits

124 scored sites is a sample, not a census, and a single scan is a snapshot of engines and estates that shift month to month. Our reader is one unfamiliar bot, so a site that refused it is reported as unmeasured, never scored zero and never described as unreadable to AI, because what a named engine is served was not measured here. The medians on these pages therefore describe the 124 sites our reader could read; how the 64 it could not would have scored is unknown, and this report does not assume they would have scored worse.

The three moves to make first

1. Ship valid Organization and Product structured data (JSON-LD) on every commercial template, matched to the visible copy, one legal name rendered identically everywhere, with sameAs disambiguation. 2. Make your bot posture a decision rather than an inherited default: know which automated readers your edge admits and which it turns away, name the engines that matter to your market, and record the choice where the next person will find it. 3. Put a legibility gate in the deploy pipeline and give one senior owner the score, because estates drift the moment legibility has no owner.