

THE CRANE CONSULTANCY

BUSINESS INTELLIGENCE, PACED BY PROFIT

CRANE INDEX™ RESEARCH

Consumer Goods: The AI Visibility Report

Three machine reads of 188 of Britain's most important websites, measured 2026-08-06. Can AI find you, can an agent act on you, does AI know who you are.

124	44	1	64
SITES READABLE	MEDIAN CRANE INDEX™	SITES AT 70+	UNMEASURABLE

Nobody in this cohort is ready. That is the opportunity.

Of the 188 sites approached, 64 could not be measured at all: 34 refused an automated reader outright, 21 gave one no response, and 9 serve pages that are empty until scripts run. Of the 124 sites a machine 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 48), and identity is the collapse (Representation median 16, with 123 of 124 sites below 55).

The strongest single separator between the top of the field and the bottom is not budget, brand or size: it is valid Organization structured data and a coherently resolvable identity. In this cohort, every one of the ten strongest sites on the search read carries it; not one of the bottom ten does. The remediation is a markup and governance exercise, not a rebuild, which is why the league table overleaf should be read as unclaimed territory.

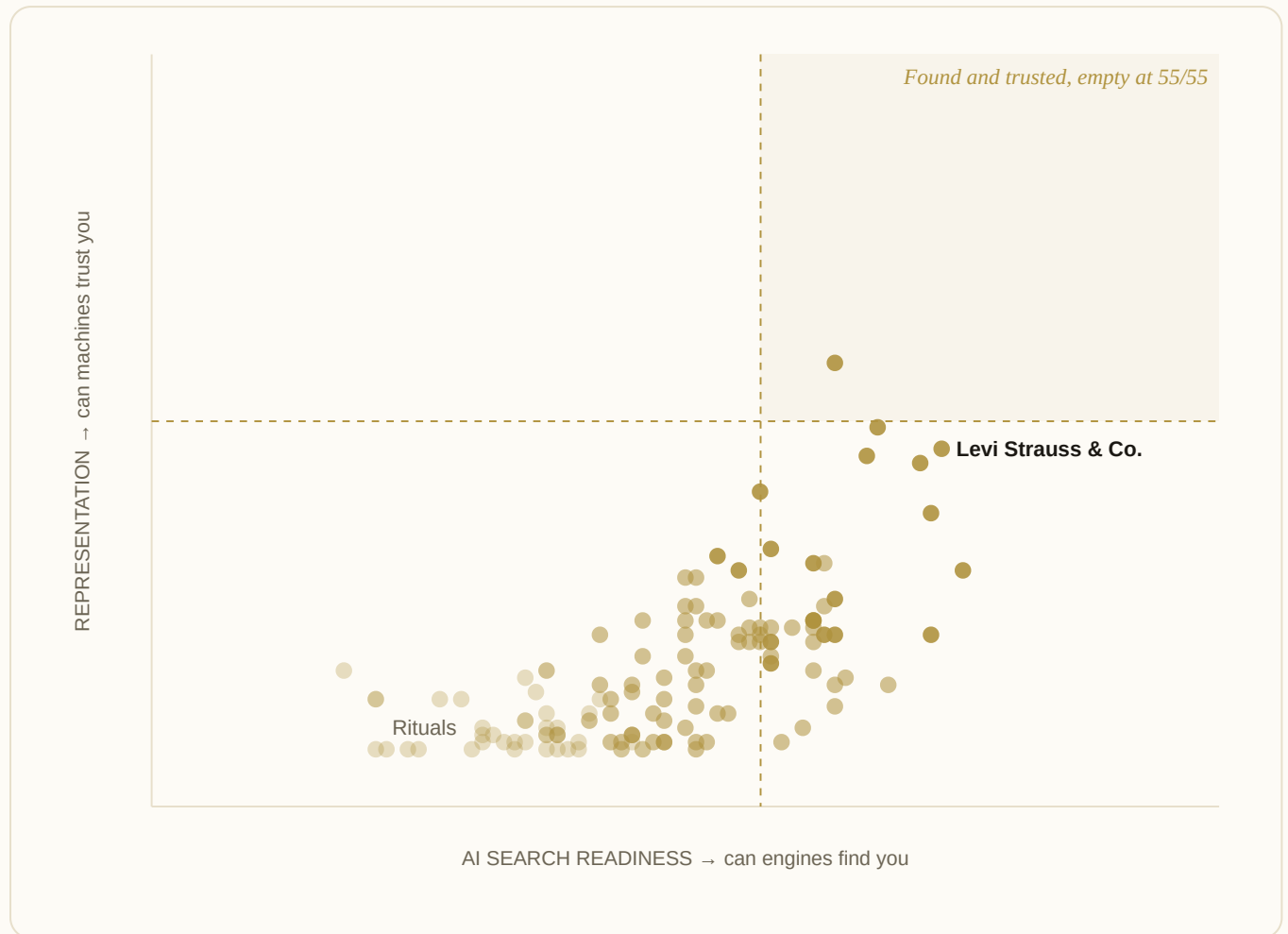
The three reads

AI Search Readiness. Median 48, range 18 to 76. 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 91. Whether an automated agent is admitted at the edge and finds anything machine-operable when it arrives.

Brand Representation. Median 16, range 8 to 62. 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: the field is led by Levi Strauss & Co. on 72, 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.

Every site a machine 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	72	74	91	50
2	Tapestry tapestry.com	67	72	82	48
3	Grupo Bimbo grupobimbo.com	65	64	69	62
4	VF Corporation vfc.com	62	68	65	53
5	Puma us.puma.com/us/en	61	58	90	36
6	Bel Group groupe-bel.com	60	73	82	24
7	Constellation Brands cbrands.com	59	64	85	29
8	e.l.f. Beauty elfbeauty.com	59	73	64	41
9	Haribo haribo.com/en-us	59	67	62	49
10	Mowi mowi.com	59	63	91	24
11	PZ Cussons pzcussons.com	59	64	90	24
12	Skechers skechers.com	59	57	76	44
13	Bakkavor greencore.com	58	62	86	26
14	Greencore greencore.com	58	62	86	26
15	Lactalis lactalis.com/fr	58	55	87	33
16	Oatly oatly.com	58	76	65	33
17	McBride mcbride.co.uk	56	62	73	34
18	Dabur dabur.com	55	58	88	20
19	Herbalife herbalife.com/en-us	55	58	83	23

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
20	On Holding on.com/en-us	55	53	78	35
21	Hormel Foods hormelfoods.com	54	58	79	25
22	The Hershey Company thehersheycompany.com	54	55	83	24
23	B&G Foods bgfoods.com	53	55	82	23
24	Georgia-Pacific gp.com	53	50	84	26
25	Lamb Weston lambweston.com	53	63	63	34
26	Nomad Foods nomadfoods.com	53	61	87	11
27	The Campbell's Company campbells.com	53	64	82	14
28	Amer Sports amersports.com	52	56	76	23
29	Columbia Sportswear columbia.com	52	52	79	26
30	Energizer Holdings energizerholdings.com	52	60	70	25
31	Kenvue kenvue.com	52	56	75	25
32	L'Oreal loreal.com/en	52	50	79	28
33	Post Holdings postholdings.com	52	50	83	24
34	Premier Foods premierfoods.co.uk	52	59	87	9
35	Revolution Beauty revolutionbeauty.com	52	65	72	18
36	Danone danone.com	51	63	62	28
37	Anta Sports anta.com	50	51	72	28
38	Kerry Group kerry.com	50	62	62	25
39	Under Armour underarmour.com/en-us	50	62	64	23
40	Colgate-Palmolive colgatepalmolive.com/en-us	49	56	61	29
41	Fever-Tree fever-tree.com/en-us	49	57	66	23

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
42	Nichols nicholsplc.co.uk	49	51	87	9
43	Reckitt reckitt.com	49	69	62	17
44	SC Johnson scjohnson.com/en	49	58	68	21
45	Warburtons warburtons.co.uk	49	62	65	19
46	General Mills generalmills.com	48	64	62	17
47	Lotus Bakeries lotusbakeries.com	48	51	62	32
48	Mondelez International mondelezinternational.com	48	57	62	24
49	Tootsie Roll Industries tootsie.com	48	52	83	9
50	Hain Celestial hain.com	47	45	87	10
51	Mizuno usa.mizuno.com	47	53	62	26
52	Puig puig.com/en	47	57	60	25
53	Shiseido shiseido.com/us/en	47	46	75	21
54	Tyson Foods tysonfoods.com	47	51	82	8
55	Procter & Gamble us.pg.com	46	51	68	19
56	The Clorox Company thecloroxcompany.com	46	51	69	17
57	Superdry superdry.com	45	48	70	18
58	Weetabix weetabix.co.uk	45	48	79	9
59	Arla Foods arla.com	44	52	62	19
60	BrewDog brewdog.com	44	47	72	13
61	Chapel Down chapeldown.com	44	54	66	13
62	Church & Dwight churchdwight.com	44	42	65	24
63	National Beverage nationalbeverage.com	44	50	70	11

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
64	Allbirds allbirds.com	43	48	66	15
65	Kering kering.com/en	43	50	47	32
66	Nike nike.com	43	46	58	26
67	Richemont richemont.com	43	45	69	16
68	Coty coty.com	42	51	61	14
69	Tate & Lyle tateandlyle.com	42	45	64	17
70	Henkel henkel.com	41	43	67	13
71	Kirin Holdings kirinholdings.com/en	41	53	58	13
72	LVMH lvmh.com/en	41	42	65	17
73	Pandora pandoragroup.com	41	48	62	12
74	Pernod Ricard pernod-ricard.com/en	41	47	68	9
75	C&C Group candcgroupplc.com	40	44	68	9
76	Campari Group camparigroup.com/en	40	41	68	12
77	Dr. Martens drmartens.com	40	50	49	21
78	Edgewell Personal Care edgewell.com	40	45	65	10
79	Kontoor Brands kontoorbrands.com	40	43	62	15
80	Marico marico.com/global	40	37	65	19
81	McCain Foods mccain.com	40	43	68	9
82	The Coca-Cola Company coca-colacompany.com	40	48	62	9
83	Barbour barbour.com/us	39	37	69	10
84	McCormick mccormick.com	39	42	60	15
85	Royal Unibrew royalunibrew.com	39	35	65	18

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86	Saputo saputo.com	39	46	62	8
87	Bacardi bacardilimited.com	38	44	61	8
88	Beiersdorf beiersdorf.com	38	35	68	12
89	Remy Cointreau remy-cointreau.com/fr	38	44	62	8
90	Conagra Brands conagrabrands.com	37	41	56	13
91	Fonterra fonterra.com/nz/en.html	37	38	62	10
92	Heineken heineken.com/global/en/home	37	40	62	9
93	Tata Consumer Products tataconsumer.com	37	37	62	13
94	William Grant & Sons williamgrant.com	37	38	64	10
95	Wolverine World Wide wolverineworldwide.com	37	38	61	11
96	Anheuser-Busch InBev ab-inbev.com	36	39	62	8
97	ITC itcportal.com	36	35	62	12
98	PepsiCo pepsico.com	36	40	61	8
99	Red Bull redbull.com/us-en	36	46	53	8
100	Asahi Group Holdings asahigroup-holdings.com	35	34	62	9
101	Keurig Dr Pepper keurigdrpepper.com	35	38	56	10
102	Molson Coors Beverage Company molsoncoors.com	35	38	60	8
103	Newell Brands newellbrands.com	35	31	62	11
104	Beyond Meat beyondmeat.com/en-US	34	34	59	8
105	Britannia Industries britannia.co.in	34	29	59	15
106	Brown-Forman brown-forman.com	34	37	56	10
107	Hovis hovis.co.uk	34	33	59	9

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108	Essity essity.com	33	35	56	9
109	Li-Ning lining.com	33	18	63	19
110	Oriflame oriflame.com	33	27	57	15
111	The Swatch Group swatchgroup.com/en	33	32	56	10
112	Burberry burberry.com	32	21	59	15
113	The Kraft Heinz Company kraftheinzcompany.com	32	30	59	8
114	WK Kellogg wkkellogg.com	32	36	43	16
115	Deckers Brands deckers.com	31	37	49	8
116	Carlsberg carlsberggroup.com	30	37	42	11
117	G-III Apparel Group gjiii.com	28	45	30	9
118	The Boston Beer Company bostonbeer.com	28	31	44	9
119	Spectrum Brands spectrumbrands.com	27	24	50	8
120	Yakult Honsha yakult.co.jp	27	31	41	10
121	Mulberry mulberry.com/us	26	25	44	8
122	Chobani chobani.com	24	22	42	8
123	Hanesbrands gildancorp.com/en/gildan-and-hanesbrands-homepage	23	21	34	15
124	Rituals rituals.com	21	21	34	8

The 64 sites a machine could not measure

Unmeasured, not failed. A site that verifies crawlers by network may admit engines it recognises while refusing our reader; the posture is reported, no score is asserted.

What these postures mean commercially. *Refused the reader*: the site's edge security turns away unfamiliar automated visitors, the same class of visitor AI engines send when a buyer asks about you. *Script-only page*: the page is empty until a browser executes its scripts; many AI fetchers and shopping agents do not execute JavaScript, so they see a blank page where your business should be. *No response*: the site did not answer an automated request at all. Each is a door closed to the channel now shortlisting suppliers.

Nestle · refused the reader	PVH · refused the reader	Sapporo Holdings · no response
Unilever · refused the reader	Capri Holdings · refused the reader	Treasury Wine Estates · no response
Kellanova · refused the reader	Gildan · refused the reader	Kao Corporation · no response
Mars · refused the reader	Crocs · refused the reader	Natura & Co · no response
Barilla · refused the reader	Asics · refused the reader	L'Occitane · no response
JBS · refused the reader	Carter's · refused the reader	Helen of Troy · no response
Grupo Nutresa · refused the reader	Guess · refused the reader	Amorepacific · no response
TreeHouse Foods · refused the reader	New Balance · refused the reader	LG Household & Health Care · no response
Pladis · refused the reader	Hugo Boss · refused the reader	Lululemon · no response
Glanbia · refused the reader	Lacoste · refused the reader	Pentland Brands · no response
Godrej Consumer Products · refused the reader	Hermes · refused the reader	Prada Group · no response
Monster Beverage · refused the reader	Moncler · refused the reader	Salvatore Ferragamo · no response
Coca-Cola Europacific Partners · refused the reader	Tod's · refused the reader	Brunello Cucinelli · no response
Suntory · refused the reader	Ermenegildo Zegna · refused the reader	Associated British Foods · script-only page
Diageo · refused the reader	Ferrero · no response	FrieslandCampina · script-only page
Edrington · refused the reader	The J.M. Smucker Company · no response	Coca-Cola HBC · script-only page
The Estee Lauder Companies · refused the reader	Ajinomoto · no response	Haleon · script-only page
Lush · refused the reader	Flowers Foods · no response	Nu Skin · script-only page
Kimberly-Clark · refused the reader	Lancaster Colony · no response	BIC · script-only page
Adidas · refused the reader	Lindt & Spruengli · no response	Ralph Lauren · script-only page
	Meiji Holdings · no response	EssilorLuxottica · script-only page
	A.G. Barr · no response	Safilo Group · script-only page

Method

Each organisation's primary public site was loaded and scored by the three deterministic Crane Index™ scanners on 2026-08-06. 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/.

Honest limits

124 scored sites is a sample, not a census; a single scan is a snapshot of engines and estates that shift month to month; and our reader is one unfamiliar bot, so blocked sites are reported as unmeasured rather than failed. None of these limits rescues the field: the medians are drawn from the most legible end of the cohort by construction.

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. Decide your bot posture deliberately: verify the machine readers that matter instead of blanket-refusing everything unfamiliar. 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.