



# Balfour Capital Group Mondelez International, Inc.

Mondelez International, Inc. (NASDAQ: MDLZ) is one of the world's leading snack food companies, selling biscuits, chocolate, gum, candy, cheese & grocery items, and powdered beverages across more than 150 countries. Its iconic brands include Oreo, Cadbury, Milka, Ritz, Toblerone, Trident, and Tang. Headquartered in Chicago, IL, it employs around 90,000 people worldwide. In 2024, Mondelez generated \$36.4 billion in net revenue and \$4.6 billion in net earnings.

## 1. Top 5 Competitors

Key competitors in packaged snacks and confectionery include:

- The Hershey Company (HSY)
- General Mills (GIS)
- Kellanova (K) (formerly part of Kellogg's)
- McCormick & Company (MKC)
- Tyson Foods (TSN)

Other relevant peers: Hormel, Conagra, J.M. Smucker, Campbell's—but the top five are most directly competitive.

## 2. Largest Institutional Shareholders

Institutional ownership stands at ~84% of shares. Top holders include:

- Vanguard Group (~9.9%)
- BlackRock (~7.4%)
- Capital Research & Management (~7.3%)
- State Street Global Advisors (~4.5%)
- J.P. Morgan Asset Management (~3.6%)
- Followed by T. Rowe Price (~2.2%)

## 3. Management Team

Key executives:

- Dirk Van de Put, Chairman & CEO (since November 2017)

Additional senior leaders appear in the "Leadership" section of its IR site.



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## 4. Revenue

- FY 2024 net revenue: \$36.4 billion, net income: \$4.6 billion .
- Q1 2025 revenue: \$9.31 billion (missed estimates of ~\$9.51 billion)

## 5. Institutions with Buy Recommendations:

Mondelez is covered by around 61 analysts. While I couldn't extract specific firm-by-firm recommendations, a majority have Buy or Outperform ratings, contributing to generally positive consensus sentiment.

## 6. Analyst Sentiment Summary

Overall analyst sentiment is bullish:

- Broad consensus rates MDLZ as a Buy/Outperform.

There's optimism around continued strength in its staple brands, resilience amid cocoa price pressure, and growth potential through acquisitions and global reach.

## 7. Insider Buying and Selling (Last 24 Months)

Institutional insider (Form 13F) transactions:

- 163.8 million shares bought (\$10.8 billion)
- 96.9 million shares sold (\$6.3 billion) .
- Corporate insider trading (executives, board members):

Limited public data; Form 4 filings indicate the last insider trade occurred 22 May 2025. No evidence of large informative buys—most appear to be routine option exercises or program-based sales.