

MELITTA EUROPE — COFFEE DIVISION

The operating division Melitta Europe – Coffee Division is responsible for Melitta’s coffee business in Europe, the Middle East, and Africa (EMEA). The range offers perfect coffee enjoyment for every taste: filter coffee, whole beans for fully automatic coffee machines and fresh grinds, specialty coffees from Melitta Manufaktur, pad ranges for single-cup preparation, and instant coffees.



KEY FIGURES

Sales in € thous.



Employees, full-time employees, annual average



HEADQUARTERS Bremen, Germany
MANAGING DIRECTOR Dr. Frank Strege
WEBSITES www.melitta.de
www.facebook.com/Melitta
www.instagram.com/melitta_deutschland

BRAND



OUR POSITIONING

Melitta® is one of the best-known, biggest selling, and highest revenue-generating coffee brands. Its long-standing success is based on a balanced combination of tradition, modernity, and a love of life. The operating division stands for high quality and a strong understanding of consumer needs in a constantly changing world

OUR STRATEGY

Melitta Europe – Coffee Division continues to pursue growth in its national and international business: in established and new markets, with brands and private labels, organically or via company acquisitions. Technology and digitalization are enhancing its agility and speed. As a responsible company with a culture of accountability, sustainability is an attitude which is firmly established in its daily business.

MARKET AND BUSINESS TRENDS IN 2023

Despite a challenging market environment, Melitta Europe – Coffee Division performed well once again last year with very encouraging market share growth in the filter coffee and whole bean segments – and even market leadership in the case of filter coffee. The annual edition concepts “Selection of the Year” and “Coffee of the Year” were continued. Together with the specialty coffees of Melitta Manufaktur, these concepts helped to meet current consumer demands and attract new customers to the Melitta brand. As the first craft coffees of a major national brand, Melitta Manufaktur products have proved successful both online and through many selected food retail markets.

OUTLOOK 2024

In 2024, the company will continue to expand its existing business and once again generate sustainable and profitable growth. To achieve this, it will focus increasingly on attracting new target groups and improving the quality perception of its products in combination with a high-profile media presence. In Germany, there are opportunities in particular for whole bean coffee, craft coffee, private label business, and e-commerce. In addition, further growth potential is being tapped on international markets, both through organic growth in additional countries and through the identification of new acquisition opportunities. A new production plant concept has been developed and is currently being implemented. With the aid of technological developments, the foundations are being laid for future growth in production, storage, and logistics. Processes, IT and data management are being further professionalized. Flexibility, focus, speed, and a high level of personal responsibility are being put into practice. Sustainability remains a commitment and fundamental attitude. The company will continue its engagement in all relevant areas, including product and supply chains, ecology, social responsibility, and employee responsibility.