

MELITTA EUROPE — COFFEE PREPARATION DIVISION

With its claim “We enable coffee enjoyment”, the operating division Melitta Europe Coffee Preparation develops, produces, and markets top-quality products for coffee preparation in private households under the Melitta® brand. The range comprises products for preparing filter coffee, such as Melitta® filter papers, pour-over cones, filter coffeemakers, coffee grinders, and electric kettles, as well as fully automatic coffee machines for the preparation of coffee specialties at home.



KEY FIGURES

Sales in € thous.



Employees, full-time employees, annual average



HEADQUARTERS Minden, Germany
MANAGING DIRECTOR Katja Möller
WEBSITES www.melitta.de
www.melitta-momentum.com

BRAND



OUR POSITIONING

The products and brands of Melitta Europe Coffee Preparation occupy leading positions, especially in the markets for filter coffee preparation. Melitta® filter papers have long stood for the ultimate in coffee enjoyment from AromaPor®-filtered coffee. Melitta® filter coffeemakers and Melitta® fully automatic coffee machines guarantee the perfect enjoyment experience with their high quality, intuitive use concepts, and modern, top-quality designs.

MARKET AND BUSINESS TRENDS IN 2023

The past fiscal year was dominated by the tense situation with retailers, which led to significant shortfalls in deliveries. Persistently high costs for raw materials and energy, coupled with the ongoing restraint in consumer spending, severely dampened demand for filter coffeemakers and fully automatic machines.

OUR STRATEGY

The operating division aims to strengthen its market position with a strict focus on consumers and innovation, as well as a clear commitment to quality and sustainability. In the coming years, Melitta Europe Coffee Preparation plans to expand its market position for Melitta® filter papers, filter coffeemakers, and fully automatic coffee machines.

OUTLOOK 2024

The market environment is expected to remain tense in 2024. However, more upbeat consumer sentiment is expected to lead to a significant increase in market share, especially for filter papers and filter coffeemakers. Initiatives to refresh and optimize the product portfolio and projects to reduce costs are expected to make a major contribution to this positive business trend. The various product categories will be continuously developed in line with strategic objectives.