

MELITTA EUROPE — SALES EUROPE DIVISION

Melitta Europe – Sales Europe is responsible for marketing the Melitta Group's main consumer products in the region Europe, Middle East, and Africa (EMEA). The best-known brands marketed by this division include Melitta®, Toppits®, Albal®, BacoFoil®, handy bag®, Swirl®, and Caffè Corsini®.



KEY FIGURES

Sales in € thous.

2023	426,578
2022	480,398

Employees, full-time employees, annual average

2023	427
2022	437

HEADQUARTERS Minden, Germany
MANAGING DIRECTOR Stefan Knappe (interim)

OUR POSITIONING

The aim of Melitta Europe – Sales Europe is to jointly market the Melitta Group's consumer products in order to raise their international market presence and achieve synergy effects for the entire Group. Outside of Germany, the operating division is represented by the various national subsidiaries (Austria, Belgium, the Czech Republic, France, the Netherlands, Poland, Spain, Sweden, Switzerland, and the UK) or by selected distributors. There are also sales activities in Denmark, Finland, Ireland, Norway, and Portugal.

OUR STRATEGY

The strategy of Melitta Europe – Sales Europe targets sustainable growth and the development of strong brands. The aim is to achieve market leadership by establishing the corresponding footprint in all relevant sales channels. As well as searching for new growth opportunities, the operating division strives to continuously optimize its processes. The focus here is on increasing efficiency and ensuring the sustainable alignment of its business activities.

MARKET AND BUSINESS TRENDS IN 2023

Owing to persistently high inflation, the fiscal year 2023 was once again shaped by the reluctance of consumers to purchase small electrical appliances and a growing preference for private label products. As a result, the operating division stepped up its promotional activities to emphasize the value for money offered by its products. Sales in export markets and in the regions Austria/Switzerland/Czech Republic and Belgium/Netherlands were up on the previous year. The division's own online store also performed well. Important distribution points were regained at the end of the financial year.

OUTLOOK 2024

A number of new initiatives are planned for 2024 with the aim of regaining market share in the fully automatic coffee machine, filter coffee maker, and food wrapping segments in particular. The market launches of the revised Melitta® CI Touch®, the Melitta® Latte Select, and the Melitta ONE are expected to play a key role in these efforts. Moreover, the paper freezer bag is to be rolled out in key markets and a bin liner made from 100% recycled material is to be launched.