














ROAST MARKET

Roast Market GmbH ("roastmarket") is the market-leading B2C online coffee retailer in the DACH region (Germany, Austria, Switzerland). The company's own sales and distribution activities comprise classic, premium, and specialty coffees, premium coffee machines, barista equipment, accessories and services.

	<p>KEY FIGURES</p> <p>Sales in € thous.</p> <table> <tr> <td>2023</td><td></td><td>40,788</td></tr> <tr> <td>2022</td><td></td><td>40,785</td></tr> </table> <p>Employees, full-time employees, annual average</p> <table> <tr> <td>2023</td><td></td><td>102</td></tr> <tr> <td>2022</td><td></td><td>109</td></tr> </table>	2023		40,788	2022		40,785	2023		102	2022		109	<p>HEADQUARTERS Frankfurt am Main, Germany</p> <p>MANAGING DIRECTOR Dr. Stefan Scholle</p> <p>WEBSITE www.roastmarket.de / www.roastmarket.at /</p>
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OUR POSITIONING

"Coffee is Passion" – this common purpose represents the basis of roastmarket's business with its customers, roasters, and premium coffee machine manufacturers. As the leading e-commerce pure player, the company offers top-quality products for over 300,000 regular customers (B2C) via its own web store (www.roastmarket.de, www.roastmarket.at), the roastmarket app, and the roastmarket flagship store in Frankfurt/Main. With over 200,000 fans/followers, roastmarket also operates the largest online coffee community. The product range comprises more than 3,500 active and permanently available items from over 300 roasters and 250 suppliers of machines and accessories. The core markets are Germany and Austria, as well as exports to international countries.

MARKET AND BUSINESS TRENDS IN 2023

The fiscal year 2023 was shaped by fierce competition and declining categories in the online coffee and online coffee machine segment. This was triggered by restrained consumer spending and persistently high inflation rates. In a somewhat subdued e-commerce environment in Germany, sales revenues were on a par with the previous year once again and the company was able to defend its leading market position in DACH. In certain key categories, there was slight growth and an improvement in market standing – particularly in the private label and exclusive product segments.

OUR STRATEGY

roastmarket has two main strategic targets: in its core market of Germany, the company aims to achieve further year-on-year sales growth on the back of greater online penetration in the coffee trade, the premiumization of coffee consumption, and sustained machine sales. At the same time, it intends to step up its branding and communication efforts in order to attract additional customers and tap new markets. In 2024, international expansion will focus on scaling and optimizing business in Austria as well as further key markets in Europe.

OUTLOOK 2024

The operating division is optimistic for 2024 and plans to return to growth with a further improvement in earnings. To this end, a stronger focus will be placed on improving business with existing customers in Germany and driving international expansion – including in Austria and another key European market. The B2C business model will also be further refined in terms of service quality and margins across all categories.