

## The Melitta Group looks back on a good financial year

*Turnover increases despite challenges related to the pandemic*



Despite challenges related to the pandemic, the Melitta Group had a successful financial year 2020. Among other things, increased demand in the end-customer business played a part in this. ©Melitta Gruppe

- Increase in sales despite challenges related to the pandemic
- High demand in the retail business, downturn in the out-of-home business
- Growth and internationalisation strategy continues

*Minden, 11 August 2021* - The Melitta Group had a successful financial year 2020. The Group, which is based in Minden, achieved sales of 1.7 billion euros, an increase of 2.2 percent on the previous year. The number of people employed increased by 3.4 percent to an annual average of 5,849 full-time employees.

### **Strong increased demand in the B2C business**

While products for the B2C market recorded consistently high growth rates in both turnover and volume, there was a significant decline in the out-of-home business due to the corona pandemic. Overall, sales growth in the B2C market more than offset the reduced sales in the B2B market. This applies to all of the Group's business segments.

Sales in the Coffee division were slightly below the previous year at 583 million euros. However, adjusted for currency effects and especially without the significant devaluation of the Brazilian real, total sales in local currencies increased significantly. Particularly in Brazil, but also in the USA and in Canada, sales increased.

In the coffee preparation business turnover increased by 5 percent to 505 million euros. The decline in professional hot beverage preparation sales in the food service industry due to corona crisis was more than offset by sales growth for coffee filters, filter coffee machines and fully automatic coffee machines. In the filter coffee machine market, Melitta has risen to become the market leader in Germany - particularly thanks to its range of premium models.

Tanja Wucherpfennig  
Director Internal &  
External Communication

Phone +49 571 / 4046 - 281  
tanja.wucherpfennig@melitta.de

Corporate Communication  
& Sustainability  
Melitta Group Management  
GmbH & Co. KG

Marienstraße 88, D 32425 Minden  
Postbox 1126, D 32371 Minden

Phone +49 571 / 4046 - 0  
Fax +49 571 / 4046 - 272

pr@melitta.de  
www.melitta-group.com



In the Household Products division, sales revenues increased by 10 percent compared to the previous year. Turnover reached a total of 593 million euros. The division benefited from the trend among private households to increasingly buy branded products such as Toppits®, Albal®, Bacofoil® and Swirl® over the past year.

### **A high level of stability**

Due to the pandemic, a special focus was placed on securing production and supply chains last year. Planned product launches, market entries and marketing campaigns were in some cases postponed for this reason. "It is pleasing to note that, thanks to a cautious and far-sighted approach, there were no significant production stoppages at any time across the entire Melitta Group," commented Volker Stühmeier, a member of the Melitta Group's Chief Corporate Management. "On the one hand, this is due to swift and skilful action on the part of our employees. On the other hand, it is also the result of our long-standing, trusting and mutually respectful cooperation with our business partners."

The current financial year 2021 will be as challenging as the previous one for the Melitta Group. "We expect that the coming months will continue to be characterised by numerous changes, uncertainties and upheavals in the relevant markets. However, we are very confident that 2021 will be another good financial year for the Melitta Group," stated Jero Bentz, a member of the Melitta Group's Chief Corporate Management.

### **Growth and internationalisation strategy to continue**

The Melitta Group remains committed to its strategy of growth and internationalisation. The aim is to continue to drive forward the topics that have been in focus for some time, such as sustainability, digitalisation and changing consumer behaviour, as well as to develop innovative products and services and to open up new markets.

In its new annual report the Melitta Group presents the topics it is currently working on in greater detail - from the design of supply chains, to production, to the further development of brands and the importance of having a variety of distribution channels. The annual report is available in a print version, as a PDF report and in an interactive online version on the [Group's website](#).

### **The Melitta Group**

Melitta is an internationally active group of companies and is one of the leading independent family businesses in Germany and in other countries. The main activities are the development, manufacture and sale of branded products for coffee enjoyment, for the storage and preparation of food and for household cleanliness. More information is available at [www.melitta-group.com](http://www.melitta-group.com).