

MOVING
HEARTS

20
24



ANNUAL REPORT EDEKA GROUP

EDEKA Group profile	
Facts and figures	4/5
Performance leader in food	
EDEKA Retail	6/7
A quality of its own	
Production facilities	8/9
Dare to be different	
Private labels	10/11
Good things lie nearby	
Organic production & regionality	12/13
Net zero by 2045	
Sustainability	14/15
Top level performance	
Sports promotion	16/17

Dear Readers,

the challenges facing Germany and the retail sector are greater than ever. In 2024, global crises, wars and environmental disasters characterised the mood in the country. Consumer sentiment remains subdued. At the same time, cost pressure is increasing at all levels.

Nevertheless, we once again succeeded in growing and maintaining our market share in the EDEKA Group in 2024. We managed to improve our performance in many areas. We offer retail shopping experiences that no one else can provide – with a focus on our service counters offering fresh produce and expert advice. Our genuine brand diversity enables us to score with strong private labels such as the new “EDEKA Herzstücke”, with regionality and unique NATURKIND worlds. We have successfully integrated new production operations and reinforced international co-operation at the dealer level. At the same time, we have taken responsibility for the environment and society – with our ambitious climate targets, we are playing a pioneering role in the industry.

Our sole aspiration is to be the performance leader in the German food retail industry – always in close proximity to the needs of our customers. We want to inspire and move hearts. We want to give people a reliable anchor with our stores and accompany them through uncertain times. We are a home for all food lovers.

On that note, happy reading!

Sincerely,



Markus Mosa
CEO



Peter Keitel
CFO and Head of Human Resources



Claas Meineke
Board member for Marketing and Distribution

The EDEKA Group in profile

Whether in EDEKA Retail, regional wholesale or the EDEKA Headquarter in Hamburg, the EDEKA Group once again focused on its core strengths in 2024:

✓ Standing united ✓ Seizing opportunities ✓ Moving hearts



3,200
INDEPENDENT
RETAILERS

– including 130 business founders – were amongst the guarantors of customer proximity and entrepreneurial innovative power in 2024.



413,000
EMPLOYEES

with their commitment and daily efforts, are the backbone of the EDEKA Group. With 19,240 apprentices, we are also the leading vocational trainer in Germany.



2,9^{bn}
INVESTMENTS

were made in modern supermarkets and hypermarkets last year, as well as in logistics, IT and production operations – and thus in Germany as a business location.



13m
PEOPLE

use the EDEKA Group's locations for their daily food shopping.

#Lifetime companion

33m
PAYBACK
CUSTOMERS

will start hunting for points at EDEKA from this year.



5,365

Independent retail stores
(especially EDEKA and
Marktkauf)

796

Directly managed retail
trade (especially EDEKA
and Marktkauf)

299

Stores run by trinkgut



SUPER MARKETS!

238 EDEKA stores and Netto branches were newly opened in 2024. The total floor space grew by 1.4 per cent over the course of the year, to 12.3 million square metres.

4,399

Branches of Netto
Marken-Discount

EDEKA GROUP TURNOVER DEVELOPMENT* IN € BILLION

* Net turnover

	2023	2024	%
Independent retailers	39.3	40.8	+ 3.9
Directly managed retail trade	8.5	8.2	- 3.4
Netto Marken-Discount	17.1	17.6	+ 2.7
Bakery retail trade	0.5	0.6	+ 7.9
Retail food sector	65.5	67.2	+ 2.7
C+C EDEKA Food Service	3.1	2.9	- 4.1
Online turnover	0.2	0.2	- 20.2
International offset turnover	0.5	3.4	+ 613.5
Third-party turnover	1.5	1.6	+ 8.7
EDEKA GROUP TOTAL	70.7	75.3	+ 6.5



€ 75.3^{bn}
TOTAL TURNOVER

for the 2024 financial year are in the books – thanks to strong team performance at all three levels of the EDEKA Group.

Performance leader in food

The year 2024 once again showed that: service counters for meat, sausages, cheese and fish are as much a part of the EDEKA Group as their shared love of food. With regional variety, quality craftsmanship and personal advice, they are not only the centrepiece of every supermarket, but also our number one universal selling point!

More on the topic online at geschaeftsbericht.edeka/leistungsfuehrer

Total length of service counters throughout Germany
--- 47km ---



Our regional wholesalers were also Germany's leading vocational trainers of master butchers in 2024.



Take it easy



Check it out now on YouTube:



Surveys show that: Younger customers in particular often feel insecure at the counter. Our social media campaign succeeded, in a humorous way, in motivating the young target group to visit the service counter.

Independent retailers in figures:

40,8
bn
€
TURNOVER

5,365
STORES

102
NEW
LOCATIONS

3,200
INDEPENDENT
RETAILERS

130
BUSINESS
FOUNDERS

VISIONARIES WITH FAMILY VALUES

They are seasoned entrepreneurs who are committed to diversity, quality and responsibility and who shine with entrepreneurial excellence. One example is the Schenke family from Gütersloh, who received the industry award "Goldener Zuckerhut" in 2024. Three independent EDEKA retailers came out on top in the "Supermarket of the Year 2024" competition.



A quality of its own

Many fresh food products are processed in EDEKA-owned operations – frequently using commodities sourced within the region. The benefits are obvious: in-house production strengthens independence and secures long-term market supply in key product range segments – a great plus for both retailers and customers, especially in times of uncertainty in supply chains and volatile commodity markets.

More on the topic online at [geschaeftsbericht.edeka.de/produktion](https://www.geschaeftsbericht.edeka.de/produktion)

GLOBALLY CONNECTED

EDEKA Fruchtkontor is responsible for the procurement of fruit and vegetables for the entire EDEKA Group and operates a total of eight modern logistics platforms and offices in Germany, the Netherlands, Spain and Italy. Unlike most of its competitors, EDEKA Fruchtkontor sources its goods directly from over 1,000 producers in around 90 countries worldwide.



Dr Peter Tschentscher, First Mayor of the Free and Hanseatic City of Hamburg, and Markus Mosa open the new Fruchtkontor Nord.



After two years' construction, the new Fruchtkontor Nord in the Port of Hamburg went into operation in October 2024. The site at Kleiner Grasbrook includes a fruit and vegetable warehouse as well as a modern banana ripening facility with 50 ripening chambers. A modern logistics centre was also integrated into the EDEKA structures in Geldermalsen in the Netherlands in 2024. From its international locations, the Fruchtkontor now supplies third-party customers all over the world – with demand on the rise.

OUR PRODUCTION FACILITIES

13
MEAT PROCESSING
PLANTS



13
BAKERIES



2
FRUIT JUICE
BOTTLING FACILITIES



4
MINERAL
SPRINGS



2
WINE
CELLARS



1
PASTA
FACTORY



1
FISH
PROCESSOR



1
DAIRY



In the 2024 financial year, the EDEKA group further expanded its in-house production activities. One focus was on the integration of the Italian pasta maker Pasta Rey, which was acquired the previous year, including its own mill for the production of durum wheat semolina. The long-established company, founded in 1851, already produces a large proportion of EDEKA's private label pasta segment today.

€5,3bn

Whether sausage, baked goods, wine or pasta: In 2024, the production operations in the Group further expanded their turnover.





Dare to be different



The prominent face of the market launch was Jasmin Wagner, better known as Blümchen. A new music video was shot for her 1990 hit "Herz an Herz" that showcases the new EDEKA Herzstücke.



With the introduction of the "EDEKA Herzstücke" in 2024, the Group intensified its differentiation from the branded goods industry and its competitors. The yellow heart on the packaging represents the intrinsic, core values of the EDEKA brand: After all, each "Herzstück" is a product lovingly selected in genuine EDEKA quality – at an unbeatable price!

More on the topic online at geschaftsbericht.edeka/eigenmarken

DIFFERENTIATION RANGE



BASIC RANGE



Creating added value

The new "Herzstücke" have a firm place as a differentiating brand in the EDEKA private label programme. Each article bearing the EDEKA heart is intended to offer obvious added value compared to similar articles from competitors or the branded goods industry. This is achieved by means of special recipes, selected raw materials or traditional production processes. They are based on a wide range of basic products represented above all by the popular GUT&GÜNSTIG brand.



TURNOVER BOOSTER

As in the previous year, demand for EDEKA private labels increased significantly in 2024 compared to branded goods. Not least thanks to the "Herzstücke". The new range includes around 1,000 articles gradually introduced to the shelves of EDEKA stores from autumn 2024. After just a few weeks, it was abundantly clear that the brand relaunch was striking a chord with customers.

Herzstücke-Counter



STAYING ON TREND

Not only does the EDEKA Group focus on current trends and innovations for its private labels. Bringing new products to the shelves is one of the tasks of EDEKA StartHub, the new innovation platform from EDEKA. This is where food start-ups have the opportunity to present their creations quickly and easily, and thus set tomorrow's food trends.



Co-operative ventures with key influencers in the social media world are also part of StartHub's strategy. One example: In 2024, MrBeast – the world's biggest YouTuber – brought his chocolate brand Feastables to Germany. The four varieties were initially available exclusively in EDEKA Group stores.



Good things lie nearby

In 2024, the EDEKA Group intensified its commitment to regionality and local agriculture. At the beginning of this year, EDEKA and Netto Marken-Discount presented their wide range of activities at the Green Week in Berlin. The Group is the largest partner for contract farming in the German retail sector. EDEKA regional wholesalers offer their partners long-term prospects with fixed supply and purchase contracts, while reinforcing the regional economy at the same time. Around 30 per cent of the goods on offer in EDEKA stores are sourced from local and regional suppliers – with a rising tendency.

More on the topic online at geschaeftsbericht.edeka/regionalitaet



A good, trustworthy label: Since early 2025, EDEKA and Netto Marken-Discount have been labelling selected agricultural produce with the origin label GUTES AUS DEUTSCHER LANDWIRTSCHAFT.



For decades now, the regional wholesale companies have been operating their own brand programmes, which are continuously being expanded and further developed.



During the EDEKA Talk at the Green Week, environmental expert and TV journalist Dirk Steffens discussed climate protection and how agriculture, trade and consumers can help to reduce food waste.



BOOMING PRIVATE LABELS

The food retail trade is the most important provider of organically produced products. Above all, the full-range retailers, who have won the long-term loyalty of many convinced organic customers with quality, variety and expertise. In particular, demand for attractively priced private labels such as EDEKA Bio or Netto Marken-Discount's BioBio continued to rise last year. They are now responsible for well over half of all organic food sales in the retail segment.*

BIOTOPES WITH A SPECIALIST STORE FEELING

NATURKIND also continued expanding in 2024: The 100th NATURKIND world was opened in Germering in southern Bavaria. The unique shop-in-shop format offers organically aware customers easy access to all leading organic specialist brands in the supermarket. On an average of 100 square metres, customers can find a diverse selection of at least 1,200 organic products.



*Source: BÖLW Branchenreport 2024 p. 20

Climate protection is one of the greatest environmental challenges of our time. EDEKA Headquarter and Netto Marken-Discount have set themselves the goal of lowering their greenhouse gas emissions by 90 per cent by 2045 compared to 2022. This and other climate targets were officially validated by the Science Based Targets initiative (SBTi) in 2024. This makes EDEKA a trailblazer in the German food trade. Together with its partner WWF, the EDEKA Group is now defining specific measures along the entire food chain – from field to plate – in order to identify and implement potential savings.

More on the topic online at [geschaeftsbericht.edeka/nachhaltigkeit](https://www.edeka.de/geschaeftsbericht/nachhaltigkeit)

EDEKA and the WWF: Strong partners for over 15 years now.



NET ZERO BY 2045

30% less food waste by 2030



In addition to the emissions that EDEKA can influence directly, such as electricity consumption by refrigeration units, the emissions from the upstream and downstream supply chain are also included. This already begins with the cultivation of agricultural commodities. EDEKA and the WWF have been working together on this for years – not only in Germany, but also in the cultivation of bananas in South America and citrus fruits in Spain, for instance. The endeavour to reduce emissions continues in logistics and facility management,

for example through the use of climate-friendly fuels for the truck fleet or the energy-efficient heating and lighting of administrative locations.

Thousands of SME family businesses are part of the EDEKA Group. They also continually invest in innovative market concepts and resource-saving technologies. One example of environmentally friendly construction is the Zukunftsmarkt in Nauen, Brandenburg, which opened in August 2024:

Timber construction, natural insulation materials, a photovoltaic system with battery storage, intelligent building automation and more reduce CO₂ emissions by 50 per cent. Last, but not least, the appreciation of food is at the end of this chain. In its “Pact Against Food Waste”, the EDEKA Group committed itself to cutting food losses by 30 per cent by 2030. This is done through modern merchandise management systems or by co-operating with local food banks throughout Germany.



“Jack the Saviour”:
The shelf concept makes it easier to return food items selected by mistake near the check-out. This creative idea secured the win of the “Responsible Business Award” for the team of EDEKA Centre Brehm in Berlin last year.

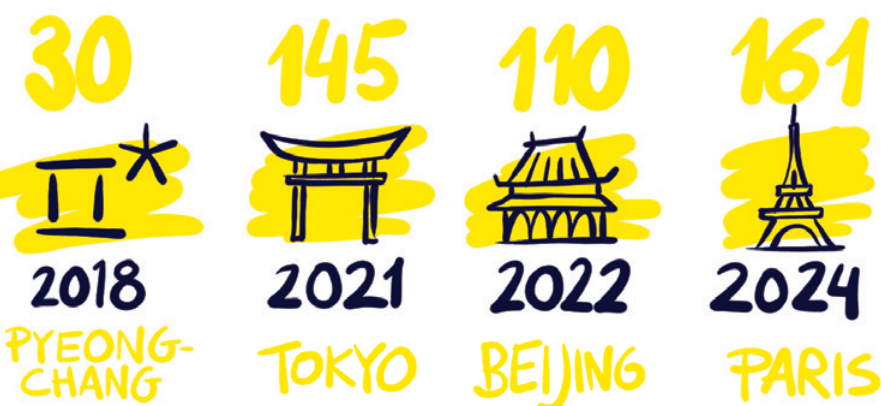
Top level performance

For eight years now, the EDEKA Group has been supporting the Team Germany athletes on their way to the Olympic Games. The summer of 2024 was a new highlight of this partnership: The Olympic Games in Paris moved the hearts of millions of spectators, both on site and at home in front of their TV sets.

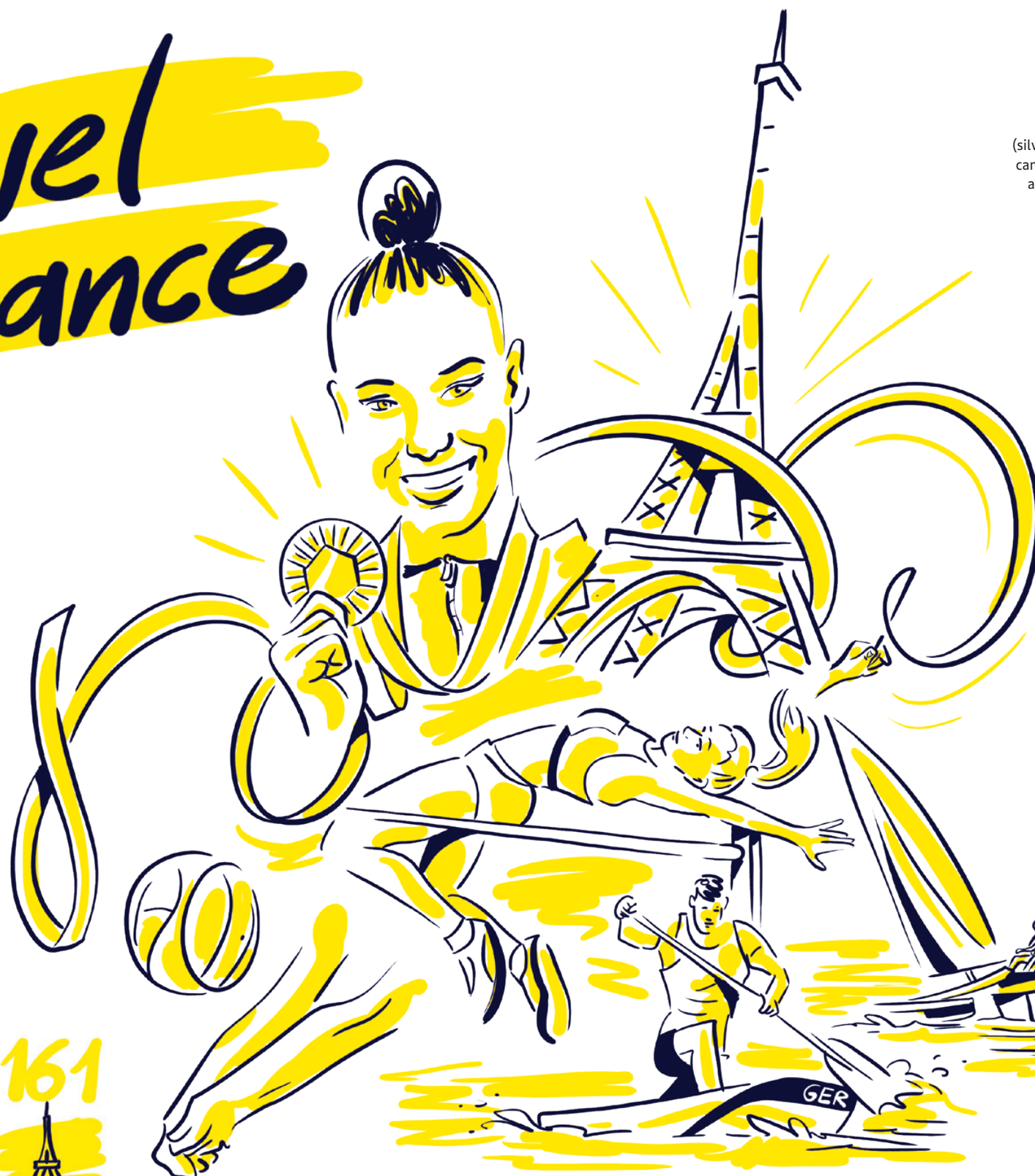
More on the topic online at geschaftsbericht.edeka/sportfoerderung



Intensified co-operation with athletes



The EDEKA Group is also involved away from the limelight and supports the Team Germany all year. More and more German athletes are co-operating with "their" EDEKA store, their region or EDEKA Headquarter. This is because it all fits together: a love of food, a passion for sport and a close connection to our roots.



178m

SOCIAL MEDIA CONTACTS AROUND THE CAMPAIGN #roadtoparis

The canoeists Elena Lilik (silver medal in the canoe slalom race) and Noah Hegge (bronze medal in kayak cross) celebrate in the German House.



Recipe(s) for success

While the athletes competed in Paris, with every second counting, EDEKA and Netto Marken-Discount offered hospitality at the German House, where they served up the German team's recipes for success, namely meals individually developed for athletes and tailored to their training and nutrition plans. The premium partners' expertise was also in demand in the Team Germany fan zone near the famous tennis stadium Roland Garros: The private products with the Olympic partner logo and the official Team Germany products are available exclusively at EDEKA. This once again emphasised that top sporting performance and a balanced diet go hand in hand.



A genuine EDEKA employee in Paris: Christina Honsel sensationally took 6th place in the Olympic high jump competition. Back at home in the family business EDEKA Honsel, she works as a social media manager.

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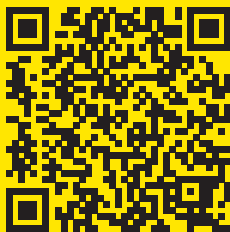
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