



Milestone for the Fressnapf Group: annual turnover in Europe well over two billion euros for the first time

Total turnover increased by 6.3 per cent or 124 million euros +++ Store network has grown by more than 100 locations

Krefeld, 27/02/2019 – In the past financial year, the Fressnapf Group exceeded the mark of two billion euros in turnover for the first time: 2.1 billion euros constitutes an increase of 6.3 per cent, and like-for-like growth was 2.7 per cent higher when compared with the previous year.

On top of this, a total of 105 new locations opened, meaning the mark of 1,500 stores in Europe has been surpassed. At total of 1,564 Fressnapf and Maxi Zoo stores were in operation at the end of the year. “Growth in the pet branch will become more challenging as we face competition and margin pressure on all fronts,” explains Torsten Toeller, founder and proprietor of the Fressnapf Group. “Nonetheless, we have seen above-average growth compared to our national competitors in the brick-and-mortar segment, gained market shares and have excited customers of food retailers about specialty stores.” Online sales have increased by 18.5 per cent to a total of 90 million euros (so far in Germany, Luxembourg, Denmark, Switzerland and also Austria since October 2018). “We recorded the largest absolute growth in online sales ever. We have optimised margins considerably and in doing so have created important scope for us to promote our online business,” Dr. Hans-Jörg Gidlewitz, Managing Director of the Fressnapf Group, explains. The online shop should be rolled out in two more countries over the coming year.

CHALLENGE 2025, our future and growth strategy, will be the Fressnapf Group’s focus. “We will be more customer-oriented, more data-driven and increasingly technology-based,” Torsten Toeller emphasises. In the year 2025, we want to be THE market place for everything relating to pets. Our mission is to make the relationship between people and pets easier, better and happier. We want to connect products, services and information as well as animal lovers and animals in over 1,500 stores as well as online, around the clock and in any location,” Toeller continues.

An overview of the Fressnapf Group’s most important key figures in 2018

The largest sales driver during the Fressnapf Group’s last year was the 663 international markets: 799 million euros represents an increase of 10.1 percent. Leaders here were Poland (19 million euros/+62.6%), France (157 million euros/+19.7%), Hungary (62 million euros/+15.6%) and Italy (118 million euros/+11.2%). The 901 Fressnapf stores in Germany generated 1.3 billion euros, an increase of four per cent.

In addition to the well-known industry brands, the 16 brands available exclusively at Fressnapf also made a significant contribution to the increase in sales. They represent a total turnover of 941 million euros – an increase of 14 per cent. This year, the Fressnapf Group will launch the new “Naturally Good” brand with beds, bowls and toys, alongside its very own complete BARF range (PREMIERE Raw Kitchen). Naturally Good will stand for high-quality pet accessories, and the products will be made of predominantly sustainable materials from natural, renewable sources.

Upwards of 1,000 new jobs in Europe and new franchise partners in Germany

As of 2018, more than 12,000 people from over 50 countries worked for the Fressnapf Group. The number of employees grew by ten per cent last year.



By the end of this year, the Fressnapf Group will have created nearly 1,000 new jobs across Europe, in particular for the 70 new locations in Europe. At the site of the company headquarters in Krefeld alone, 100 new employees will be hired. Additionally, the expansion of the logistics centres in Feuchtwangen and Heidelberg (online logistics) will create around 50 new jobs. 665 people currently work at the Fressnapf Group's central warehouse in Krefeld-Linn and the import warehouse in the Duisburg Logport.

On top of this, Fressnapf is constantly gaining new franchise partners from other systems, and a further 15 new locations opened their doors as Fressnapf stores at the start of the year. "The new partners consistently relay that they see Fressnapf as the most sustainable system for growth. Alongside exclusive brands, our personalised customer approach led by our cooperation with PAYBACK plays a decisive role," Fressnapf Managing Director Folkert Schultz stresses. "Our partners live our vision and mission, and would like to develop consistently with us into customer-focussed retailers on all channels." The high level of partner satisfaction has also been reflected by the Gold F&C Award, the most prestigious franchise award. Fressnapf has received this award four times already.

In the upcoming year, Fressnapf is celebrating its 30th anniversary in Germany. "Under the campaign slogan 'loving animals since 1990', we want to demonstrate our competence as a specialty store and our variety of products all year round," explains Torsten Toeller. We will also continue to expand our social commitment to animal welfare together with our customers in the context of the 'helping animals' charity platform." Last year, the record sum of just under 1.2 million euros was raised as part of the international fundraising campaign 'friendship connects!', which will help support good causes this year.

About the Fressnapf Group:

Maxi Zoo is part of the Fressnapf Group, which is the market leader for pet supplies in Europe. The company was founded in Erkelenz (North Rhine-Westphalia) in 1990 by proprietor Torsten Toeller. Today, the group of companies has over 1,500 specialty stores in 11 European countries (most of them under the name Maxi Zoo) and more than 12,000 employees. Modern stores, expert advice, attractive prices, a wide range of services and an online shop mean the Fressnapf Group is becoming more and more of a cross-channel retailer. The turnover of the group is currently over two billion euros a year. The Fressnapf Group supports various charitable animal welfare projects and is constantly expanding its social commitment to improving the relationship between people and pets. Our mission: "We do all we can to make the relationship between people and pets easier, better and happier."

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