



Press Release

Hochland publishes Annual Report 2024 – necessary growth achieved

[5. May 2025, Heimenkirch in the Allgäu]

The Hochland Group achieved necessary growth in 2024 despite volatile conditions and significant cost increases. Sales increased by 6.4 percent to 440,100 tonnes, while revenue reached 2.36 billion euros. The company's targeted market strategy contributed to the stability of brand sales, with the private label business unit once again acting as a growth driver. Investments in production capacities and digitalisation were continued.

Hubert Staub, CFO of Hochland SE, comments: 'Last year, we invested 75.5 million euros in property, plant and equipment to expand our production capacities and lay the foundations for future growth.' At the same time, the largest investment project in Hochland's history was completed with the implementation of the flexible soft ripened cheese production facility in France and the digitalisation of the sites was further advanced with the rollout of SAP S/4HANA in the national companies. Overall, Hochland achieved a stable business result under challenging conditions and demonstrated its ability to react flexibly to changes in the market.

Diverse business units secure market performance

The Hochland Group's brand sales business remained stable, while the private label segment stood out as a growth driver, partly due to the entry into new categories. The newly created B2B business unit got off to a promising start with a clear focus on customer orientation. The food service business unit benefited from the increased demand for burger slices.

Sebastian Schaeffer, CEO of Hochland SE, summarises: 'Our market strategy and our focus on profitable growth and core competencies are paying off. Thanks to innovative products, targeted advertising expenditure for Hochland brands at home and abroad and sustainable packaging solutions, we have been able to gain stability for our brands and market share in the private label segment.'

Sustainability and digitalisation

The Hochland Group continues to pursue its sustainability goals in the area of the environment and remains a strong and reliable partner for customers and suppliers. Josef Stitzl, COO of Hochland SE, emphasises: 'Investments in sustainability are investments in the future. It is particularly important for a sustainable food industry to actively shape change - and that is exactly what we are doing.' In 2024, Hochland made progress in sustainable raw material production, calculating the specific carbon footprint for 34% of the milk volume in Germany and 14% in France for the first time. In the past financial year, the focus was also on the further digitalisation of the plants and the entire supply chain as well as the expansion of digital business processes.

Outlook for the future

Sebastian Schaeffer has been at the top of Hochland SE as CEO since December 1st, 2024 and is leading the traditional family business into the future. In his role, he is now responsible for the key areas of Corporate Communications, New Business Development and People in addition to Sales, Marketing, Research & Development and Innovation. Sebastian Schaeffer emphasises: 'We are almost at the finish line in the development of Hochland Vision 2030 - and Hochland's employees will play a key role in this. As a family business, they are at the heart of our success and their commitment will continue to make the difference in a highly competitive environment.' Despite ongoing challenges, we are doing everything we can to create an inspiring and sustainable working environment.



About Hochland:

Since 1927, Hochland has stood for tradition and a passion for cheese. Headquartered in Heimenkirch in the picturesque Allgäu region, the family business is one of the largest private cheese manufacturers in Europe with a revenue of 2.36 billion euros and 440,100 tonnes of cheese sales in 2024. Around 6,400 employees worldwide, including 2,400 in Germany, work every day to inspire people with products. The product range is as diverse as cheese flavours and includes well-known brands such as Hochland, Almette, Grünländer and Patros. With the Simply V brand, Hochland offers alternatives around plant-based nutrition for all those who want to follow a flexitarian diet. As a family business, Hochland thinks in terms of generations and takes responsibility for people and the environment.

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