

WHERE OUR HEART BEATS

CORPORATE REPORT 2025
EDEKA GROUP





EDEKA Group profile	
Facts & Figures	4/5
Good prices, good conscience	
Fruit & Vegetables	6/7
Cool variety	
Chilled Food	8/9
Proximity knows no limits	
Service Counters	10/11
Fuelling progress on the shelves	
Dry Goods	12/13
Smart shopping partners	
Checkout Area	14/15
Ready to deliver	
Logistics	16/17

DEAR READERS,

the 2025 financial year was marked by political and economic uncertainties. Stagnating economic activity and subdued consumer sentiment once again posed challenges for the retail sector. This made one thing all the more evident: the EDEKA Group demonstrated its strength even under difficult conditions. Together, we succeeded in maintaining our market position. The key driver of growth remains unchanged: the core business of the independent retail segment.

Around 3,200 independent EDEKA retailers and their teams create shopping experiences every day that clearly set us apart from the competition. In their stores, they excite customers with a wide product range, attractive prices and strong advisory expertise – from the fruit and vegetable department to the service counters and the checkout area. This is where the achievements delivered across all levels of the Group in 2025 become directly tangible. We are consistently developing our assortment further, including strong private labels such as EDEKA Herzstücke as well as a high share of regional, organic and fresh products. With PAYBACK and the EDEKA App, we now support our customers even more effectively during their shopping trips. By expanding European partnerships and in-house production, we are strengthening our independence and the security of supply. In 2025 alone, we invested € 2.6 billion in modern infrastructure and innovative technologies.

Our ambition remains clear: we intend to remain the leading force in the German food retail sector – close to customers, broadly positioned and responsible towards future generations.

We hope you enjoy reading this report.

Sincerely,

Markus Mosa
CEO

Peter Keitel
CFO and Head of Human Resources



10,871
stores

across the full-range, discount and specialist retail segments offer customers a modern shopping experience nationwide.



247
new locations

were opened by EDEKA and Netto-Marken-Discount in 2025, strengthening the Group's sales network.



€77.3 bn
in total sales

were generated by the companies in the Group in 2025 – confirming EDEKA's position as the market leader in the German food retail sector.

€2.6 bn
in investments

went into modern supermarkets and hypermarkets as well as logistics, IT and production facilities last year – and thus into Germany as a business location.



EDEKA GROUP PROFILE

Driven by its co-operative structure, the EDEKA Group thrives on the interaction between independent retail, regional wholesale and the EDEKA Headquarters. On this strong foundation, EDEKA combines economic strength with innovative capacity and assumes responsibility – for product diversity, customer proximity, the environment and society.



+4,500

417,500
employees

form the basis of the Group's success with their strong performance and daily commitment.



3,200
independent retailers

represent the co-operative backbone of EDEKA's entrepreneurial model and stand for customer proximity and innovative strength.



+1,660

20,900
apprentices

are currently completing their training within the EDEKA Group – for the first time exceeding twenty thousand young people.

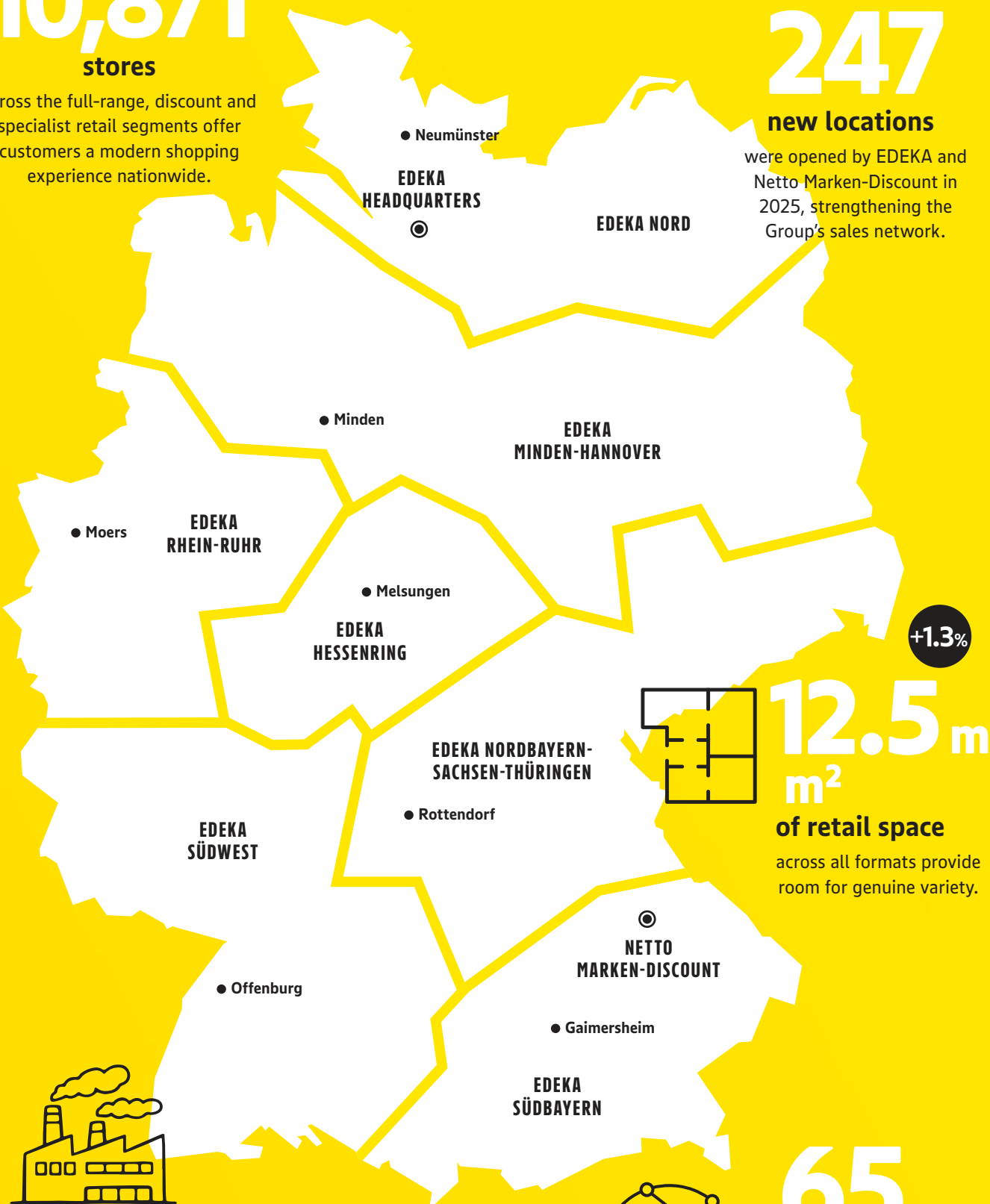


43 production facilities
with total sales of € 5.8 bn ensure a reliable supply of regional and high-quality food products.



65
logistics centres

guarantee short transport routes and fast delivery times throughout Germany.



12.5 m
m²
of retail space

across all formats provide room for genuine variety.

+1.3%

 **+4.6%**
€42.7 bn
in independent
retail sales

 **87**
business
foundations

49 m
customers per week

 **68**
conversions to inde-
pendent ownership

 **+1.6%**
€17.9 bn
in total sales

 **89,000**
employees




6,438
stores
(independent retail +
directly operated)

 **143**
new openings


4,433
stores



 **104**
new openings

 **21.5 m**
customers per week



112
locations
5,800 m²
of sales area
~60,000
products per store



190 **+86**
NATURKIND worlds
1,700
products
60
organic specialist brands



280
cities in Germany
12.5 m
households
2,300
electric vans



323 **+24**
beverage stores
€1.1 bn
in sales
~5,000
products



82
cash-and-carry stores
(EDEKA Foodservice & Handelshof)
€2.3 bn
in sales
~180,000
available products



190
stores in Hamburg & Berlin
70
budni beautybox locations
400,000
budni card users

GOOD PRICES, GOOD CONSCIENCE

Fruit &
Vegetables

EDEKA is leading the way towards more responsible production of high-quality food. This includes food that remains affordable for everyone, even in times of high living costs. A commitment visible right at the entrance to the supermarket – in the fruit and vegetable department.

 Read more at: geschaeftsbericht.edeka/o&g

18.4 kg per household per year – making bananas the best-selling fruit in Germany in 2025.¹

The BOAHNANE packs a punch!

EDEKA and WWF began their journey to make conventional banana cultivation more environmentally friendly and socially responsible more than ten years ago. In 2025, the partners significantly expanded their efforts with 24 programme farms in Costa Rica, Colombia, Ecuador and Cameroon implementing around 80 measures to increase sustainability on each plantation. With the BOAHNANE, EDEKA and WWF have taken their banana programme, which is globally unique within the food retail sector, to a

new level. The bananas with the red GUT&GÜNSTIG label combine more environmentally friendly cultivation with an affordable retail price – reaching even more customers. As products from a joint cultivation programme, the bananas are also labelled with the WWF panda logo. For the time being, the fruits are marketed using a volume-balancing approach to enable larger sales volumes to be offered in the short term.²



Greater sustainability is bearing fruit

In autumn 2025, EDEKA and WWF celebrated ten years of their joint citrus project. Since 2015, they have been working hand in hand with agricultural producers to make the conventional cultivation of oranges, mandarins and clementines in Spain more sustainable. What began with a single pilot farm has grown into one of the most successful sustainability initiatives in the European fruit and vegetable

sector. Today, EDEKA and WWF support a total of 24 farms in Andalusia, Valencia and Catalonia, spanning 1,400 hectares of cultivation area, to make citrus farming increasingly environmentally sound. The focus is on four fields of action: more responsible water use within the river basin, the promotion of biodiversity, the reduction of plant protection products and the preservation of soil fertility.



1,400
hectares of
cultivation area

The world needs better citrus fruits: while clementines are grown predominantly in northern Spain, one of the most important cultivation regions for oranges and mandarins is located in Andalusia.



24 
farms
in Andalusia, Valencia and Catalonia

36% 
less water consumption compared
to the Spanish average³

69% 
fewer pesticides used compared
to pre-project levels⁴

Strong growth

Behind these initiatives stands an organisation unique in the German retail sector: EDEKA Fruchtkontor. The fruit and vegetable expert team sources fresh produce from 90 countries worldwide, relying on direct and long-term business relationships with agricultural partners. This applies not only to Spain or overseas markets, but of course also to Germany. Wherever possible – for domestically grown fruits and vegetables – EDEKA Fruchtkontor continuously expands its collaboration with regional producers in Germany. In 2025, Fruchtkontor strengthened its infrastructure by integrating new logistics locations and increasingly supplied international partner companies with high-quality fruit and vegetable products – a high-growth business.



The vertical structure of EDEKA Fruchtkontor provides flexibility, control and stability within the supply chains.

COOL VARIETY

Chilled Food

Variety and freshness – two words that define the range of chilled and frozen foods in EDEKA stores. EDEKA traditionally offers a wide selection tailored to all customer needs – from branded products to national private labels and regional or local items. Yet EDEKA's private labels are not only attractively priced; they also create real added value for everyone involved.

Read more at: geschaeftsbericht.edeka/kuehlregal

Together for climate protection

An example of added value is climate protection. In autumn 2025, the Group launched a cooperative project with four dairies aimed at reducing greenhouse gas emissions. The partners are developing a scalable system that enables the implementation of emission-reduction measures directly at the agricultural level – a solution previously unavailable in the German market. The approach considers on-farm optimisations such as improvements in animal health or feed efficiency, as well as additional measures such as CO₂ storage in biomass and soil. For the first time, dairies, dairy farms and retailers are coming together to work on this.

The project is part of the EDEKA Group's ambitious climate strategy. As the first food retailers in Germany, EDEKA Headquarters and Netto Marken-Discount have committed to the net-zero targets of the Science Based Targets initiative. By 2045, greenhouse gas emissions in the supply chains are to be reduced by 90 percent compared to 2022.

72% less greenhouse gas emissions from agricultural production



EMP Milchhof Prenzlau has been part of the EDEKA Group since March 2025. The dairy mainly produces quark and butter and processes raw milk predominantly from agricultural farms in the region.



Real alternatives

The chilled section is also home to a growing variety of vegan products. The EDEKA Group is one of the leading providers of plant-based alternative products in Germany. Since autumn 2025, numerous items have been consolidated under the private labels "EDEKA Herzstücke Vegan" and "EDEKA Bio Vegan", accompanied by a refreshed design.

The benefits of choosing plant-based options are clearly demonstrated by the recently published ProVeg Price Study 2025.



1.5bn litres of milk from higher husbandry standards



A boost for animal welfare

The EDEKA Group is also taking the lead when it comes to animal welfare: at the beginning of 2025, 100 percent of private-label drinking milk already came from husbandry levels 3, 4 or 5 (organic). By mid-year, the volume had risen to a total of 1.5 billion litres of milk from husbandry level 3 or higher – covering a large share of EDEKA's private-label needs for milk and cheese. EDEKA is also a driving force for improved animal welfare in fresh meat and sausage products. In 2025, more than half of the pigs kept in Germany in husbandry levels 3 and 4 were marketed through the sales channels of the EDEKA Group.

5% price advantage for the plant-based shopping basket



According to the study, a plant-based shopping basket at EDEKA is on average five percent cheaper than an animal-based basket with comparable packaging sizes – the greatest price advantage among all full-range retailers included in the analysis. Across six categories, EDEKA offers the benchmark price, meaning the lowest price for the respective vegan alternative.

Authentic and approachable

In a time when trends evolve at rapid speed, collaborations with well-known artists or content creators have become a key success factor. They offer authentic access to communities and give brands a fresh and credible voice. A recent example: together with TikTok star Zah1de, EDEKA launched "FruPop" in the frozen food section in autumn 2025. A striking fruit ice pop available in two flavours, offered exclusively at EDEKA stores for a limited time. A four-week social media campaign accompanied the launch and generated strong resonance across stores.

PROXIMITY KNOWS NO LIMITS

Service Counters

EDEKA stands for regionality like hardly any other retailer. This becomes particularly evident at the service counters for meat, sausages, cheese and fish. Here, customers not only receive personal advice, but also find a wide variety of high-quality foods sourced from local agriculture.

Read more at: geschaftsbericht.edeka/frischetheke



Regionality comes from the heart

Since November 2025, there has been a new overarching communication concept for all product categories, not only for meat, sausages and cheese: "Von Herzen Regional". The POS concept improves the labelling—and thus the visibility—of regional assortments and serves as an orientation guide for customers in the stores.

And by the way: EDEKA relies on well-trained and highly knowledgeable staff, especially at the service counters. Twelve years ago, EDEKA even introduced a dedicated apprenticeship profession for this purpose: "Frische-Spezialist:in". Across all training profiles, the training and development programmes coordinated by the EDEKA Juniorengruppe were further expanded in 2025.

Programmes with added value

The EDEKA Group places great importance on close relationships with its agricultural partners. This is especially true for regional branded meat programmes. They not only strengthen regional infrastructure but also play a key role in improving livestock husbandry conditions in Germany. These programmes are continually being further developed and offer customers throughout the country the opportunity to purchase meat and sausage products from higher husbandry standards 3, 4 and 5 (organic). One example is the



Pigs and poultry from Hofglück have significantly more space than legally required. In addition, the animals have outdoor access, straw and enrichment materials.

brand RASTING Tierwohl Plus, introduced by the regional wholesale company EDEKA Rhein-Ruhr: it now offers more than 500 meat and sausage products from husbandry level 3 and is supplied by around 300 contract farmers in North Rhine-Westphalia. Another success story is Hofglück, the branded meat programme of EDEKA Südwest, which celebrated its tenth anniversary in 2025. Today, 78 agricultural farms supply products for the programme. All products come from husbandry level 4 and carry two stars of the animal welfare label "Für Mehr Tierschutz".



The "Initiative Tierwohl" celebrated its tenth anniversary last year: the alliance of agriculture, meat production and food retail works to husbandry conditions and raise animal-welfare standards.

Produced in-house – production facilities within the EDEKA Group

A large share of the assortment offered at our service counters is processed in EDEKA's own operations. This includes 13 regional meat processing plants. One of them is the Frischemanufaktur in Hirschaid (Franconia), which opened in March 2025 after two and a half years of construction. Here, numerous meat and sausage products are produced, including items for the branded meat programme "Bauernschätze" of the EDEKA regional wholesale company Nordbayern-Sachsen-Thüringen, and distributed via highly automated service counter logistics to around 800 food stores in the region. Alongside unpackaged goods, pre-packed cheese and sausage assortments are also part of the extensive offering.



 13 meat processing plants

 12 bakeries

 4 mineral springs

 2 wine cellars

 2 fruit-juice bottling facilities

 1 fish processor

 1 pasta factory

 1 dairy

FUELLING PROGRESS ON THE SHELVES

Dry Goods

The desire for healthy eating with pleasure is shaping shopping behaviour more strongly than ever. With the products of its differentiating private-label brands, the EDEKA Group offers compelling answers to this trend. In particular, the EDEKA Herzstücke range introduced the previous year experienced an impressive development in 2025 and has become an eye-catcher on supermarket shelves. To promote a healthy lifestyle, the Group is also expanding its societal engagement in the areas of sports and nutrition education.

Read more at: geschaeftsbericht.edeka/trockensortiment

1,100
products



In the fast lane

Over the course of 2025, more than 1,100 products across all categories were converted to or newly launched under EDEKA Herzstücke. With success: demand continued to rise — and not at the expense of other private labels. Every product aims to provide customers with genuine added value. Whether through special recipes, selected raw materials or traditional production methods, all Herzstücke items stand for noticeable quality and an attractive price-performance ratio. They also enable a quick and flexible response to current trends and evolving nutritional needs.



Diverse commitment across all channels: in tournament years with World and European Championships, exclusive collectible campaigns are added on top.

ERNÄHRUNGSPARTNER
DER MÄNNER-
NATIONALMANNSCHAFT

Kick-off for healthy nutrition

A balanced diet and sports belong together – both fundamental to a healthy lifestyle. Over the past year, the EDEKA Group expanded its commitment to sports even further. Since April 2025, EDEKA has been the official nutrition partner of the German Football Association's (DFB) men's national team. The shared goal is to strengthen awareness of the importance of balanced nutrition not only in professional sports but also in youth, amateur and grassroots sports. The partnership was prominently activated across EDEKA, Marktkauf and trinkgut stores.

Netto Marken-Discount has also expanded its sports engagement: since February 2026, Netto has been the official nutrition partner of the DFB women's national team.



The new bread varieties "Team D DAS PURE" were developed in close collaboration with Team D athletes and nutrition experts. They are high in fibre, vegan, made without flour or yeast, and provide valuable energy for everyday life.

On track for medals together

Since 2016, the EDEKA Group has been a premium partner of Team Deutschland. At the Olympic Winter Games in Milan and Cortina d'Ampezzo in February 2026, EDEKA and Netto Marken-Discount were once again close to the action. At the German House and in the fan zone in Cortina, EDEKA provided athletes and fans with freshly prepared meals — bringing its expertise in balanced nutrition to the table. The Group's commitment is anchored under a national umbrella while also being visible within the EDEKA regional organisations. This creates a strong interplay between national brand presence and lived, on-site activation. Long-term partnerships also enable athletes to increase their visibility beyond their sporting disciplines.



68 athletes

were supported in 2025 by independent retailers, the EDEKA regional organisations and Netto Marken-Discount, or took part in the Team D bread highlight campaign as well as the cooking format "Team D Erfolgsgutachten".

Speaking of the Olympics: as a founding member, the EDEKA Group supports the economic initiative "Dafür sein ist alles" in Germany's bid to host the Olympic and Paralympic Games.



SMART SHOPPING PARTNERS

6.3 m

active users of the EDEKA App

Shopping smarter with the app

In 2025, the EDEKA App was expanded with new functionalities. Its core advantage remains the potential for savings, as the app offers weekly changing coupons, exclusive discounts and, in some cases, free products that can be redeemed directly in customers' favourite stores. Users gain access to special promotions, competitions and promotional codes. Brand new are challenges, which motivate customers to earn shopping benefits over the course of a month. The app accompanies users throughout the entire shopping process — from recipe inspiration and digital shopping lists to a wide range of services directly in-store.



- Exclusive discounts and coupons
- NEW: challenges & loyalty cards
- Contactless payment via the app
- Digital receipts

The shopping experience at EDEKA is shaped by personal interaction and direct contact with the people on site. At the same time, digital tools such as the EDEKA App or the partner programme Payback are becoming increasingly important, as they make everyday life easier for customers, offer discounts and provide inspiration.

Read more at: geschaftsbericht.edeka/kassenzone

Checkout Area

EDEKA & Payback – a dream team

“Do you collect points?” — few questions were asked as frequently last year, at least at the checkouts of EDEKA, Netto Marken-Discount, Marktkauf and trinkgut stores. And for good reason: the partnership with Payback, launched in 2025, has become a true success story. Not only retailers, but especially customers benefit: they save money, receive attractive offers and rewards — all directly at their favourite store.

With over 35 million active participants and around 700 partner companies, Payback is the leading bonus programme in Germany. The positive effects of the partnership were evident from the very beginning: the stores within the EDEKA Group not only delighted their existing customers but also attracted numerous new ones. Sales penetration increased rapidly — today, nearly every second euro at the checkout is generated using a Payback card.

18 m

Payback customers since programme launch in EDEKA stores



9.5 m customers present their Payback card at checkout each month.

> 600,000 new EDEKA and Netto customers gained through Payback between January and May 2025 alone.



EDEKA's independent retailers are leading the way in customer loyalty as well: the Payback launch was accompanied by numerous in-store activities and a high-reach marketing campaign.

1.5 m

customers use the EDEKA Group's self-scanning options every month



Digital through the store

Interest in fast and convenient payment options has been increasing for years. Many stores within the EDEKA Group have already introduced self-checkout stations as a complement to traditional checkouts. Increasingly, locations are also offering PSA devices — mobile hand scanners that allow customers to scan their products directly at the shelf and pay when leaving the store.

The Group is also among the pioneers in smart shopping carts, with various models currently being tested. They enable products to be scanned directly at the shelf so that items can be placed immediately into the customer's own bag — eliminating the need to unload and reload goods at the checkout belt. This not only significantly accelerates the payment process; customers also maintain a constant overview of their purchases and the current total amount. Netto Marken-Discount goes one step further with its autonomous Pick & Go stores in Regensburg and Munich: the items taken from the shelf are automatically detected, assigned and billed — with no scanning and no checkout process at all.



77% of customers accept self-checkout in supermarkets.⁵

69% pay by card or smart device — 84% among Generation Z.

37% can imagine having their purchases assigned and billed via facial recognition — completely without a checkout.

48% can well imagine using smart carts, while only 21% reject the idea.

READY TO DELIVER

Logistics

EDEKA stands for proximity and short supply routes. This is ensured by a decentralised network of 65 logistics centres across the Group. To guarantee reliable and flexible deliveries to the stores at all times, the Group has continuously expanded and diversified its procurement structures over the years. This is more important than ever in times of global crises, environmental disasters and volatile commodity markets. At the same time, the Group is investing in the circular economy — meaning the use of reusable materials at all stages of operations.

 Read more at: [geschaeftsbericht.edeka/logistik](https://www.geschaeftsbericht.edeka/logistik)

Short transport routes

The seven regional EDEKA wholesale companies form the backbone of supply. They operate a dense nationwide network of 39 logistics centres, complemented by 20 warehouses of Netto Marken-Discount and 6 locations of the EDEKA Headquarters. In addition to the central warehouses, further regional fresh-produce platforms and production sites strengthen local supply. Digital solutions such as “Genial Regional” also promote direct collaboration between retailers and producers.

Around 3,700 trucks are in use across the Group — increasingly with climate-friendly drivetrains. Various solutions are being implemented: the EDEKA regions Minden-Hannover and Südwest are currently converting their fleet to bio-LNG (biogenic liquefied natural gas) and are building an increasing number of bio-LNG filling stations at their logistics sites. Other regions rely more heavily on bio-CNG, sustainably produced biomethane from waste and residual materials. Hydrogen-powered trucks and electric trucks are

65 logistics locations



also being tested to replace fossil fuels. These measures contribute significantly to reducing CO₂ emissions — an important step towards achieving climate targets.

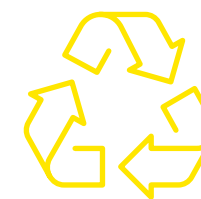


The eighth bio-LNG filling station within the EDEKA Group was put into operation at the beginning of this year in Freienbrink.

Strengthening circularity

The EDEKA Group is making targeted investments in sustainable construction concepts to achieve its climate goals and promote the circular economy. Pilot projects already exist today, such as Germany’s largest timber-construction logistics centre in Marktredwitz, as well as various EDEKA stores and Netto outlets built using modular timber components. This construction method enables the reuse of building materials and significantly shortens construction times. Compared to conventional solid and reinforced-concrete construction, timber construction is a more environmentally friendly alternative, reducing CO₂ emissions by around 50 percent.

With the publication of its own guideline for circular economy in October 2025, EDEKA set new standards in the food retail sector. The goal is to design materials in such a way that they can be reused after their life cycle — fully in line with the “cradle-to-cradle” principle.



11,000 building blocks

made from industrial wood, damaged timber and reclaimed wood were used in Braunschweig.



The EDEKA store in Braunschweig was built entirely from prefabricated wooden modules — including complete wall structures and detachable connections enabling future reuse.



Supply built for resilience

EDEKA offers a diverse assortment with up to 60,000 different products per store. Procurement is structured across several interconnected levels: locally and regionally, independent retailers and the seven regional wholesale companies work with domestic producers to secure regional value creation. Nationally, the EDEKA Headquarters in Hamburg coordinates negotiations with major industrial partners and manages the private-label programme. Internationally, EDEKA is part of purchasing alliances such as Everest and Epic Partners, enabling the acquisition of global brands at competitive conditions. This structure helps diversify sourcing channels and establish long-term partnerships.

In addition, through its own production facilities — such as meat plants, bakeries or mineral springs — EDEKA reduces its dependence on external suppliers. Strategic acquisitions like the Pasta Rey pasta manufacturer in Piedmont, Italy, and the EMP Milchhof Prenzlau dairy further strengthen supply security.



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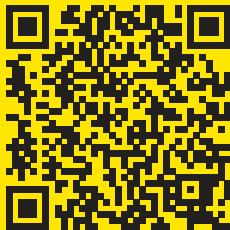
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This publication is available online
at geschaeftsbericht.edeka.de, where a
printed version can also be requested.

References:

¹ AMI 2025

² This means that the fruits sourced from programme farms that implement the programme's sustainability requirements are supplemented with bananas from other farms of the participating suppliers that currently only meet the minimum requirements. More information at: <https://www.edeka.de/banane>

³ Spanish Ministry of Agriculture (referring to 2024; figures for 2025 are not yet available)

⁴ Figures for 2024 (based on 22 programme farms for which complete data is available)

⁵ Mastercard Payment Pulse 2025, Oct. 2025 & Lebensmittelzeitung, 13 Feb 2026



