HEMA

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HEMA continues to grow and kicks off anniversary year with strong results

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Amsterdam – With a clear and successful strategy and a sharp focus on the customer, HEMA once again delivered strong results in 2025. This has enabled HEMA to enter its special 100th anniversary year with confidence. Despite challenging market conditions, HEMA continued to grow: more customers are choosing HEMA more frequently, both in-store and online. This growth demonstrates that HEMA's strategy is working: offering affordable quality, an enjoyable in-store and online experience, and accelerating the upgrade of its stores. At the same time, HEMA has further strengthened its supply chain and made it more sustainable. The success of this approach is also reflected in customer appreciation: HEMA has been named the most customer-friendly retailer in the Netherlands. In 2025, HEMA achieved growth in both revenue and profit. Gross sales amounted to €2.3 billion, a 5.6%*. Operating profit (adjusted for one-off effects) rose by 16.1% to €108.2 million. Profit before tax increased by 48% to €59.4 million.

Products that last longer
HEMA is attracting more customers, particularly thanks to its renewed and expanded assortment. Products featuring the distinctive HEMA design remain affordable, last longer, and are therefore better for the world around us. Growth was visible across all categories, from everyday essentials to food, beauty, and seasonal items. HEMA also introduced new, standout products, such as a renewed lipstick range with refillable lipsticks, and the new PUUR tableware line, timeless, stackable and produced in Europe. Online, HEMA continued to develop strongly as well, offering an even better customer experience.

Stores in motion
An increasing number of HEMA stores are being updated with the new HEMA 100 look and feel. In 2025, 125 stores were converted to the new concept. Franchisees are also actively joining in, opening 82 newly updated stores. HEMA is proud of the enthusiasm with which franchise partners are embracing the new concept and helping to build the brand's future together. In total, 300 out of 770 stores have now been refurbished. The updated stores are delivering strong results: satisfied customers, more visitors, and improved sales. HEMA now sources 100% wind energy for its stores in the Netherlands, one of the reasons CO_2 emissions were further reduced in 2025.

Saskia Egas Reparaz, CEO HEMA:
"HEMA celebrates its 100th anniversary this year. We are proud to start this milestone year from a position of strength. We continue to build steadily in a challenging world. For HEMA, this is not a moment to slow down. With affordable quality, a pleasant in-store and online experience, and our renewed HEMA 100 stores, we demonstrate that our strategy is delivering results. That is why it is reassuring that HEMA, together with the Van Eerd family, has a long-term owner that truly fits our company. Our colleagues, whether they work in stores, online, or behind the scenes, bring HEMA to life every day through their energy, craftsmanship and pride. We see this reflected in high employee satisfaction as well as in strong customer appreciation. In 2026, HEMA has once again been named the most customer-friendly retailer in the Netherlands, for the third consecutive time. For us, this confirms something very simple: what works well for our people also works well for our customers. That is why we will celebrate this anniversary together - with our customers, our partners, and certainly also with our colleagues and franchisees. I am very much looking forward to celebrating our 100th anniversary with all our colleagues at the Ziggo Dome on 24 May."

HEMA's financial year runs from February 2025 through January 2026.
*Adjusted for the additional trading week in 2024. Financial year 2025 consisted of 52 weeks, compared to 53 weeks in financial year 2024.