

Factsheet

(As of: August 13th, 2026)

„We change the way people eat forever.”

About HelloFresh SE

HelloFresh SE is a global digital-native FMCG company and the world's leading meal kit provider. The HelloFresh group consists of eight brands that provide customers with high quality food and recipes for different meal occasions. HelloFresh is radically rethinking the traditional food supply chain by creating a data driven on-demand system that enables growing at scale and allows delivering food more sustainably. In addition to the meal kit business, which is offered to customers through the group's brands HelloFresh, Green Chef, Every Plate and Chefs Plate, the company is active in the ready-to-eat space through brands Factor and Youfoodz. Recently HelloFresh entered the meat and seafood subscription market with Good Chop and the pet food market with premium pet food brand The Pets Table. The Mission: Change the way people eat – forever. This mission goes beyond just changing the way customers shop for and prepare food. It means providing better access to nutritious, fresh ingredients in a more sustainable way.

Key Facts

Founding year	2011
Founders	Dominik Richter, Thomas Griesel & Jessica Nilsson
Management Board	Dominik Richter (CEO), Fabien Simon (CFO), Edward Boyes (CBO), Assaf Ronen (CCFO)
Brands	HelloFresh, Green Chef, EveryPlate, Factor, Chefs Plate, Youfoodz, The Pets Table, Good Chop
Markets	Germany, UK, USA, Australia, New Zealand, Austria, Netherlands, Belgium, Canada, Switzerland, Luxembourg, France, Sweden, Denmark, Norway, Ireland
Company size	~ 18.000 employees
Offices	Berlin, London, Amsterdam, Paris, Copenhagen, Toronto, New York, Boulder, Chicago, Sidney, Auckland, Dublin, Saarbrücken, Wrocław, Warsaw
Distribution centers	Europe: Verden (D), Barleben (D), Banbury (UK), Derby (UK), Bleiswijk (NL), Lisses (FR), Möhlin (CH), Bjuv (SE), Moss (NO), Dublin (IE)

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Place of jurisdiction
Local Court
VATIN
Managing director

Berlin
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Dominik Richter

HELLOFRESH GROUP

ANZ: Perth (AU), Sydney (AU), Brisbane (AU), Auckland (NZ)
USA + Canada: Newark (NJ), Swedesboro (NJ), Irving (TX), Phoenix (AZ), Goodyear (AZ), Aurora (CO), Aurora (IL), Lake Zurich (IL), Abbotsford (BC), Nisku (AB), Mississauga (ON), Brampton (ON)

Revenue

€6.76 billion revenue in FY 2025

Company Milestones

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
		 						 			 	 			
											 	 			
EVERYPLATE															
															
FACTOR_													  	 	
YOUFOODZ															
															
															

2017: HelloFresh goes public on the Frankfurt Stock Exchange

2019: [First full year of profitability](#)

2020: [HelloFresh announces its vision to become the world's leading integrated food solutions group](#)

September 2021: [Inclusion in Dax](#) (German Stock Market Index)

[Press material](#)

For more information please visit hellofreshgroup.com.

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