LEICHT continues on the road to success

Growth in all important markets – after the record year 2017, LEICHT is experiencing a very good start to the new year.

Last year, the architectural brand LEICHT was able to continue its dynamic growth. The company once again achieved record sales with a turnover of EUR 137 million. The overall growth rate was more than 11%. The domestic market increased by just over 10% and, according to LEICHT CEO and Chairman of the Board Stefan Waldenmaier, was thus „well above the market trend“.

Developments in exports totalled more than 13%. The export rate remains stable at around 60%. LEICHT was able to extend its position as market leader in what is referred to as the premium segment, in other words kitchens with a sales value of more than EUR 20,000, to a market share of more than 27%* (*source: GfK, kitchen specialist segment, price segment over EUR 20,000).

Gains in exports were made in all important European markets. The company was also able to make significant gains particularly in Asia where new lead stores in Shanghai and Guangzhou now accompany existing sites. To be able to deal with growth, new staff were taken on so that there are now 610 employees working for LEICHT, an increase of 7%.
Various investments were made in manufacturing to increase overall capacity. Investments total more than EUR 10 million. „After a successful 2017, we have now had a very successful start to the new year; we will be closing the first quarter with a high two-digit increase in sales,” says Waldenmaier. The forecast for the second half of the year remains the same.