

BRITA celebrates 60 years and looks back on another record year

- **Financial year 2025 confirms continued growth trajectory**
- **Great Place to Work® once again recognises BRITA as an outstanding employer**
- **Thinking in generations has shaped the company for 60 years**

Taunusstein, August 4, 2026 – What began in 1966 under a pear tree with an idea by founder Heinz Hankammer has grown into an international success story. In July 2026, BRITA celebrated its 60th anniversary and at the same time publishes its Sustainability and Annual Report for 2025. With revenue of EUR 759 million (+4.4 percent year-on-year), 2025 marks another record year in the history of the BRITA Group.

The family-owned company operates in 70 countries with 27 national and international subsidiaries, sites, shareholdings as well as sales and industrial partners. 81 percent of revenue is generated outside the German home market. This steady growth is also reflected in the workforce: at the end of 2025, BRITA employed a total of 2,545 people worldwide, including 1,368 in Germany.

In 2026, BRITA was once again recognised as a Great Place to Work® in multiple countries. 86 percent of employees worldwide participated in the survey. 90 percent of respondents stated that they are proud to work at BRITA, and 87 percent rated the company as a very good employer – both figures improved by several percentage points compared to the previous survey in 2024.

“We want to further develop BRITA into an emotional lifestyle brand. Over the past years, we have set the strategic course and made significant investments. The results confirm that we are transforming BRITA from a position of strength,” says Markus Hankammer, Owner and CEO of the BRITA Group.

60 years of doing better

BRITA’s story began in 1966 under a pear tree in the garden of its founder Heinz Hankammer – with a simple idea: to make water better. Over the past six decades, BRITA has evolved from a small backyard workshop into a global company and has played a key role in shaping the drinking water optimisation market.

BRITA’s development has been driven by entrepreneurial spirit, innovation, and a strong sense of responsibility – from the first handcrafted filters to international expansion and the consistent integration of sustainability into its business model. “Drink better. Do better.” today represents the company’s mindset as it transforms from a functional product provider into a purpose-driven, global hydration brand.

BRITA is committed to achieving Net Zero by 2050. Product Impact is considered an equally important performance indicator alongside revenue and profit. It measures both the company’s carbon footprint along the value chain and its progress towards net-zero

emissions, while also capturing the positive impact of its products: in 2025 alone, the use of BRITA products instead of bottled water helped save 6.1 billion single-use plastic bottles worldwide.

“At BRITA, we think less in quarters and more in generations. That is our unique understanding of responsibility. It is how I inherited the company from my father – and how we are already integrating the third generation into the business today,” says Hankammer.

You can find further information in our [Sustainability Report](#).

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About the BRITA Group

With total revenue of EUR 759 million in the financial year 2025 and 2,545 employees worldwide at year-end (including 1,368 in Germany), the BRITA Group is one of the leading companies in the field of drinking water optimization. The BRITA brand holds a leading position in the global water filter market.

Founded in 1966 and headquartered in Taunusstein near Wiesbaden, the family-owned company is present on all five continents with 27 national and international subsidiaries, sites and shareholdings, as well as sales and industrial partners in 70 countries. It operates five production facilities in Germany, the United Kingdom, Italy and China.

Press contact

BRITA Group – Corporate Communications

Maximilian Kranl, Manager Group Corporate Communications

mkranl@brita.net

+49 152 5320 2885