

Contrary to industry trends, Woolworth enjoys success during the 2023 Christmas season

Unna, 28 December 2023. Woolworth is extremely satisfied with this year's Christmas results. Despite the difficult trading conditions in the retail sector, Woolworth increased turnover by around 10 per cent compared to the previous year, continuing an increase in sales since the beginning of the financial year.

“These pleasing figures for Christmas this year confirm our strategic approach both in terms of the product range offered to our customers as well as the network of stores in Germany, Austria, and Poland”, says Roman Heini, CEO of Woolworth. “The fact that we have achieved these results within a relatively weak retail sector clearly shows that our strategy is paying off. We make sure that everyone can afford a good Christmas – with a huge range of products at fair prices. Thanks to our team's excellent work, we've performed well during the course of this financial year – Christmas trade is a continuation of this and we are extremely optimistic regarding our prospects for future development going into 2024.”

However, it wasn't just the good Christmas sales that were a reason to be cheerful. In 2023, the group expanded to over 650 locations, including market launches in both Poland and Austria. The team grew to over 10,000 staff as a result. In the medium term, Woolworth aim to have over 5,000 stores in Europe whilst becoming an international leader in selling everyday items.