

PRESS RELEASE

DAVINES GROUP: CONSOLIDATED REVENUE REACHES €307 MILLION IN 2025

Exports drive performance (82% of revenue): the U.S. confirms its position as the leading global market (with +10% growth in North America).

Solid performance in Europe: Davines France posts double-digit growth (+10%), followed by Davines UK (+9%).

€50 million investment plan to expand the Davines Group Village

Parma, April 29, 2026 – Davines Group, a company operating in the professional cosmetics sector with the haircare brand Davines and the skincare brand [comfort zone], a B Corp since 2016, announces its 2025 financial results, confirming a path of steady, organic growth. **The Group closed the year with revenue of €307 million, up 6.4% at constant exchange rates.**

*“The year 2025 was one of consolidation in our primary market, the United States, as well as in Europe, where we opened a new subsidiary in Spain and achieved strong growth in key markets such as France and the UK,” said **Davide Bollati, Chairman of the Davines Group.** “Our international presence has been one of the pillars supporting our growth in recent years; in an increasingly competitive market environment, our focus on the professional channel—salons and spas—is a further key element of our distinctive positioning. We have approved an ambitious investment plan that places the Davines Group Village in Parma at the center of our production expansion and our commitment to an increasingly sustainable value chain.”*

Exports drive performance (82%): the U.S. and Italy are the top two global markets

Internationalization continues to be the main driver of growth, with foreign sales accounting for **82% of total revenue.**

The **United States** remains the leading global market, recording **10%** growth across both brands—in the U.S. and Canada—in 2025. This result confirms the strength of Davines’ community of salons and hairdressers in the U.S., where the Group’s haircare brand chose not to increase the prices of products used in salons, in response to rising tariffs, for its 8,500 partners.

DAVINES GROUP



Major European countries continue to play a central role in the Group's growth trajectory: **Italy** remains historically and consistently the leading market in Europe, recording growth of **4%**; strong performances were also delivered by **Davines France (+10%)** and **Davines UK (+9%)**. The Group's presence in Europe has been further strengthened by the opening of a new subsidiary and **Davines House in Bilbao, Spain**, supported by an investment of approximately €5 millionⁱ, enabling a direct presence in the Spanish market.

With more than 70 professionals in the Research and Innovation team working across seven laboratories (including four centers of expertise) at the Davines Group Village in Parma, in 2025 the Group developed more than 130 original formulas for haircare and skincare products.

In its growth journey, Davines Group can now rely on **more than 1,000 employees**—continuously increasing—working across its nine locations in Europe, the United States, Mexico, Hong Kong, and China, with an average age of 40 and a female representation of over 60%.

The Parma headquarters—the Davines Group Village—hosts more than 600 employees and embodies the values of beauty, sustainability, and well-being that inspire the Davines Group. Built on an area of approximately 300,000 square meters (including EROC, the center for research and training in regenerative organic agriculture), the Village includes the production facility as well as research and innovation laboratories.

Towards 2030: investments and institutional impact projects

Davines Group has approved a **€50 million investment plan through 2030**. These resources will be allocated to expanding the **Davines Group Village in Parma**, strengthening its production capacity through **technological innovation and process sustainability**, ensuring that growth in production volumes goes hand in hand with quality, performance, and environmental impact. The plan also includes investments related to relocating logistics activities to Parma and the development of a center linked to the EROC project, the European Regenerative Organic Center.

In the coming years, the Group has planned further international expansion, evaluating options for additional investment phases in **strategic markets** such as **Australia, Brazil, and China**. Investments in these regions will be complemented by a new institutional impact strategy, which will include the establishment of a corporate **Foundation** and a **company University**.

These two new initiatives will operate according to a stakeholder-driven model, integrating economic growth with social programs and advanced education.

DAVINES GROUP



ⁱ The revision of the investment compared to the planned €6 million reflects the application of contractual price adjustment mechanisms, contingent on the outcomes of the due diligence on the 2024 and 2025 financial statements of the business divested by the Spanish distributor Beovipel. These accounting reviews revealed a final value lower than the initial estimates, which had been based on the 2023 financial statements and 2024 forecasts.

Davines Group

Davines Group is an Italian family-owned company headquartered in Parma, founded by the Bollati family, which began its journey in 1983 and celebrated its 40th anniversary in 2023. The Group operates in the international professional beauty markets, offering haircare and skincare products through the Davines and [comfort zone] brands. Today, Davines Group is present in over 90 countries and, in addition to its headquarters and production facility in Parma, has nine offices worldwide: New York, London, Paris, Bilbao, Düsseldorf, Deventer (Netherlands), Mexico City, Hong Kong, and Shanghai. In 2016, Davines became a B Corporation, a company committed to generating a positive impact on people, the planet, and communities through its business. Davines was originally founded as a research laboratory specializing in the development of hair and skincare products, serving small local producers as well as international cosmetics companies. All formulas are developed and manufactured at the Davines Group headquarters in Parma. Both brands—Davines and [comfort zone]—specialize in highly sustainable products, formulated using artisanal methods and created according to the most advanced cosmetic research and technologies. For more information, visit: <https://davinesgroup.com/>; LinkedIn: Davines Group

Davines Group Contacts

Alessandra Sabellico

Global Corporate Communications & Reputation Director Davines Group

Email: a.sabellico@davines.it

Phone: +39 3498012183

Be Media – Ufficio Stampa Davines Group

Serena Battiloro

E: s.battiloro@bemedial.it

M: +39 3401869091

Erika Cappellini

E: e.cappellini@bemedial.it

M: +39 3347714487

Federico Spagna

E: f.spagna@bemedial.it

M: + 39 3890209835