

Danone to acquire Huel, to Extend Portfolio in Functional Nutrition

24 March 2026 | News

The transaction remains subject to customary closing conditions, including regulatory approvals



The transaction remains subject to customary closing conditions, including regulatory approvals

Danone announces it has entered into a definitive agreement to acquire Huel, a leading player in complete, nutritionally balanced meal solutions.

In line with its Renew Danone strategy, the acquisition will enhance Danone's presence in functional nutrition and extend its portfolio into the fast-growing Complete Nutrition space. Huel's complementary range, spanning various food forms including ready-to-drink and powders, is supported by best-in-class digital execution, strong digital direct-to-consumer sales and a fan-base in the UK, Europe and the US.

Combining Huel with Danone's scale, capabilities and global reach will accelerate growth, innovation and international expansion. Huel's mission to make nutritionally complete, convenient, sustainable food aligns closely with Danone's purpose of bringing health through food to as many people as possible.

The transaction remains subject to customary closing conditions, including regulatory approvals.

We are delighted to welcome Huel and the Huel team into the Danone family. What they have achieved in the fast-growing Complete Nutrition space fully resonates with Danone's mission of delivering health through food. Combining their range and best-in-class digital capabilities with Danone's global reach and deep nutritional expertise offers exciting opportunities in the new and fast-growing nutritionally complete space, in line with our Renew Danone strategy. We look forward to learning from one another and unlocking new opportunities and growth for both businesses.