

Danone Completes Acquisition of Huel to Expand Complete Nutrition Portfolio

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Huel will be consolidated in Danone's financial statements from September 1, 2026



Danone announces that it has completed its acquisition of Huel, a leading player in complete, nutritionally balanced meal solutions.

By combining Huel's direct-to-consumer and community engagement capabilities with Danone's scale and global reach, more consumers will have access to nutritionally complete, convenient, sustainable food.

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Antoine de Saint-Affrique, Danone SA Chief Executive Officer, said, "Today we are happy to welcome Huel to the Danone family officially. Together, we will unlock and fuel new opportunities for growth by extending the reach of Huel's market-leading products with our global scale and scientific credibility. The unique expertise they bring in the field of consumer and community engagement will also further strengthen our capabilities.

James McMaster, Huel's Chief Executive Officer, said, "After a decade building the Huel brand, we begin the next step in Huel's journey. With Danone, our ambition is to be even more relevant to our loyal customers and win a new following in new places around the world."