

Mars plans to invest €1Bn to boost manufacturing and innovation across EU

18 September 2025 | News

In the past five years, Mars invested over €1.5 billion in EU manufacturing and will invest another €1 billion by the end of 2026



In the past five years, Mars invested over €1.5 billion in EU manufacturing and will invest another €1 billion by the end of 2026

Mars, Incorporated announced plans to invest €1 billion in its European Union operations by the end of 2026, strengthening the region's manufacturing capabilities, sustainability and innovation pipeline, and increasing its economic resilience.

This new investment builds on more than €1.5 billion Mars has invested in EU manufacturing over the past five years, modernising facilities, increasing production capacity and accelerating efforts to decarbonise its value chain. These investments support the company's 24 factories across 10 EU countries and the 25,000 people it employs in its direct operations. 85 per cent of Mars products sold in the EU are produced locally within the EU, which is also an export hub to over 100 markets around the world.

"We take a long-term view – we believe in Europe and we would like to see more growth for the benefit of consumers in the EU economies. Our investments are designed to keep our operations world-class, competitive and aligned with the EU's long-term priorities," said Claus Aagaard, CFO for Mars. "For Mars, this is about more than just growth. It's also about building a stronger, more resilient business in Europe – one that delivers more innovation to consumers, delivers value for thousands of our European suppliers, and creates lasting, positive impacts in the communities where we operate."