

Press release

## Steady growth in a challenging environment: Unite delivers a successful 2025

Leipzig, 31 March 2026: Unite, the European procurement platform for the private and public sectors, enjoyed a successful 2025 financial year. Despite a challenging geopolitical and economic environment, the company delivered steady growth while significantly improving its profitability.

### Profitability enhanced

Revenue increased by 3.7% to €465.3 million, while EBITDA rose by 28.8% year on year to €5.4 million. This performance was driven primarily by efficiency gains and disciplined cost management.

“Our results show that we’re continuing to grow even in demanding times while becoming more efficient,” says Unite CEO Dr Sebastian Wieser. “We’ve further strengthened our position as a partner for catalogue-based procurement and are making targeted investments in the ongoing development of our offering.”

Key performance drivers included the continued expansion of the public sector business, above-average growth outside the largest market in the DACH region, and efficiency gains achieved through artificial intelligence (AI).

### Success factors for 2025: public sector, international business and AI

Growth in 2025 was driven in particular by the public sector. Unite consistently expanded its business with public sector clients, building on an area that had already been strengthened alongside its B2B activities in 2024. In addition, particularly strong revenue growth outside the DACH region contributed significantly to overall performance.

At the same time, Unite increased efficiency through the use of AI – both within its own organisation and as an integral part of its business model and platform services. AI-powered solutions help to further enhance aspects such as data quality, user experience and compliance, thereby enabling more efficient processes in catalogue-based procurement.

### Partner for catalogue-based procurement: expanding the offering

In 2025, Unite further strengthened and expanded its position as a partner for catalogue-based procurement. The platform continues to provide the technical and organisational basis for procurement, complemented by targeted services that actively support purchasing departments and deliver measurable outcomes – including documentation services, catalogue services and data-driven analyses of purchasing behaviour and demand patterns. In doing so, Unite is reinforcing its role as a strategic procurement partner. By structurally separating core and tail-end requirements, clients achieve measurable savings in process costs and gain greater control over their spending.

This ongoing development is clearly aligned with procurement needs, data quality, compliance and sustainable decision-making – key requirements, particularly for public sector clients and large organisations.

### European value creation and a values-driven culture as key differentiators

Recent developments further underpin Unite’s positioning. The company supports value creation in Europe and offers organisations a trustworthy alternative to non-European platforms, with a clear focus on verified supplier structures, transparent processes and compliance in procurement.

Unite's commitment to transparency and accountability is also reflected in independent awards. Since 2022, the company has held the annually reviewed Fair Tax Mark for transparent tax practices, and in 2024 it received the EcoVadis Gold Award.

"We want to make procurement in Europe simpler, more transparent and more reliable. To achieve this, we're continuing to develop Unite into a procurement platform that measurably reduces the workload for purchasing departments and provides a trustworthy European option," says Unite CEO Dr Sebastian Wieser.



Unite reports growth for 2025. Photo: Peter Eichler ©2024



Unite CEO Dr Sebastian Wieser. Photo: Nils Günther-Alavanja

## About Unite

**Unite is a European procurement platform** combining a single-creditor marketplace with governed catalogue intelligence and expert services – transparent by design and free from conflicts of interest. It makes procurement compliant, efficient and resilient – reducing operational load and maintaining cost control.

**Founded in 2000 and headquartered in Leipzig**, Germany, Unite operates in 12 European countries with more than 700 employees. Revenue in 2025 totalled €465.3 million. Unite holds the [EcoVadis Gold award](#) (2024) and has carried the [Fair Tax Mark](#) since 2022.

As a European-owned company hosted on EU servers and fully GDPR-compliant, **Unite offers organisations a trusted alternative to non-European providers** — strengthening local value creation and keeping procurement data where it belongs.

**The marketplace connects organisations with vetted European suppliers across millions of items and thousands of categories**, covering both the Unite Spotmarket assortment and framework supplier catalogues. Classification-based search and benchmarking support smarter decisions — with automated purchasing protocols and CO<sub>2</sub> reporting for compliance and ESG.

Unite's **catalogue governance** provides the clean, classification-based foundation modern procurement depends on — enabling automation, AI-assisted processes and reliable spend analytics.

Alongside the marketplace and catalogue intelligence, **Unite provides expert procurement services** – catalogue governance, spend analytics, implementation support and user adoption – making it a **service partner, not just a buying channel**.

Unite charges a transparent service fee – separate from the purchase price – takes no supplier commissions and treats all suppliers equally. **Free from conflicts of interest, Unite works exclusively in the interest of the organisations it serves.** As the single-creditor partner for all purchases, Unite assumes default risk.

Unite connects the economy for sustainable business – **creating value for buyers, suppliers and society** alike. *Value added. Value shared.*

For more information, visit [unite.eu](https://unite.eu).

This press release and photos can be downloaded here: <https://unite.eu/en-global/resources/press-and-coverage/unite-delivers-a-successful-2025>

## Further information

Research paper '**Navigating indirect procurement: key drivers of performance and cost control**': <https://unite.eu/en-global/resources/press-and-coverage/new-procurement-study>

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