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Heineken returns to profit in first half of 2025 despite revenue decline and flat beer sales

Regional performance varies as company launches share buyback and dividend amid global economic uncertainty

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Heineken, the Dutch brewing company, reported a net profit of 744 million euros for the first half of 2025. This result marks a significant turnaround from the same period last year, when the company posted a loss of 95 million euros. The company’s net

revenue for the first six months reached 14.18 billion euros, representing a decrease of 4.3% compared to the first half of 2024. However, on an organic basis, which excludes currency fluctuations and acquisitions or divestments, revenue increased by 2.1%.

The volume of beer sold by Heineken during this period remained flat at 116.4 million hectoliters. This figure reflects a decline of 1.5% in absolute terms and a drop of 1.2% on an organic basis compared to the previous year.

Heineken’s performance varied across different regions. In Africa and the Middle East, net sales rose by 4.4% to reach 2 billion euros. In contrast, sales in the Americas fell sharply by 12%, totaling 4.617 billion euros. The Asia-Pacific region saw modest growth of 1.65%, with sales reaching 2.134 billion euros. In Europe, net sales declined by 3.7% to 5.69 billion euros.

Dolf van den Brink, CEO of Heineken, commented that the company’s broad geographic presence helped it adapt to ongoing macroeconomic challenges that have affected consumer confidence and spending worldwide.

In addition to its financial results, Heineken has started a share buyback program worth 1.5 billion euros over two years. The company also announced a dividend payout totaling 1.042 billion euros, which translates to a payment of 1.86 euros per share.

The first half of the year has shown both resilience and ongoing challenges for Heineken as it navigates shifting consumer behavior and economic uncertainty in its key markets around the world.