

Innovating for a better future – wienerberger’s 2024 Annual Report published

Vienna, March 31, 2025 – In 2024, wienerberger achieved the third-best result in its history, despite a challenging market environment, particularly in the new build sector. The company increased total revenues by 6% to €4.5 billion while maintaining a robust group-level operating EBITDA margin of 17%. These results are based on disciplined cost management and operational efficiency and also confirm the resilience of wienerberger’s long-term value-creating growth strategy with its targeted acquisitions.

Strategic acquisitions strengthen wienerberger’s market position

Most construction markets globally did not recover as quickly as anticipated in 2024. Interest rates went down slower than expected, construction costs remained high and political uncertainties further decreased investment. However, in 2024 wienerberger adhered to its value-creating growth strategy and remained focused on organic growth through innovation and an increasing share of system solutions in its portfolio as well as growth through selected value-accretive corporate acquisitions. As a result, wienerberger profited from rising demand in certain markets that recovered faster than others. Especially the integration of Terreal – which advanced ahead of schedule – delivered a positive contribution to overall profitability as it expanded wienerberger’s activities in the growing renovation sector. The company also gained further market share in the sector of piping for water and energy management thanks to targeted investments in plant expansions and new system solutions.

In addition, strategic acquisitions – including Slatek OY in Finland, Tekken AS in Norway (smart water solutions) and GrainPlastics in the Netherlands (drainage and cable protection solutions) – have expanded the company’s portfolio, optimized the supply chain and positioned wienerberger for long-term, sustainable growth.

Driving decarbonization through targeted investment

Sustainability remains an integral part of wienerberger’s strategy, ensuring that future generations can enjoy a high quality of life. In 2024, the company continued to follow its ambitious 2026 goals for decarbonization, biodiversity and the circular economy by developing new solutions for ecological construction. One key achievement was the opening of wienerberger’s modernized nearly CO₂-neutral brick plant in Uttendorf, Austria, where the company installed the world’s largest electric industrial kiln and now operates Europe’s most sustainable brick production facility. With these and other innovations, wienerberger continues to lead the green transformation of the entire construction sector.

Heimo Scheuch, CEO wienerberger, says: *“Today, wienerberger is more resilient, innovative, and efficient than ever. As part of our strategy, we are committed to driving the transition towards climate neutrality – creating long-term opportunities for future generations. Sustainability and innovation go hand in hand, and form the core of wienerberger. We will keep developing new solutions for ecological and innovative construction as well as smart water and energy management solutions and lead the transformation of the entire construction sector.”*

Unleashing innovation for sustainable growth

Innovation drives wienerberger's results and its progress in sustainability. Today, the company generates 33% of its revenue from innovative products, with a goal of reaching 35% by 2026. One major step was the launch of Wioniq, bringing together four innovative companies – Inter Act, I-Real, Wideco, and Slatek – and creating a new platform for smart water and energy management solutions, which offers significant growth potential. By further increasing its innovation strength, wienerberger will continue to find new ways to reduce emissions, save natural resources and improve the quality of life for current and coming generations.

Discover our vision of a sustainable future in our Annual Report 2024 and take a deep dive into concrete examples of how wienerberger is turning these ambitions into reality.

To view the entire wienerberger Annual Report, please click [here](#).

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wienerberger is a leading international provider of innovative, ecological solutions for the entire building envelope, in the fields of new build and renovation, as well as infrastructure in water and energy management. With more than 20,000 employees worldwide, wienerberger's solutions enable energy-efficient, healthy, climate-friendly, and affordable living. wienerberger is the world's largest producer of bricks and the market leader in clay roof tiles in Europe as well as concrete pavers in Eastern Europe. In pipe systems (ceramic and plastic pipes), the company is one of the leading suppliers in Europe and a leading supplier of facade products in North America. At the beginning of 2024, wienerberger successfully completed the acquisition of Terreal, becoming the leading European provider of innovative all-in roofing and solar solutions, as well as solutions for the entire building envelope in Europe and North America. With its more than 200 production sites, wienerberger generated revenues of approx. € 4.5 billion and an operating EBITDA of € 760 million in 2024.

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