

REACH

31 March 2025

**Huddled Group plc**  
**("Huddled", the "Company" or the "Group")**  
**Value and impact at the heart of new Huddled website**

The UK surplus goods e-commerce retail business, Huddled Group Plc, marks the *International Day of Zero Waste* by launching a new-look website demonstrating how sustainability and savings go hand in hand across the group's three businesses.

Huddled Group has experienced rapid growth since 2023, acquiring three emerging businesses, each specialising in a different retail sector: Discount Dragon (Groceries and Alcohol), Nutricircle (Wellness and Sports Nutrition), and BOOP Beauty (Beauty and Cosmetics).

By sourcing and redistributing surplus goods, Huddled Group helps manufacturers and retailers to reduce unnecessary waste in the FMCG supply chain, while giving people access to quality products at accessibly low prices - with some items selling for as little as a penny.

Huddled Group CEO, Martin Higginson explains the rationale behind placing more visibility on the group's broader sustainable impact:

"All Huddled Group brands share the same mission: to be a force for good by delivering value to shareholders while making a positive social and environmental impact. We believe that profitability, coupled with responsibility, delivers the greatest value and impact. Our mission reflects this, and now, so does our website."

The group states its purpose as being to *protect both people's pockets and the planet by preventing perfectly good products from going to waste*, and this is proving to be a winning formula with over 355,000 customer orders delivered in 2024, generating £14m revenue.

The demand for redistributed goods continues to grow according to WRAP, with food redistribution to people via commercial companies increasing by 66% between 2015 and 2020. Huddled Group's partnerships with suppliers are also expanding, as the need to dispose of surplus goods sustainably remains a high priority on manufacturers' and retailers' agendas.

Steven Dalton, National Account Manager at The Hut Group (THG) said: "We're keeping waste sent to landfill to a minimum and this is helped by our partnership with Huddled Group. By channelling our surplus good through both BOOP Beauty and Nutricircle, we reduce our Scope 3 emissions and generate revenue instead."

To further strengthen the group's sustainability capabilities, Higginson recently appointed Andrea McMahon as Huddled Group's first Communications and Sustainability Director: "I'm delighted to welcome Andrea to our senior leadership team. She brings a wealth of expertise and has already made a significant impact in a short time. From developing our value proposition to delivering the new website, she's helping us move forward on our journey toward continued, sustainable growth."

Notes to editors:

1. Source: [WRAP](#) Between 2015 and 2020, redistribution to people via commercial companies grew by 66%.

**Enquiries:**

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