

Ernsting's family

Von fröhlichen Familien empfohlen.

GROWING TOGETHER.

Shaping the future together.



September 2026



>2.000 SHOPS*
>13.000 EMPLOYEES*
€1,6 BN REVENUE*

We offer fashion and accessories for the whole family – high quality and always close to our customers. To that end, we are continuously opening new locations and steadily expanding our branch network.

* Rounded for financial year 2025/26

DOWN TO EARTH.
FAMILY-OWNED BUSINESS.
VALUES-DRIVEN.

1968

Founding of *Minipreis* by Kurt Ernsting

1990

Change of name to Ernsting's family

2003

The online shop opens its 'doors'

2010

Opening of the first branch in Austria

2018

50th anniversary of Ernsting's family

2024

Opening of the first branch in the Netherlands

More about our company history:

COMPANY.ERNSTINGS-FAMILY.COM/HISTORY

OUR LOCATION PROFILE



Lively urban retail areas



High-traffic shopping centres



Traffic-oriented neighbourhood shopping centres and specialty retail centres as well as retail parks and self-service department stores



LIVELY LOCATION

attractive retail environment with multiple shops



6 TO 15 METRES

front shop width



200 TO 400 M²

total floor area at ground level



AT LEAST 15.000

residents in the catchment area

WE'RE FLEXIBLE!



approx. 200 m²



approx. 400 m²

We're best known for our smaller spaces – but at high-traffic locations, we like to think a little bigger.

DO YOU HAVE A SUITABLE PROPERTY?

We are happy to discuss your property with you and look forward to hearing from you. To do so, please send us a property listing that includes a floor plan and other important information.

Contact

EXPANSION@ERNSTINGS-FAMILY.COM

OUR SHOPS



Nuremberg-Mitte branch



Vilsbiburg branch



Straubing-Mitte branch

Wiesbaden-Southeast ‘Lilly’ branch



Augsburg-Lechhausen branch

We regularly invest in our shop portfolio. Clear wayfinding and a well-organised sales floor create a pleasant shopping experience and, as a result, draw our customers' attention to our merchandise.








WE AS YOUR
RENTAL
PARTNER
Ernsting's family

HIGH CREDITWORTHINESS

As a successful family-owned business, we have strong financial backing.

LONG-TERM LEASE AGREEMENTS

We make our location decisions based on fairly negotiated lease agreements and long-term prospects.

USE OF COST-REDUCING TECHNOLOGY

We rely on modern, energy-efficient systems, ranging from LED lighting to smart climate control.
These measures can help reduce energy consumption in rental properties and lower operating costs.
At the same time, they can help preserve the property's long-term value.

POPULAR RETAILER WITH A STRONG IMAGE

In total, 94% of all women between the ages of 18 and 74 in Germany are familiar with Ernsting's family.

AN ATTRACTIVE ADDITION TO THE RETAIL OFFERING

In our high-revenue shops, we offer fashion and accessories for the whole family – all of the highest quality and at surprisingly affordable prices.

We are working to reduce our use of natural resources. Our focus is on the efficient use of energy and water, waste prevention and recycling, and reducing our greenhouse gas emissions in our shops and company-owned properties. We are the first nationwide retail chain in Germany to be registered under the EU Eco-Management and Audit Scheme (EMAS). Our environmental performance is regularly audited by an independent third party and transparently published in our environmental statement.

OUR COMMITMENT TO THE ENVIRONMENT AND CLIMATE



More information at: https://csr.ernstings-family.com/de/de/ressourcen


THREE COUNTRIES.
> 2.000 SHOPS.
ONE FAMILY.

WE CONTINUE TO GROW.

More information

COMPANY.ERNSTINGS-FAMILY.COM/EXPANSION

Contact us

EXPANSION@ERNSTINGS-FAMILY.COM