Omniva 2025 annual report: transformation into an international, technology-driven logistics company

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Omniva Group has published its 2025 annual report, highlighting the companyâ€™s continued transformation from a traditional postal operator into an international, technology-driven logistics business â€“ with growing parcel volumes, an expanding global footprint, and a clear strategic shift away from legacy mail services.

Over the past decade, Omniva has undergone a fundamental business transformation. Today, around 95% of the company's revenue comes from commercial services, primarily parcel logistics, while traditional postal services account for a steadily declining share of the business.

This shift reflects broader changes in customer behaviour. As e-commerce continues to grow, parcel volumes have increased significantly, while letter volumes have declined sharply across the region – by around 80% over the past decade.

"At its core, this is a story of adapting to reality," said Martti Kuldma, CEO of Omniva Group. "Customers have moved to e-commerce and digital communication – and we have transformed our business accordingly."

What began as a transition from postal services to parcel delivery is now entering its next phase. Omniva, which once pioneered parcel locker networks across the Baltics, is now focused on shaping the future of logistics through digital delivery solutions.

"Our ambition goes beyond physical infrastructure," added Kuldma. "We are building an asset-light, intelligence-heavy logistics model – combining our network with data, automation, and digital capabilities to create smarter, more scalable delivery solutions. Just as we once innovated the region with parcel machines, we now aim to innovate the industry with digital delivery."

In 2025, Omniva continued to scale its operations both in the Baltics and internationally. The company operates across 10 markets, with international business steadily increasing its share of total revenue.

Omniva handles more than 50 million parcels annually, supported by one of the most extensive parcel locker networks in the region. At the same time, the company is

accelerating investments in technology – including AI-based solutions, automation, and new digital services – to improve efficiency and customer experience.

The transformation is also reflected in how services are delivered. Parcel machines have become the preferred delivery channel for the majority of customers across the Baltics, offering convenience, flexibility, and efficiency.

At the same time, Omniva continues to contribute to discussions on how to ensure sustainable postal services in a rapidly changing environment, where traditional mail plays an increasingly smaller role.

Financial performance

According to the annual report, Omniva revenue continued to grow in 2025, reaching €155 million, an increase of around 9% year-on-year. The company's performance reflects continued growth in parcel volumes and international business, while maintaining a strong focus on efficiency and long-term sustainability.

About the report

The report provides a comprehensive overview of Omniva performance in 2025, including financial results, the development of its parcel and international business, investments in technology and network expansion, and the broader market trends shaping the logistics sector.

Source: Omniva

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