

Fast-growing Mirius aims for £100m by 2028

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As UK retailers continue adapting to shifting shopper priorities, from price sensitivity to eco-conscious buying, long-standing manufacturing partner [Mirius](#) is reporting major acceleration. The Coventry-based cleaning and hygiene specialist has announced strong FY24 results, with £56 million in revenue.

A leading UK manufacturer of private-label, branded and bespoke cleaning products, Mirius serves major supermarkets and wholesalers across three core sectors: retail, professional, and animal health. The company's growing team spans across engineering, production, technical, and customer service departments, enabling agile, end-to-end support on a national scale.

Its products are now found in an estimated one in four UK households, thanks to enduring partnerships with big-name brands and major retailers. The company has built trading relationships that, in some cases, span over 30 years.

Looking ahead, Mirius is targeting £100 million in annual revenue by 2028, driven by continued product innovation, strategic hires, and market expansion. New products are being developed to meet evolving retailer needs, including an expansion into capsules.

Darren Langdon, managing director at Mirius, comments: "Retailers need manufacturing partners who are agile, scalable, and genuinely aligned with their values. They want to develop products quickly and stay ahead of market trends; we are set up to facilitate this rapid innovation. Our private-label products are now in an estimated one in four UK homes, a result of helping our partners deliver on performance, price, and sustainability."

Sustainability remains a key focus for Mirius. The company holds EcoVadis accreditation and is embedding

sustainable practices into every aspect of its operations. Its goal is to embed environmental responsibility into every product, rather than just promoting a 'green range'. This includes lightweight packaging and the use of recycled materials in its bottles. As part of its ongoing commitment to sustainability, Mirius has launched the Madagascar-based Super Sapling Project through Evertreen, planting more than 5,000 trees to date.

Moving forward, Mirius will continue to invest in new products, develop digital assistants like [Ask Nan](#), and expand into international markets. With innovation and ESG embedded in its DNA, Mirius is positioning itself as a reliable and progressive growth partner in the evolving retail market.