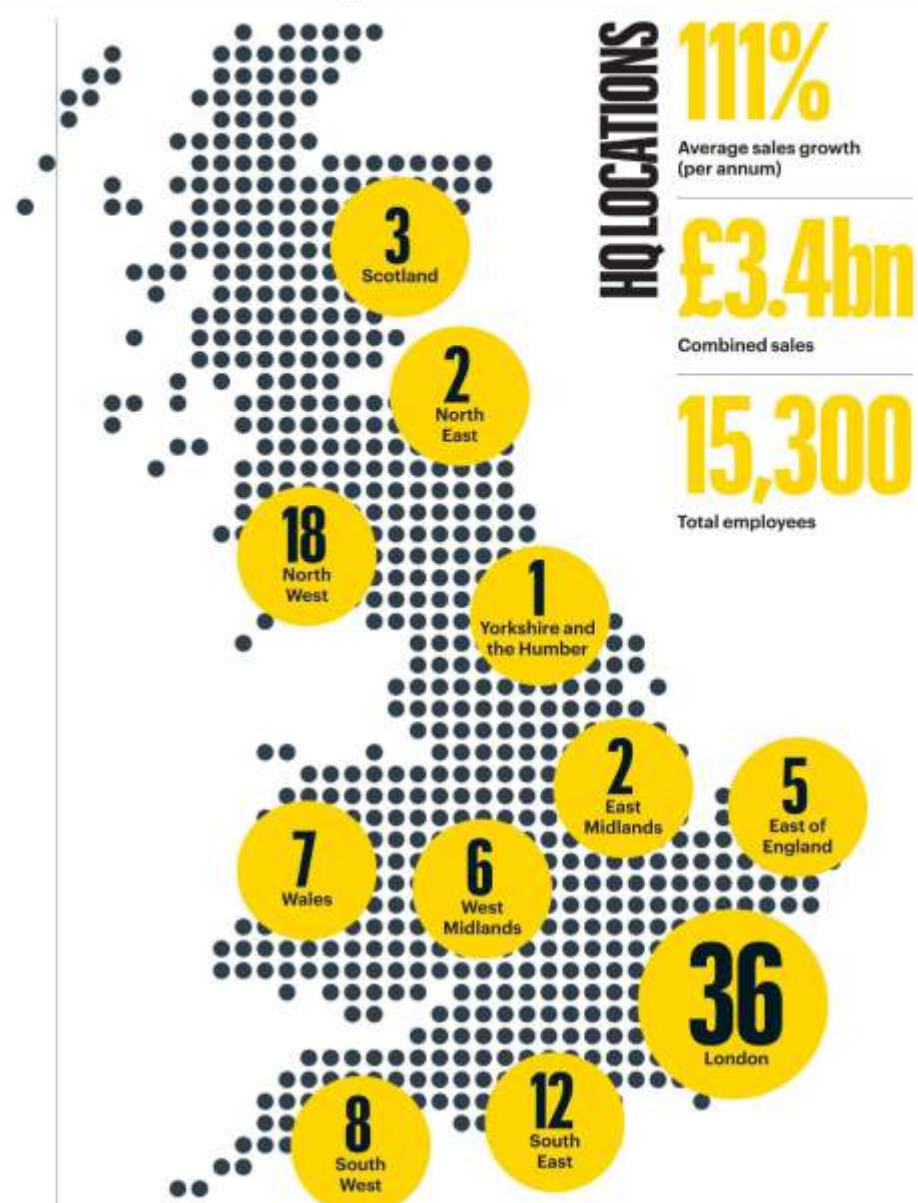


# THE TOP 100 FAST-GROWING COMPANIES IN BRITAIN TODAY

2025 rank	2024 rank	Company name	Description	HQ location	Year end	Annual sales growth over 3 years	Latest sales £m	Year founded
1	1	Dfne	Activewear brand	Glasgow	May 2025	517.32%	£66.8m*	2021
2	2	Healf	Health products retailer	London	Mar 2025	434.11%	£40.0m*	2020
3	3	Purdy & Figg	Consumer cleaning products	London	Mar 2025	325.14%	£42.2m*	2021
4	4	Odd Muse	Fashion brand	Shenfield, Essex	Jul 2024	268.40%	£25.0m*	2020
5	11	Simmer Eats	Meal delivery service	Hitchin, Hertfordshire	Jan 2025	205.46%	£36.1m*	2018
6	6	Pace	Management consultancy	London	Mar 2024	187.72%	£8.6m*	2020
7	7	Capo	Fashion brand	Accrington	Jan 2025	192.00%	£12.5m*	2017
8	9	de Novo Solutions	Technology consultancy	Newport	May 2025	186.80%	£9.8m*	2020
9	8	Louise	Jewellery brand	London	Aug 2024	183.54%	£6.6m*	2021
10	10	Nala's Baby	Children's toiletries brand	Oxfordshire	Mar 2025	174.66%	£5.5m*	2020
11	5	Ancient + Brave	Health supplements brand	East Sussex	Dec 2024	174.32%	£19.9m*	2018
12	12	Ethos Farm	Customer experience consultancy	London	Dec 2024	171.59%	£30.4m*	2016
13	13	Hair Syrup	Hair brand	Pembrokeshire	Mar 2025	167.37%	£5.0m*	2020
14	22	Secret Food Tours	Tour operator	London	Jan 2025	160.70%	£17.9m*	2013
15	15	Coffi Lab	Coffee shops	Cardiff	Dec 2024	156.87%	£6.2m*	2020
16	6	Pentalec	Building services contractor	Gillingham, Kent	Feb 2025	146.83%	£15.9m*	2017
17	17	Swift Strategies	Technology consultancy	London	Dec 2024	145.74%	£17.7m*	2008
18	18	Montrex	Sportswear brand	Liverpool	Dec 2024	144.03%	£7.7m*	2019
19	13	Rheal	Food supplement brand	Sunderland	Oct 2024	141.97%	£25.5m*	2017
20	21	Solar Buddies	Sunscreen applicators	Cwmbran, South Wales	Nov 2024	141.01%	£7.0m*	2014
21	21	Sleek Events	Events and marketing agency	London	Jul 2024	136.06%	£22.0m*	2013
22	24	Cross 8	Management consultancy	Henley-in-Arden	Dec 2024	134.91%	£7.7m*	2013
23	24	Hawstone	Brewery	Gloucestershire	Mar 2025	134.41%	£24.3m*	2004
24	28	21D Clinical	Dental care provider	Warrington	Mar 2025	129.24%	£14.9m*	2018
25	7	Adanola	Fashion brand	Manchester	Mar 2025	127.56%	£8.4m*	2015
26	21	Link Group	Recruitment and staffing services	London	Dec 2024	127.03%	£37.1m*	2019
27	27	Ordo	Oral care products	Altrincham	Mar 2025	121.69%	£12.0m*	2019
28	4	Trip	Drinks and supplements brand	London	Feb 2025	121.19%	£27.8m*	2019
29	29	Fastwarm	Underfloor heating retailer	Basilston	Dec 2024	120.25%	£10.8m*	2020
30	30	Apprentify	Recruitment and training consultancy	Cheshire	Jul 2024	117.20%	£14.0m*	2018
31	31	MyoMaster	Sports recovery products	Surrey	Dec 2024	115.44%	£5.0m*	2020
32	32	Love Finance	Digital lender and broker	Birmingham	Dec 2024	113.68%	£9.4m*	2016
33	33	Vesper Technologies	IT hardware reseller	Stockport	Apr 2025	111.21%	£142.2m*	2014
34	34	One Active	Women's activewear brand	London	Dec 2024	110.84%	£80.8m*	2020
35	35	MyFirst	Young driver insurance brand	Surrey	Dec 2024	110.78%	£24.3m*	2016
36	15	Six Stories	Bridalwear retailer	Manchester	Mar 2025	110.64%	£10.0m*	2019
37	37	P Louise	Beauty products retailer	Stockport	Mar 2025	109.70%	£71.0m*	2018
38	38	Intermedia Global	Marketing agency	Bedford	Mar 2025	109.97%	£13.5m*	2003
39	39	Green Home Systems	Heating and insulation installer	Ayrshire	Nov 2024	106.17%	£16.8m*	2014
40	27	Prep Kitchen	Meal delivery service	Kent	Jun 2024	103.73%	£23.1m*	2015
41	41	Ty Nant	Mineral water brand	Berthania, Wales	Dec 2024	100.87%	£7.2m*	1986
42	38	Wingstop UK	Restaurant operator	London	Mar 2025	100.25%	£71.7m*	2018
43	38	Zero100	Supply chain innovation	London	Dec 2024	96.81%	£12.8m*	2021
44	44	FutureMeds	Clinical trial site management	Liverpool	Dec 2024	96.73%	£27.0m*	2020
45	33	Open Partners	Advertising agency	Manchester	Mar 2024	96.18%	£30.6m*	2017
46	14	Passenger	Outdoor clothing brand	New Forest	Dec 2024	95.32%	£37.3m*	2012
47	47	Jubel Beer	Drinks brand	London	Mar 2025	92.63%	£13.4m*	2018
48	48	Bloc Commercial Interiors	Building design and fit-out	Surrey	Jul 2024	91.99%	£10.9m*	2019
49	50	KCS Cash and Carry	Cash and carry	London	Mar 2025	89.95%	£33.3m*	2020
50	52	With Nothing Underneath	Womenswear retailer	London	Dec 2024	87.78%	£5.7m*	2017
51	53	St Cee Free Range Eggs	Egg producer	Cornwall	Mar 2025	87.18%	£31.0m*	1967
52	84	Disturbia	Womenswear retailer	Northumberland	Jan 2025	86.04%	£35.1m*	2003
53	52	47 Skin	Skincare brand	York	May 2025	84.06%	£10.6m*	2018
54	56	Constella Public	Procurement management specialist	Nottingham	Mar 2024	83.71%	£81.6m*	2007
55	57	Flat Iron Steak	Restaurant operator	London	Aug 2024	83.66%	£49.6m*	2012
56	58	Cost Points	Premium paint retailer	London	Mar 2025	81.77%	£7.5m*	2020
57	59	Mossure	Measuring equipment manufacturer	Warwick	Dec 2024	81.66%	£13.9m*	2014
58	60	Panache Cruises	Cruise holidays retailer	Chorley	May 2025	81.03%	£34.5m*	2020
59	61	Refy Beauty	Beauty products retailer	Manchester	Aug 2024	80.96%	£40.4m*	2020
60	62	Nobody's Child	Womenswear retailer	London	Apr 2024	80.29%	£37.0m*	2015
61	63	Brand Hatchers	Consumer goods brand owner	Cardiff	Dec 2024	80.14%	£6.8m*	2019
62	67	Golf Travel Group	Golf tour operator	London	Dec 2024	78.27%	£21.7m*	2015
63	79	Emerald Hospitality Group	Restaurant operator	London	Dec 2024	77.84%	£13.5m*	2018
64	66	Daisy Green	Cafes and restaurants	London	Apr 2024	77.73%	£22.7m*	2012
65	67	Talenta Group	Recruitment consultancy	Bristol	May 2024	76.87%	£38.1m*	2019
66	68	Aviramp	Aircraft ramp and bridge maker	Telford	Dec 2024	75.97%	£10.2m*	2011
67	65	Gravity9	Digital transformation consultancy	London	May 2024	75.69%	£10.7m*	2017
68	70	Green Frog Connect	Electrical engineering	North Somerset	May 2024	74.97%	£47.0m*	2012
69	71	Zenzero Solutions	Technology consultancy	Coventry	Mar 2025	72.91%	£84.0m*	2004
70	72	Jaded London	Fashion brand	London	Jul 2024	72.13%	£51.0m*	2013
71	74	Ison Travel	Travel management	Woking	Dec 2024	71.55%	£48.9m*	2013
72	74	Car.co.uk	Low-value car marketplace	Preston	Oct 2024	71.50%	£22.7m*	2020
73	75	Teachy	Technology consultancy	London	Nov 2024	71.29%	£23.0m*	2012
74	76	Blakely Clothing	Fashion brand	Norfolk	Mar 2025	69.86%	£58.6m*	2012
75	77	Think Hire	Off-grid energy provider	Oldham	Jun 2024	67.68%	£9.5m*	2018
76	78	Maki & Ramen	Japanese restaurants	Edinburgh	Dec 2024	67.65%	£18.9m*	2015
77	79	Penta Consulting	Recruitment consultancy	Surrey	Mar 2025	67.15%	£153.2m*	1998
78	80	Scrumblies	Pet food producer	London	May 2025	66.89%	£19.6m*	2018
79	81	Sweet Bee Organics	Skincare and health products	Somerset	Dec 2024	66.10%	£17.7m*	2019
80	82	Floor Street	Flooring retailer	Birmingham	Jan 2025	65.77%	£5.7m*	2019
81	83	JMAN Group	Technology consultancy	London	Aug 2024	63.68%	£21.1m*	2010
82	84	Sports Tours International	Tour operator	Manchester	Mar 2025	63.17%	£33.3m*	1973
83	85	Sole Bliss	Shoe designer	Hertfordshire	Dec 2024	62.50%	£13.7m*	2017
84	86	Club London	Fashion brand	Manchester	Mar 2025	62.06%	£67.0m*	2007
85	87	Sinewave	Electrical engineering	Swindon	May 2024	62.01%	£20.3m*	2016
86	16	The Alliance	Media agency	London	Dec 2024	61.99%	£13.8m*	2019
87	42	Cambridge Spark	Education technology company	London	Dec 2024	61.39%	£18.6m*	2019
88	90	Sunnusam	Fragrance retailer and wholesaler	London	Dec 2024	61.27%	£15.1m*	2009
89	91	Whitpaper	Building design and fit-out	London	Mar 2025	60.54%	£36.0m*	2016
90	86	Two Circles	Sports marketing agency	London	Dec 2024	60.46%	£152.3m*	2011
91	61	The Dark	Outdoor clothing brand	Poole	Aug 2024	59.55%	£13.1m*	2016
92	94	Litelak	Bike and motorcycle locks maker	Swansea	Dec 2024	59.24%	£5.2m*	2013
93	95	Arke Creative	Office interior design	London	Dec 2024	58.36%	£37.6m*	2018
94	96	The Lakeland Climbing Centre	Indoor climbing walls operator	Cumbria	May 2024	57.68%	£9.5m*	1995
95	97	Hunter & Gather	Food and supplements brand	London	Dec 2024	57.48%	£11.2m*	2017
96	98	Gozney Group	Pizza oven maker	Bournemouth	Dec 2024	57.47%	£73.1m*	2010
97	99	East Construction	Building contractor	Corby, Northamptonshire	Mar 2025	57.17%	£54.1m*	2009
98	100	Secret Bakery	Artisan bakery	Hertfordshire	Mar 2025	56.60%	£10.8m*	2006



## Rules of engagement

How we compiled this year's ranking of leading UK companies – and what it takes to make it

Henry Whorwood | Ying van de Walle

Business success comes in all shapes and sizes – and from every corner of the UK. Featuring enterprises from premium dog-friendly coffee shops in Monmouth to a Gen Z-focused cosmetics brand in Manchester, The Sunday Times 100 is once again proof that Britain's entrepreneurial spirit is alive and well. Now in its fourth year, The Sunday Times 100 celebrates the independent UK-based businesses with the fastest-growing sales over the past three years of trading. The ranking aims to spotlight companies that fly under the radar, first time remain subject to proper audit and may be revised after our publication. This year's cohort is as varied as ever. The fastest growing company, the activewear brand Dfne, clocked a staggering 517 per cent average compound annual growth rate. The 100th on the list, an artisan bakery, achieved a hyper-growth 56 per cent rate – a testament to how competitive this ranking is. The average rate across the 100 firms stands at 111 per cent. Youth and diversity remain at the heart of Britain's business boom, and of the 100 companies, more than 60 per cent of the past decade.

Businesses must confirm to us that they are profitable, generated more than £5 million in sales in their most recent year and have made at least £250,000 in sales three years prior. Crucially, only firms that are independent, unquoted and ultimate holding companies make the cut. The Sunday Times 100 deliberately excludes companies selling their own technology – they are featured in our separate The Sunday Times 100 Tech ranking – ensuring that the spotlight falls on high-growth businesses from other sectors that can be overlooked. We endeavoured to improve the robustness of the league table each year by refining our methodology and carrying out additional checks of the data supplied by companies. We believe readers of this ranking appreciate this "tough love" approach, even if some of the companies do not. On occasion our criteria penalise hugely impressive companies. This year, the sustainable toothbrush brand Surf has raised out on a very high ranking simply because its first year of sales figures were lower than our minimum. We will hopefully pick it up in future years. Other well-known names have not made it because they don't yet make a profit – through choice and the support of generous investors, or because they haven't worked out how to do so. Some exceptions have been made where companies qualify using earnings before interest and tax and non-cash accounting items as a profit measure. We acknowledge that some draft financials being published here for the

first time remain subject to proper audit and may be revised after our publication. This year's cohort is as varied as ever. The fastest growing company, the activewear brand Dfne, clocked a staggering 517 per cent average compound annual growth rate. The 100th on the list, an artisan bakery, achieved a hyper-growth 56 per cent rate – a testament to how competitive this ranking is. The average rate across the 100 firms stands at 111 per cent. Youth and diversity remain at the heart of Britain's business boom, and of the 100 companies, more than 60 per cent of the past decade.

## THE LIST STARTS HERE

**1 Dfne 517.32%**  
Activewear brand  
See box

**2 Healf 434.11%**  
Health products retailer  
The brothers Lestat McCree, 27, and Max Clarke, 26, created Healf in 2020 to help consumers to navigate the explosion of wellness products. A team of dietitians, personal trainers, psychologists and sleep experts – followed by a panel of customers – review products before the brand will sell them on its website. The 4,000-plus items that Healf now lists range from electrolytes for fitness buffs to smart rings for health tracking. Sales hit £40 million in the year to March, and this month it raised an undisclosed sum from the investor Iris Ventures. The company qualifies on its earnings before interest and tax, with an adjustment for some exceptional costs.

**3 Purdy & Figg 325.14%**  
Consumer cleaning products  
Fed up with toxic cleaning products in plastic packaging, best friends Purdy Ruhn, 68, an NHS nurse, and Charlie Figg, 64, a horticulturist, decided to do something about it. Together with Purdy's sons, Charlie, 34, and both serial entrepreneurs in their right – in 2021 they launched Clean, a multi-surface cleaner with essential oils. Sales of the range of natural refillable products in their Hertfordshire home more than doubled to £1.7 million in the year to March.

**4 Odd Muse 268.4%**  
Fashion brand  
Social media is the brand's success, as Almee Smale, 28, efforts involved modelling her own. She started Odd Muse while a student and just four years on sales of £25 million party dresses, two permanent central London.

**5 Simmer Eats**  
Meal delivery  
Simmy Dhillon

recently, as turnover in January 2025 hit £36.1 million.

**6 Pace 187.72%**  
Management consultancy  
A government department grant with out-of-date and inaccurate turned to this consultancy to update its IT systems. Pace says the project slashed £5 million a year from the department's IT bill. The consultancy, which supports public and private sector customers, was started by Tim Brennan, 54, a former Royal Marine and serial entrepreneur, during the pandemic in 2020. Sales hit £8.6 million in the year to March 2024. A year later, Luke Rose, 39, was promoted to chief executive officer.

**7 Capo 192.00%**  
Fashion brand  
Dan Wilkins, 32, and Adam Morning, 38, dreamt up the idea for this fashion brand while they were both semi-professional football players with Ashton United. They started the business in Accrington in 2017, initially selling hats. Their men's ablesse now ranges from overalls to trainers, bringing in sales of £12.5 million in the year to January. The brand recently became footwear partner with Blackburn Rovers, the football club where Wilkins had spent eight years as a young player.

**8 de Novo Solutions 186.80%**  
Technology consultancy  
Just two years after the sale of their previous business, Certus Solutions, to Accenture in 2018, business partners Mark Sweeney, 56, and Tim Warner, 67, returned to the world of technology consulting with this Newport-based venture. A specialist in using Oracle Cloud and ServiceNow software, de Novo last digitised financial HR and payroll operations for the Ministry of Justice, ITV and Ofgem. The company, which opened a new office in India in March, posted sales of £9.8 million in the year to May 2025.



THE ONE TOP

# 50th FASTEST GROWING COMPANIES IN BRITAIN



**10 NALA'S BABY 174.66%**

Children's toiletries brand  
Being a hip-hop artist and baby skincare entrepreneur may seem like an unusual combination. But for the rapper Casyo "Krept" Johnson, 35, it made perfect sense to launch a baby skin and haircare range when he and his co-founder, Sasha Gilbert, 29, struggled to find natural products to use for their child, Nala, above.

The pair decided to create their own natural, non-toxic baby products in 2020. It was important for Krept – one half of the hip-hop duo Krept & Konan – to ensure the products were affordable, so they chose, as he said recently, to "take a hit on our margins because we genuinely feel like this is a product for the people".

The brand has since won the backing of high-profile investors including the footballers Marcus Rashford and Jadon Sancho, and the boxer Anthony Joshua. The company says it was valued at £17.5 million in 2022.

Its products, which range from body butter to shampoo, started trading with Boots in 2022. Being a hip-hop artist and baby skincare entrepreneur may seem like an unusual combination. But for the rapper Casyo "Krept" Johnson, 35, it made perfect sense to launch a baby skin and haircare range when he and his co-founder, Sasha Gilbert, 29, struggled to find natural products to use for their child, Nala, above.

employees, this company handles electrical and mechanical installations and upgrades in buildings throughout London and the south of England. It also specialises in installing renewable technology such as solar panels and heat pumps. John Hart, 46, a former apprentice draughtsman, founded the Gillingham-based business in 2017. He leads it alongside Sam Stageman, 40, who joined as co-director four years later. Sales were £15.9 million in the year to February.

**17 Swift Strategies 145.74%**  
Technology consultancy  
This company helped the government to get nearly two million laptops to disadvantaged children when schools closed during the 2020 Covid pandemic so they could continue learning at home. The business was set up by Nathan Swift, 45, a former professional singer and serial entrepreneur, in 2008 to help public and private sector organisations overcome digital, data and tech problems. Swift Strategies, which has grown by word of mouth, reached sales of £11.7 million last year.

**18 Montrex 144.03%**  
Sportswear brand  
Best friends since attending primary school together, Daniel Yuen, 27, and Kieran Kiddell-Austin, 25, launched their sportswear brand in 2019 to fill a gap in the market for an affordable, stylish alternative to the big labels. Helped by distribution deals with the retailers Footasylum and JD Sports, the duo – who still own 100 per cent of the business – grew sales to £76.7 million in 2024. They expect to almost double this to £130 million this year as they take the Liverpool-based business to Europe.

**19 Rheal 141.97%**  
Food supplement brand  
Charlotte Ali, 28, who has celiac disease, and her husband, Sean Ali, 33, were still students when they discovered that natural "superfoods" improved Charlotte's low energy levels. Inspired by their experience, in 2017 the couple started making their first products: Clean Greens, which aims to boost immunity, and Berry Beauty, designed to aid skin health. In 2024 they were valued £50,000 on the BBC's 'Dragons' but walked away from the deal, they raised £1 million on the trading platform Seed&Spark. Sales hit £1.1 million last year and the company is exploring its options, Ali.

**20 KCS Cash and Carry 89.95%**  
Cash and carry  
KCS Cash and Carry is a family-run business, says 42, and Kelli up with the idea for the cash and carry business. They were struggling to find a way to sell their products, which are free and easy to use, and they raised money from selling company shares, says Deborah, who is from a selling company, says, South Wales last year.

**21 21D Clinical 1**