

Press Release
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Miele consolidates its growth path and enters the 2025 business year with confidence

- ▶ Annual turnover in 2024 increased slightly to 5.04 billion euros (+1.7 percent)
- ▶ Number of employees increased to around 23,500 (+3.4 percent)
- ▶ Company investing 500 million euros in Germany by 2028
- ▶ New products, services, and AI solutions securing future path

Gütersloh, 26 February 2025 – Miele Group consolidated its growth path in the business year 2024. In a demanding market environment and in the face of macroeconomic challenges, Miele achieved a turnover of 5.04 billion euros. This corresponds to an increase of 1.7 percent compared to the previous year. The number of employees rose to a total of 23,500 as a result of acquisitions, an increase of 3.4 percent. Around 11,300 people were employed in Germany, 4.2 percent fewer year-on-year. As part of the MPP (Miele Performance Program) transformation initiative launched in 2024, Miele has since achieved important milestones, and, thanks to the programme, has been able to rule out compulsory redundancies in Germany. Miele is planning to invest around 500 million euros in Germany by 2028.

“Our business year was exceptional, driven by highlights and challenges. We celebrated our 125th anniversary worldwide while at the same time launching one of the largest transformation programmes in the company's history,” outlined Dr Reinhard Zinkann, Executive Director and Co-Proprietor of Miele. “Despite difficult market conditions driven by weak spending, high price pressure, and geo-economic challenges, we were able to stand our ground. We would like to sincerely thank our team for this achievement,” added Dr Markus Miele, also Executive Director and Co-Proprietor.

In addition to anniversary celebrations on all five continents, the highlights of the past year include the production launch at the new plant in the USA, the joint venture with SteelcoBelimed in the medical technology sector, and several products premiering at the leading IFA trade fair in Berlin. This was complemented by ten test wins from Stiftung Warentest confirming the premium quality of Miele appliances.

The transformation program MPP was also launched at the company in 2024. “We reacted quickly and decisively to the changed economic conditions,” highlights Executive Director Human Resources & Corporate Affairs Rebecca Steinhage. “Our goal was to enhance

Miele's competitiveness and to safeguard the company's long-term success. We took the necessary decisions with courage to secure this outcome." Miele achieved a number of objectives last year: Of the planned measures to improve turnover and increase efficiency totalling 500 million euros, 50 percent have already been implemented. "The fact that we were able to rule out compulsory redundancies in Germany was an important success," stressed Steinhage.

2025: Start of production for washing machines with the world's first ribless drum

In 2025, Miele will continue to focus primarily on quality and innovation. The "InfinityCare" drum is also used in the flagship Nova Edition, introduced as part of the new laundry care generation. It is the world's first ribless drum providing superior protection and a longer life for textiles, even for sensitive materials such as cashmere or silk. With its smart connectivity and outstanding design, the new Guard vacuum cleaner series offers exceptional ease of use. The Guard is also the quietest Miele vacuum cleaner ever. At IFA in September, Miele will be unveiling pioneering innovations in cooking appliances.

Other highlights include solutions in laboratory and medical technology, such as new cleaning and disinfection appliances. These make the reprocessing of instruments in doctors' offices and dental practices more efficient and sustainable. Additionally, Miele offers "appWash," a comprehensive solution for communal laundry rooms in apartment blocks and student residences: Users can book and pay for washing machines online via an app. With "SneakerWash," Miele also enables "shoe cleaning" in your own washing machine.

Networking: Smart solutions throughout the company

Miele is also focussing on expanding its AI services: The "Smart Food ID" software automatically identifies the dish in the oven and prepares it with pinpoint accuracy. Customers receive maintenance recommendations in advance via the "AI Diagnostics" app service. Miele is piloting "AI Shopping Assistance" in Italy – a chatbot that supports customers with vacuum cleaner purchases, repairs, and spare parts orders. "Our products are already thinking smart and creating real value in the home," explains Markus Miele. "We are also investing in AI for the company as a whole. This ranges from general admin to production and customers services," notes Miele. Artificial intelligence is accelerating innovation processes in each and every part of the company. For example, AI is used in production to support quality control for washing machine fronts:

32 cameras generate a high-resolution data set of the front section, and the AI spots the smallest imperfections and assesses them in more detail than the human eye. This creates clear advantages in productivity and efficiency.

Sustainability: Focus on climate change mitigation and circularity

Responsible conduct has been part of Miele's corporate culture since 1899. The company focuses on quality, efficiency, and durability to enhance a sustainable business. Miele tests its appliance models for a lifespan of up to 20 years – unparalleled in the industry.

"Excellent quality is the cornerstone of durability. Durability is the best form of sustainability," highlights Rebecca Steinhage. Miele washing machines are among the most efficient on the market – and this year they will achieve an energy efficiency class (EEC) of up to A-40 percent. Spare parts logistics use packaging made from 70 percent recycled plastics, contributing to resource conservation. No competitor in Europe sold as many dishwashers with energy efficiency class A or B as Miele in 2024.

At its facilities, Miele harnesses multiple renewable energy sources, including geothermal power, solar panels, and recovered waste heat. In the past three years, the company has installed almost 20 PV systems. They generate more than 12 million kilowatt hours of solar power per year. This is mathematically equivalent to meeting the power requirements of about 3,500 private households. Miele has collaborated with partners from the region and beyond on 48 circularity projects, both completed and ongoing.

Forecast and outlook

Even amid market challenges including the construction downturn, reduced consumer spending, intense competition, and global political tensions, Miele maintains a positive outlook. Miele's confidence is based on the business development at the beginning of the year and favourable retailer feedback on its product innovations. "We remain firmly committed to our strategic direction to achieve our goals sustainably. Our outlook for the 2025 business year is confident," emphasizes Zinkann.

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About Miele: For more than 125 years, Miele has lived up to its brand promise of “Immer Besser” in terms of quality, innovation and timeless elegance. Founded in 1899, the globally active company for premium domestic appliances inspires customers with pioneering solutions for the connected home. In addition, Miele offers appliances, systems and services for commercial use, such as in hotels or care facilities as well as in medical technology. With its durable and energy-saving appliances, Miele helps its customers make their daily lives as sustainable as possible. The company is owned by the two founding families, Miele and Zinkann. In the 2024 business year, Miele generated a turnover of 5.04 billion Euros with approximately 23,500 employees. Its global network comprises 19 production plants and around 50 service and sales subsidiaries (as of February 2025). The company has its headquarters in Gütersloh, North Rhine-Westphalia.

This text is accompanied by the following photos



Photo 1: Dr. Markus Miele, Dr. Reinhard Zinkann and Rebecca Steinhage (from left) from the Miele Executive Board next to new products as part of the presentation of the 2024 annual figures. (Photo: Miele)



Photo 2: Endurance test in the laboratory: Miele tests appliance models for a service life of up to 20 years. (Photo: Miele)



Photo 3: Artificial intelligence: AI-supported quality control of washing machine fronts at Miele. (Photo: Miele)



Photo 4: A robot in action at the Miele production site in Gütersloh. (Photo: Miele)



Photo 5: Two employees checking an appliance at Miele assembly plant in Gütersloh, Germany. (Photo: Miele)



Photo 6: A Miele employee tests the InfinityCare washing drum, the first rib-free drum in the world. (Photo: Miele)



Photo 7: Miele 2024 figures at a glance. (Photo: Miele)

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