Press release
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Miele Business Year 2025: Moderate Growth Despite Headwinds

- Annual turnover in 2025 increased moderately to 5.16 billion euros (+ 2.3 per cent)
- Investment target of 500 million euros in Germany by 2028 confirmed
- Miele Performance Programme launched in 2024 successfully completed

Gütersloh, 2 March 2026 – The Miele Group held its own in a challenging market environment in the 2025 business year. The company increased its turnover by 2.3 per cent to 5.16 billion euros, with significant impetus coming from the kitchen solutions and commercial applications segments. Miele employs around 23,000 people worldwide (-2.4 per cent). The Miele Performance Programme launched in 2024 was successfully completed.

“2025 was marked by a great deal of challenges. Nevertheless, we maintained our market position, systematically driving forward key future initiatives”, said Dr Reinhard Zinkann, Executive Director and Co-Proprietor at Miele. Growth was driven in particular by the kitchen and commercial customer business, with the latter now accounting for more than 1 billion euros in turnover. The Professional Business Unit launched numerous new solutions for medical, laboratory and laundry technology in 2025, including network-enabled laboratory washers and extra-large washing machines with load capacities of up to 35 kilograms. The domestic appliance business showed a more mixed development overall, generating positive momentum particularly in the kitchen segment: here, Miele expanded its portfolio to include a modular outdoor kitchen and presented two further world firsts at IFA 2025: a steam cooking drawer and the networked M Sense cooking system.

“We will continue to invest consistently in the world around us, even when conditions are turbulent,” said Reinhard Zinkann. “By 2028, we will have modernised around 60 per cent of our product portfolio. This underlines our premium positioning, strengthens our market presence and lays the foundation for future growth.” In 2024 and 2025, Miele invested a total of 468 million euros worldwide, of which around 300 million euros went into Germany. The announced investment target of 500 million euros in Germany by 2028 remains unchanged. Among other things, the funds will be used to modernise and expand various plants and to enhance development and training centres even further. This is complemented by

investments in international production capacities and by expanding the global network to include Experience Centres in Brno, London and Montreal.

Transformation and Competitiveness

A key element of the company's strategic further development in 2025 was the Miele Performance Programme, which was successfully completed at the end of the year. The aim was to sustainably improve the cost and earnings structure and thereby secure long-term competitiveness. The savings target of 500 million euros was achieved. Personnel costs were reduced by more than 120 million euros and redundancies in Germany were avoided. In total, around 3,300 project measures were implemented, the largest single measure in logistics with a savings volume in the double-digit million-euro range.

”Miele can embrace change. We have demonstrated this many times throughout our history,” said Rebecca Steinhage, Executive Director Human Resources & Corporate Affairs. “With our Performance Programme, we have strengthened our competitiveness and made the company fit for the future. Despite economic headwinds, we have moved forward, gained valuable experience and are pursuing this path with determination. My thanks go to everyone who contributed to the success of the programme.”
Future growth will be strategically aligned with premium innovations in the household and commercial sectors, as well as with digitalisation and artificial intelligence. “Our structure with the two pillars Domestic and Professional combines stability with growth opportunities”, said Rebecca Steinhage.

AI and Digitalisation

In the area of digitalisation, Miele is systematically advancing the intelligent networking of hardware and software with the aim of further increasing customer benefits – This applies both to increasing efficiency in the professional sector and to private use. Innovative programmes and services such as ‘Smart Food ID’ and ‘AI Diagnostics’ make things more convenient and efficient for customers at home and enable predictive maintenance.
“The special relationship of trust that many customers associate with Miele is the benchmark for us in the development and deployment of AI solutions in our products”, said Dr. Markus Miele, Executive Director and Co-Proprietor.

The commitment to the highest quality has been at the heart of all the company's activities since 1899. Since 2025, Miele has offered a 25-year guarantee on the motors of washing machines, tumble dryers and washer-dryers – a unique offer in the industry. “We provide guarantees in a time without guarantees”, said Markus Miele. In February, the company was

even awarded the EcoVadis gold medal for its sustainability performance. Similarly, the Federal Ecodesign Award 2025 went to Miele as well, for the ‘Vooper’ design study – a vacuum cleaner designed on circular principles.

Outlook 2026

Geopolitical conditions will remain volatile for the rest of the year – which will impact supply chains, costs, market access and customer behaviour. Digitalisation, AI and networked solutions will open up new opportunities for differentiation, strengthen customer loyalty and make additional service and business models possible.
“We are cautiously optimistic about 2026 and anticipate a moderately positive trend in turnover, albeit still under intense competitive pressure”, said Markus Miele.

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About Miele: Since 1899, Miele has lived up to its brand promise “Immer Besser” in terms of quality, innovation, and timeless elegance. The globally active company for premium domestic appliances delights 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 5.16 billion Euros with approximately 23,000 employees. Its global network comprises 19 production plants and 49 service and sales subsidiaries (as of March 2026). The company has its headquarters in Gütersloh, North Rhine-Westphalia.

This text comes with nine photos



Photo 1: The Executive Board of the Miele Group. From left: Dr Markus Miele, D. Axel Kniehl, Rebecca Steinhage, Dr Reinhard Zinkann, Dr Stefan Breit and Stefan Koss. (Photo: Miele)



Photo 2: Dr Markus Miele, Dr Reinhard Zinkann and Rebecca Steinhage (left to right) from the Miele Executive Board next to product innovations as part of the presentation of the 2025 annual figures. (Photo: Miele)



Photo 3: Miele Outdoor Kitchen Dreams with Fire Pro and Fire Pro-IQ grills and integrated temperature sensors in a weatherproof modular system. (Photo: Miele)



Photo 4: Miele M Sense: Networked cooking system with hob and cookware with integrated temperature sensors. (Photo: Miele)



Photo 5: Miele steam cooking drawer with DualSteam technology, two separate cooking compartments and an installation height of just 14 cm. (Photo: Miele)



Photo 6: Miele's Smart Food ID uses an integrated camera and AI in the oven to automatically recognise food, adjust cooking parameters and prepare more than 50 dishes. (Photo: Miele)



Photo 7: Artificial intelligence in production: AI-supported quality control of washing machine fronts. (Photo: Miele)



Photo 8: A robot in action at the Miele production site in Gütersloh. (Photo: Miele)



Photo 9: Miele's 2025 figures at a glance. (Photo: Miele)

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