

Fact sheet: Three Stand-out Miele Products



Dreams marks Miele's entry into the fast-growing outdoor kitchen market in 2026. The modular outdoor kitchen solution allows you to flexibly combine weatherproof premium components. With modules for grilling and cooking, storage, washing, refrigeration, and 60 accessories, Miele is tapping into a segment experiencing rapid global growth – and strategically positioning itself in a market with strong long-term sales potential.



From 2026, **Miele M Sense** will join the premium segment of the cooking technology market, where smart functions are playing an increasingly decisive role in purchasing decisions. Intelligent sensors automatically regulate power levels and prevent food from boiling over or burning. In this way, Miele is delivering a technological upgrade while unlocking additional value in a market that prizes precise automation and convenience.



With **SneakerWash**, Miele is now addressing a growing lifestyle segment in textile care – one that is particularly popular among fitness enthusiasts and fashion-conscious customers. The three-layer mesh laundry bag protects both shoes and the machine, while **SneakerTabs** work effectively to remove dirt even at 30°C. This system is a targeted expansion of Miele's portfolio, appealing to new customer groups and driving additional sales.

For more fascinating facts and figures about Miele, please feel free to contact us at any time.

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