



Euromonitor  
International

# Consumer Appliances in Germany

February 2026

Table of Contents

## Consumer Appliances in Germany

### EXECUTIVE SUMMARY

Low volume increase, while premiumisation and technology drive higher value growth

### KEY DATA FINDINGS

Chart 1 - Key Trends 2025

### INDUSTRY PERFORMANCE

Premium features drive value growth despite muted volume increase

Smart and AI-powered consumer appliances increasingly favoured

Chart 2 - Samsung Launches Bespoke AI Jet Ultra Cordless Stick Vacuum in Germany

Consumers seek multifunctional, compact products to save space and offer convenience

Chart 3 - Cosori Launches Dual-Chamber Turbo Tower Pro Smart

### WHAT'S NEXT?

Premiumisation expected to drive growth

Dynamism for heat pumps due to energy efficiency and cost savings

Smart technologies and multifunctionality to shape the future

Chart 4 - Analyst Insight

Chart 5 - Growth Decomposition of Consumer Appliances 2024-2029

### COMPETITIVE LANDSCAPE

Leading manufacturers maintain strength through innovation and distribution

SharkNinja raises the competition, and opportunities remain

### CHANNELS

Appliances and electronics specialists leads offline sales with premium offerings

The rise of retail e-commerce and further prospects for omnichannel retailing

### ECONOMIC CONTEXT

Chart 6 - Real GDP Growth and Inflation 2020-2030

Chart 7 - PEST Analysis in Germany 2025

### CONSUMER CONTEXT

Chart 8 - Key Insights on Consumers in Germany 2025

Chart 9 - Consumer Landscape in Germany 2025

### COUNTRY REPORTS DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## Dishwashers in Germany

### KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Affordability and convenience remain crucial strategies for success

Chart 10 - Key Trends 2025

### INDUSTRY PERFORMANCE

Slow housing market and delayed major purchases

Sustainability and energy efficiency drive innovation

Chart 11 - Miele Enables Access to the Highest Energy Efficiency for all Income Classes

Bauknecht drives innovation with multifunctional and compact design

Chart 12 - Bauknecht Launches "45-Slim-Dishwasher" Series

#### WHAT'S NEXT?

Volume sales expected to continue declining, but opportunities will remain

Sustainability and transparency will shape future buying decisions

Chart 13 - Analyst Insight

Smart home integration to drive future sales

#### COMPETITIVE LANDSCAPE

High concentration, with a consumer preference for established brands

Gorenje gains share by offering convenience at affordable prices

Chart 14 - Gorenje Offers Convenient Features at a More Affordable Price

#### CHANNELS

Home products specialists dominates, as most models are part of an integrated kitchen

Growth for retail e-commerce as exhibition hubs become popular

#### COUNTRY REPORTS DISCLAIMER

[Home Laundry Appliances in Germany](#)

#### KEY DATA FINDINGS

##### 2025 DEVELOPMENTS

Sustainability and rising incomes impact home laundry appliances

Chart 15 - Key Trends 2025

#### INDUSTRY PERFORMANCE

Growth continues, yet economic sentiment remains fragile

German consumers increasingly value the single unit functionality of washer dryers

Multifunctional and compact design among the top trends in home laundry appliances

Chart 16 - LG's WashTower Combines Washing Machine And Dryer in an Innovative Way

Convenience and customisation become key differentiators beyond energy label 'A'

Chart 17 - Miele's InfinityCare Drum is the First Washing Machine Drum Without "Ribs"

#### WHAT'S NEXT?

Innovation expected to remain important in a highly saturated category

Right to repair to make environmental impact visible

AI and Matter-compatible smart home laundry appliances will drive energy efficiency

#### COMPETITIVE LANDSCAPE

Leading manufacturers maintain dominance through innovation

Competition intensifying among brands to supersede energy label 'A'

Chart 18 - Samsung Launches Energy-Efficient Bespoke AI Washer Dryer in Germany

#### CHANNELS

Appliances and electronics specialists drives offline sales

Coolblue's rental concept signals shift to service-based retail

#### COUNTRY REPORTS DISCLAIMER

[Large Cooking Appliances in Germany](#)

#### KEY DATA FINDINGS

## 2025 DEVELOPMENTS

Premiumisation drives value growth despite a fall in volume sales

Chart 19 - Key Trends 2025

## INDUSTRY PERFORMANCE

Premium brands drive value growth through advanced features

Chart 20 - Miele Debuts Premium Handleless ArtLine Built-In Ovens In Pearlbeige

Built-in hobs and ovens dominate and see the best performances

Bosch exemplifies innovation with smart products

Chart 21 - Bosch Presents the AI-Enabled Series 8 Oven

Sustainability focus impacts large cooking appliances

Chart 22 - Miele Launches Energy-Efficient Oven Range with EcoFan Technology

## WHAT'S NEXT?

Premiumisation will remain evident, but likely to be unable to prevent decline

Built-in hobs expected to remain dominant, but ovens set to see growth

AI and sustainability anticipated to shape future offerings

## COMPETITIVE LANDSCAPE

BSH Hausgeräte maintains lead through premiumisation

Opportunities remain for players to capture share through innovation

## CHANNELS

Home products specialists leads offline sales due to advice from staff

Retail e-commerce grows with competitive pricing and convenience

## COUNTRY REPORTS DISCLAIMER

[Microwaves in Germany](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Growth in microwaves is sustained by innovation and premiumisation amid maturity

Chart 23 - Key Trends 2025

### INDUSTRY PERFORMANCE

Premiumisation drives value growth despite volume decline

Freestanding microwaves continues to dominate, but built-in microwaves performs better

Samsung drives innovation with AI-enabled microwaves

Chart 24 - Samsung's Position Underpinned by AI-Enabled Functionality and Premium Bespoke Design

Combination ovens gain popularity for saving counter space and multifunctionality

### WHAT'S NEXT?

Premiumisation and smart technologies expected to drive growth for microwaves

Freestanding microwaves will remain dominant, but built-in models set to see growth

Sustainability expected to shape business strategies

### COMPETITIVE LANDSCAPE

Leading brands maintain dominance through innovation and partnerships

Opportunities by focusing on built-in and premium models

### CHANNELS

Appliances and electronics specialists drives offline sales, but omnichannel rising

## COUNTRY REPORTS DISCLAIMER

### Refrigeration Appliances in Germany

#### KEY DATA FINDINGS

##### 2025 DEVELOPMENTS

Premiumisation and innovation drive value growth despite volume decline

Chart 25 - Key Trends 2025

##### INDUSTRY PERFORMANCE

Rising disposable incomes and premiumisation drive value growth despite volume decline

Fridge freezers maintains its lead, but no category sees volume growth

Regulatory pressure, consumer demand and new launches drive move to sustainability

Chart 26 - Miele Launches More Energy-Efficient Under-Counter Refrigerators and Freezers

Samsung drives smart and AI-powered innovation with advanced features

Chart 27 - Samsung Launches Bespoke AI Refrigerators with AI Home Display and Upgraded AI

##### WHAT'S NEXT?

Growth expected in both volume and value terms, with energy efficiency more important

Fridge freezers will remain the largest category and see the highest growth

Premiumisation set to drive growth as consumers look for both performance and aesthetics

Chart 28 - Analyst Insight

##### COMPETITIVE LANDSCAPE

Leading companies maintain their strength through premiumisation

Chart 29 - Miele Announces Mastercool III Premium Built-In Refrigeration Appliances

Opportunities by focusing on premiumisation and technological innovation

##### CHANNELS

Appliances and electronics specialists drives offline sales, especially of premium products

Retail e-commerce is important for products with straightforward specifications

## COUNTRY REPORTS DISCLAIMER

### Air Conditioners in Germany

#### KEY DATA FINDINGS

##### 2025 DEVELOPMENTS

Smart, energy-saving air conditioners preferred, even as pressure from heat pumps grows

Chart 30 - Key Trends 2025

##### INDUSTRY PERFORMANCE

A more competitive price point in light of pressure from heat pumps drives volume growth

Eco-friendly climate control gains momentum in air conditioners in Germany

Chart 31 - Midea PortaSplit Delivers Split-System Performance with Enhanced Eco-Friendly Features

Smart and AI-powered air conditioners are among the newest product innovations

Chart 32 - Launch of the Xiaomi Mijia Air Conditioner Pro Eco

Convenience-driven German consumers prioritise easy to use and install air conditioners

Chart 33 - Daikin Offers a Range of Air Conditioners for Every Need

##### WHAT'S NEXT?

Competition from heat pumps expected to negatively affect volume growth going forward

Portable room air conditioners set to maintain the largest share of volume sales

Energy efficiency and easy installation anticipated to remain key

## COMPETITIVE LANDSCAPE

Chinese players maintain their leading positions in air conditioners in the German market

## CHANNELS

Offline retail used for awareness-raising and valued for personal advice

Retail e-commerce plays a growing but secondary role

## COUNTRY REPORTS DISCLAIMER

[Heat Pumps in Germany](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Government backing for sustainable technologies and rising incomes drive dynamism

Chart 34 - Key Trends 2025

## INDUSTRY PERFORMANCE

Vaillant drives eco-friendly climate control with new heat pumps

Chart 35 - New Heat Pumps from Vaillant

Air to water heat pumps dominates sales with government backing

Policy stability crucial for long-term sustainable growth

## WHAT'S NEXT?

Sustainable growth set to be driven by government support and eco-friendly climate control

Air to water heat pumps expected to maintain dominance

Policy stability and communication to shape the category

## COMPETITIVE LANDSCAPE

German manufacturers maintain their leading positions

Emerging players and future prospects

## CHANNELS

Specialist retailers and installers drive sales, while retail e-commerce sees growth

Emerging collaborations enhance eco-friendly offerings

Retail e-commerce expected to gain traction

## COUNTRY REPORTS DISCLAIMER

[Food Preparation Appliances in Germany](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Resilience despite regional and national economic uncertainty

Chart 36 - Key Trends 2025

## INDUSTRY PERFORMANCE

Resilient retail volume growth for food preparation appliances despite challenges

Other food preparation appliances leads sales and drives growth

Multifunctionality and compact design favoured in food preparation appliances in Germany

Chart 37 - Kenwood Debuts GO KZM35 Compact Stand Mixer, Delivering Full-Size Mixing Power

Manufacturers innovate with AI and compact designs

Chart 38 - Vorwerk Launches Thermomix TM7 with Built-In AI Cooking Assistant

## WHAT'S NEXT?

Consumers expected to drive demand for versatile and compact kitchen solutions

Chart 39 - Analyst Insight

Blenders anticipated to see the strongest growth in the forecast period

German consumers will increasingly expect sustainable appliances

## COMPETITIVE LANDSCAPE

Leading manufacturers maintain strength despite rising competition

Brands leverage rising demand for sustainability

Chart 40 - Kenwood Launches GO?KZM35 Compact Stand?Mixer with 800?W Eco-Motor

## CHANNELS

Retail offline continues to dominate, as consumers like to see and compare products

Retail e-commerce maintains its rising trend due to competitive pricing

## COUNTRY REPORTS DISCLAIMER

[Personal Care Appliances in Germany](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Innovation, premiumisation, and rising disposable incomes drive volume growth

Chart 41 - Key Trends 2025

## INDUSTRY PERFORMANCE

Philips drives growth with innovative subscription services

Chart 42 - Philips' Newest IPL Model Comes with a "Try and Buy" Offer

Innovative technologies and changing trends drive varied performances

Dreame drives innovation with multifunctional hair stylers

Chart 43 - Dreame Joins Hair Stylers with a Multifunctional Product

## WHAT'S NEXT?

Product innovation and new technology set to drive growth and category shifts

Sustainability and energy efficiency expected to be an increasingly important factor

"Try and Buy" could be expanded to lower barriers to entry

## COMPETITIVE LANDSCAPE

Procter & Gamble and Philips continue to dominate, but see stronger competition

SharkNinja competes directly with Dyson in hair care appliances

Chart 44 - Shark's FlexStyle Rivals the Dyson Airwrap

## CHANNELS

Appliances and electronics specialists leads as consumers like to see products in person

Retail e-commerce gains traction due to wide product range and competitive prices

## COUNTRY REPORTS DISCLAIMER

[Small Cooking Appliances in Germany](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Premiumisation and social media drive slow volume growth for small cooking appliances

Chart 45 - Key Trends 2025

## INDUSTRY PERFORMANCE

Growth continues, with air fryers seeing exceptional dynamism

Growth of premium products led by social media and influencer marketing

Chart 46 - Cosori Uses Influencer Push for its Dual-Chamber Turbo Tower Pro Smart Air Fryer

Multifunctionality drives innovation and sales growth

Chart 47 - WMF Launches Multi Taste 5-In-1 Compact Air Fryer

## WHAT'S NEXT?

Consumers expected to drive demand for multifunctional and sustainable appliances

Air fryers forecast to lead growth in small cooking appliances due to speedy, healthy cooking

Businesses must adapt to changing consumer preferences and technological advancements

Chart 48 - Analyst Insight

## COMPETITIVE LANDSCAPE

Leading players maintain their positions despite sales and share declines

SharkNinja climbs the ranking due to innovative premium products

Chart 49 - Ninja launches Crispi 4-in-1 portable glass air fryer in Germany

## CHANNELS

Appliances and electronics specialists drives sales through demonstrations

Retail e-commerce plays a significant role in sales

## COUNTRY REPORTS DISCLAIMER

[Vacuum Cleaners in Germany](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Robotic and stick vacuum cleaners see volume growth, although the overall increase is minimal

Chart 50 - Key Trends 2025

## INDUSTRY PERFORMANCE

Despite a high possession rate, growth driven by upgrading and rising incomes

Standard vacuum cleaners remains dominant despite declining sales

Convenience and customisation trend drives growth

Chart 51 - Robotic Vacuum Cleaners from Roborock and Dreame Have "Arms" and "Legs"

Dust protection and hygiene features drive premium sales

Chart 52 - Miele Launches Guard L1 Comfort Vacuum Cleaner With Optimal Dust Protection

Compact and multifunctional designs boost sales

Chart 53 - Samsung's New Bespoke AI Jet is Even Slimmer Than its Predecessor

## WHAT'S NEXT?

Value growth as consumers expected to upgrade, despite volume decline

Continued dynamism for robotic vacuum cleaners as consumers seek to save time

Chart 54 - Analyst Insight

Sustainability to be driven by regulation and changing consumer behaviour

## COMPETITIVE LANDSCAPE

Dyson and Miele lead with innovation and trust, predominately in standard vacuum cleaners

Innovation drives growth for players in robotic vacuum cleaners

## CHANNELS

Appliances and electronics specialists drives offline sales

## COUNTRY REPORTS DISCLAIMER

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/consumer-appliances-in-germany/report](http://www.euromonitor.com/consumer-appliances-in-germany/report).