



Dishwashers in Germany

February 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Affordability and convenience remain crucial strategies for success

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Slow housing market and delayed major purchases

Sustainability and energy efficiency drive innovation

Chart 2 - Miele Enables Access to the Highest Energy Efficiency for all Income Classes

Bauknecht drives innovation with multifunctional and compact design

Chart 3 - 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 4 - 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 5 - 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

Consumer Appliances in Germany - Industry Overview

EXECUTIVE SUMMARY

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

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

INDUSTRY PERFORMANCE

Premium features drive value growth despite muted volume increase

Smart and AI-powered consumer appliances increasingly favoured

Chart 7 - Samsung Launches Bespoke AI Jet Ultra Cordless Stick Vacuum in Germany

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

Chart 8 - 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 9 - Analyst Insight

Chart 10 - 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 11 - Real GDP Growth and Inflation 2020-2030

Chart 12 - PEST Analysis in Germany 2025

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Germany 2025

Chart 14 - Consumer Landscape in Germany 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/dishwashers-in-germany/report.