



Press Information

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Thermomix® TM7 achieves record-breaking launch

Most successful product introduction in Vorwerk's history

21st November 2025 – The Thermomix® TM7 is setting new benchmarks. Since its market launch in February 2025, approximately 860,000 units have already been ordered – a record figure and the most successful product launch in Vorwerk's history, surpassing both the TM6 and TM5 introductions. The development over the past twelve months (November 2024 to October 2025) also underscores the sustained high demand: compared to the previous year, order volumes increased by more than 200,000 units (TM6 and TM7 combined).

A key driver of this success is the continued expansion of direct sales. By the end of October 2025, around 128,000 advisors were active for Vorwerk worldwide – more than ever before in the company's history.

"The Thermomix® TM7 record is no coincidence; it reflects the lasting strength of our direct sales model," says Dr. Thomas Stoffmehl, Chief Executive Officer of the Vorwerk Group. "Once again, we see what becomes possible when our community of advisors, customers and employees channels its passion and conviction into a shared effort. Our sincere thanks and appreciation go to the entire Thermomix® community."

Cookidoo®, a central pillar of the Thermomix® ecosystem, continues to grow as well: the digital recipe platform now reaches more than six million subscribers worldwide.

ABOUT VORWERK

Vorwerk is the number one direct sales company in Europe and the world-leading direct seller of high-quality household appliances. Founded in Wuppertal, Germany, in 1883, today Vorwerk is an international family enterprise. Its core business is the production and sale of superior household products (Thermomix® ecosystem with Cookidoo® recipe platform, Kobold cleaning systems). Vorwerk always seeks direct contact with its customers and achieves this primarily through its advisors, who are at the center of the company's sales activities and serve as a central point of contact for the customer. The Vorwerk family also includes the akf group. Vorwerk generates consolidated sales of EUR 3.2 billion (2024) and operates in more than 60 countries.



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