



Press information

Vorwerk SE & Co. KG
Rauental 38
42270 Wuppertal
Germany
Telefon +49 202 564 1247
www.vorwerk-group.com

Successful Annual Year 2024 as a Strong Foundation

Vorwerk Kicks Off 2025 with the Successful Launch of the Thermomix® TM7 and Sets Course for the Future with the Vorwerk Strategy 2030

Wuppertal, June 17th, 2025 – Despite challenging global market conditions, the Vorwerk Group closed fiscal year 2024 with a very solid performance. Total revenue reached €3.2 billion, maintaining the previous year's high level – a clear demonstration of the resilience and long-term viability of Vorwerk's direct sales model, even in times of global consumer restraint.

Thermomix® Sales at Record Level – Cookidoo® Continues Growth – Kobold Faces Recruiting Challenges but Ends Year on a Positive Note

The Thermomix®/Bimby® business segment achieved stable revenues of €1.7 billion in 2024 with the Thermomix® TM6, thereby matching the extraordinary record level of the previous year – despite ongoing speculation about a possible next-generation device. A key driver of this success was sustained advisor growth, reaching more than 100,000 globally by the end of 2024.

The digital recipe platform Cookidoo®, an integral part of the Thermomix® ecosystem, also continued its dynamic growth: by December 2024, the number of subscribers had climbed to 5.5 million – an increase of 800,000 year-over-year. As of today, that number has already exceeded 6 million.

The Kobold/Folletto business segment fell short of expectations with revenues of 777 million euros. This once again highlights the central importance of continuously expanding the advisor community for business development. It was only in the last quarter that the initially sluggish growth in advisors at Kobold could be noticeably improved through targeted recruiting measures.

Strong Community Growth and International Expansion

Since the introduction of Vorwerk's Strategy 2025 in 2019, the number of advisors across both the Thermomix® and Kobold divisions has almost doubled – reaching approximately 115,000 advisors worldwide by the end of 2024.

Vorwerk also made important strides in global expansion throughout 2024, establishing new national entities in the Benelux region, Australia and New Zealand, as well as Malaysia and Singapore – all in line with the company's strategic ambition to tap into further growth potential across the globe.



akf bank Achieves Record Results

The akf bank delivered a particularly outstanding result: with €643 million in revenue – a 12.9 percent increase compared to 2023 – the akf bank achieved the best performance in its history.

Raising the Bar in the Kitchen: Launch of the Thermomix® TM7

2025 began with a true milestone for Vorwerk: the launch of the Thermomix® TM7. As the new flagship of the Thermomix® ecosystem, the device sets new standards for modern kitchens – featuring over 1,500 reengineered components, modular expandability, and intelligent smart features.

“The response to our Thermomix® TM7 has been overwhelmingly positive, and the enthusiasm within our community is tremendous. Pre-orders - even before the start of our usual live demonstrations - have already exceeded our expectations – we are proud to say that over 300,000 units have been ordered worldwide. This reflects the high level of enthusiasm for the TM7 and the exceptional trust in our brand,” said Thomas Stoffmehl, Spokesman of the Executive Board of the Vorwerk Group.

In 2025, Vorwerk expects revenues in the Thermomix® segment alone to surpass €2 billion.

Strategy 2030: Community at the Core

The heart of Strategy 2030 is our Vorwerk community of advisors, customers, and employees alike.

“We believe in our ‘sweet spot’ – where our successful direct sales model meets our product innovations to create meaningful customer experiences,” said Dr. Thomas Stoffmehl. “This unique combination is the foundation of our success, and we will continue to build on it to differentiate ourselves in the marketplace.”

Strategy 2030 builds upon the proven strengths of Strategy 2025, while setting a clear course for the future: sustainable growth, strong international markets, and continuous development of Vorwerk's direct sales model.

“Our goal for 2030 is as ambitious as it is clear: we want to become the most attractive direct sales company in the world,” Stoffmehl continued. “And we are confident that, with the right strategic direction and our strong Vorwerk community, we are perfectly positioned to achieve it.”

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® kitchen appliance, 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 60 countries.

MEDIA CONTACT

Vorwerk SE & Co. KG

Michael Weber

Vice President Corporate Communications

Tel. +49 202 564 1247

E-Mail Presse@vorwerk.de

Publication free of charge – copy requested