Announcement

Thermomix® TM7: **Price increase** in the first days of 2027, due to rising component costs

Vorwerk will increase the price of the Thermomix® TM7 in the first days of 2027 in response to a substantial rise in electronic component costs. The exact new price will be announced before the end of 2026. In a **recent video on LinkedIn**, Vorwerk CEO Dr Thomas Stoffmehl spoke about the significant rise in electronic component costs and the challenges this creates for Vorwerk. He also addressed how long Vorwerk can maintain the current Thermomix® TM7 price.

Why do rising component costs affect Thermomix® TM7?

Thermomix® TM7 combines high-quality mechanical components with sophisticated technology, including processors and memory chips comparable to those used in premium notebooks and tablets. This makes it a platform for AI features that enhance the connected cooking experience, as demonstrated by the recently introduced Cookidoo® Assistant and Recipe Translation.

Sourcing the electronic components used in the Thermomix® TM7 therefore exposes Vorwerk to some of the same international market pressures as manufacturers of premium notebooks and tablets. Prices for semiconductors and other electronic components have risen significantly, while availability has become more constrained in some cases. Growing global demand for AI infrastructure is adding to these sourcing pressures. As a result, the cost of procuring essential components for the Thermomix® TM7 has increased substantially.

How has Vorwerk kept the price stable?

Through long-term planning, active supply chain management and consistent cost management, Vorwerk has kept the Thermomix® TM7 price unchanged since its launch in February 2025. In recent months, the company has absorbed additional costs internally to avoid a price increase.

However, the significant rise in component costs, particularly for memory chips, means Vorwerk can no longer fully offset these pressures.

The price of the Thermomix® TM7 will increase in the first days of 2027. The adjustment is necessary to help absorb the substantial rise in component costs while maintaining product quality, safety, performance, innovation and durability. Vorwerk will announce the exact new price before the end of 2026.

Orders placed before the price increase will of course remain at the recent price at the time of order. The current official prices in each market remain valid until the end of 2026.