



Press Information Vorwerk Group

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Thermomix® TM7 Achieves Record Start

The most successful product launch in Vorwerk's history

Wuppertal (Germany), 21 November 2025 – The Thermomix® TM7 is setting new benchmarks. Around 860,000 appliances have already been ordered since its market launch in February 2025, a record figure that makes it the most successful product launch in Vorwerk's history, surpassing the launches of both the Thermomix® TM6 and the Thermomix® TM5. Developments over the past twelve months, from November 2024 to October 2025, also demonstrate continued strong demand: order volume increased by more than 200,000 appliances, comprising TM6 and TM7, compared with the same period in the previous year.

A key driver of this success is the continued growth of the direct sales organisation. At the end of October 2025, around 128,000 advisors were working for Vorwerk worldwide, more than at any other time in the company's history.

"The Thermomix® TM7 record is no coincidence. It reflects the sustained success of our direct sales model," says Dr Thomas Stoffmehl, Speaker of the Executive Board of the Vorwerk Group. "Once again, it shows what is possible when our community of advisors, customers and employees works together with passion and conviction. Our entire Thermomix® community deserves our sincere thanks and recognition."

Cookidoo®, a central part of the Thermomix® ecosystem, also continues to grow. The digital recipe platform now has more than six million subscribers worldwide.

ABOUT VORWERK

Vorwerk is Europe's number one direct sales company and the global leader in the direct sales of premium household appliances. The internationally operating family-owned company was founded in Wuppertal, Germany, in 1883. Vorwerk's core business is the production and distribution of premium household products (Thermomix® kitchen appliance, Kobold cleaning systems). Vorwerk



always seeks direct contact with its customers. Advisors are at the heart of the company's activities and serve as the primary point of contact for customers. The Vorwerk family also includes the akf-Group. Vorwerk generated Group sales of EUR 3.2 billion in 2024 and is active in more than 60 countries worldwide.

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