

# PRESS RELEASE

## Record revenue of 3.483 billion euros

### Kärcher weathers the storms

**Winnenden, Germany, 29th January 2026** – In 2025, Kärcher registered a revenue of 3.483 billion euros, which represents a year-on-year increase of 1.1 per cent or 3.2 per cent after adjustment for currency effects. Faced with a persistently challenging market environment, the cleaning specialists have continued to invest in their own sales structures, for instance establishing new companies in Portugal and in the Ivory Coast – the family-run company from Winnenden in Germany generated 86 per cent of its revenue from abroad. The Kärcher Group is now represented by 170 companies in 87 countries and employs some 17,000 people around the world.

In the reporting year, the company faced a lot of headwind: increasing barriers to trade, such as tariffs and local subsidies, high pressure on prices especially from Chinese manufacturers, as well as structural and regulatory hurdles all slowed down growth significantly. The cleaning market as a whole has seen a downward trend recently, primarily due to purchasing restraint among commercial customers and only some parts of the consumer segment registered an increase in sales – Kärcher, however, came off well overall. “2025 was a truly exceptional year, which asked a lot of us,” says Hartmut Jenner, Chief Executive Officer and Chairman of the Board of Management at Alfred Kärcher SE & Co. KG. “Early in 2020, I said that we would face ten difficult years. Well, the half time whistle has just blown and all in all, I’m pleased with how well Kärcher has overcome the obstacles.”

#### **Expansion: from facilities to skill sets**

Kärcher intends to maintain its leading position in the market into the future, which is why the company last year resolved to invest 170 million euros in its own innovative strength and in the expansion of its structures. The sites around the globe, and their facilities, have hugely benefitted from this financial commitment: at the company’s plant in the Romanian city of Curtea des Arges, the production and development facilities were expanded by a further

#### **Press Contact**

Anouk von Hochmeister  
Head of Corporate Communication  
Alfred Kärcher SE & Co. KG  
Alfred-Kärcher-Str. 28-40  
71364 Winnenden, Germany

+49 (0) 7195 14 2168  
anouk.vonhochmeister@karcher.com

The Kärcher logo consists of the word "KÄRCHER" in a bold, black, sans-serif font. The letter "Ä" is stylized with a horizontal bar through it. Below the text is a solid yellow horizontal bar.

# PRESS RELEASE

15,000 square metres and the capacity for plastics processing was increased; additionally, the first fully automated line for the manufacture of vacuum bags was commissioned. The Chinese production plant in Changshu also grew by a new hall incorporating rotational sintering equipment to increase the vertical integration in floor cleaning machines. At the end of last year, employees at Kärcher Austria moved into their brand new head office in Vienna after construction was complete in just six months – the site incorporates cutting-edge offices, sales floors and training facilities, a Service Center and warehouse, all of which is kept warm with heat pumps. In Germany, investment was concentrated on technology inside the plants, including for example a flexible assembly facility for hot water pressure washers in the Bühlertal factory, where automated guided vehicle systems serve as assembly benches.

As well as investing in physical assets in 2025, Kärcher was also greatly focused on further strengthening its corporate culture and preparing its workforce for a potential “polycrisis”. The next long-term corporate strategy that has just been rolled out ultimately intends to give employees a sense of responsibility and promote entrepreneurial thinking; realigned values such as curiosity and courage directly support these strategic aims. Following the extensive launch of Google’s AI software Gemini in 2024, Kärcher was also very quick to lay the technical foundations for a new level of problem-solving competency and efficient working. Over the past year, the AI approach to tasks has been firmly established in the workforce and in internal processes – in December, the intensity of use measured half a million prompts. The positive attitude of Kärcher employees is also substantiated by the latest employee questionnaire conducted in 2025, in which 91 per cent of respondents stated that they enjoyed working for Kärcher. “Our dedicated employees are our greatest strength. We are well placed and will maintain a fast pace of change in order to keep seizing all the opportunities in front of us,” explains Hartmut Jenner.

## **Ambition: sustainability with defined targets**

When it comes to corporate responsibility, Kärcher also has a new timetable: with its 2030 sustainability strategy, the company has set ambitious and measurable targets for developing and expanding the circular economy and for

**KÄRCHER**

# PRESS RELEASE

further reducing its ecological footprint along the global value chain – recycling and reparability are two factors that play a major part in this regard.

In its anniversary year of 2025, Kärcher also made investments in its social engagement in the form of cultural sponsorship programmes: plans were made to undertake 90 cleaning projects free of charge around the world – whether town squares, community facilities or historic buildings – by the end of the year, this figure in fact reached 124. “We are proud of our 90-year success story and chose to celebrate this milestone by applying our technology and expertise to preserve valuable assets and making a visible difference,” explains Hartmut Jenner. Among these restorative cleaning projects, the shine was restored to the floors of Heidelberg Castle, to the gilded statue of the goddess of victory on the Bronx Victory Memorial in New York and to parts of the world’s largest church building, Notre-Dame de la Paix in the Ivory Coast.

Kärcher also embodies its sense of social responsibility through long-lasting successful partnerships. Last year marked 25 years since the start of the company’s collaboration with international environmental foundation Global Nature Fund. The joint initiative “Clean Water for the World” has improved the sanitary infrastructure for more than 500,000 people in the global south through the construction of 35 plant-based purification systems and drinking water systems, safeguarding their supply of clean water. At the annual “Kärcher Cleanup Days”, employees once again rolled up their sleeves to protect the environment: in 2025, teams from 20 countries collected 17 tonnes of rubbish from parks, beaches, rivers and forests.

## **Looking forward: new solutions for 2026**

Kärcher’s extensive portfolio of over 3,000 products spanning all areas of cleaning and maintenance was awarded 150 new prizes over the past year, the majority of them in recognition of technical innovation, design or marketing of the products. The fact that Kärcher has also come to be synonymous with the very idea of cleaning was recently substantiated by the prestigious brand ranking organisation Kantar BrandZ. For Hartmut Jenner, the goal for 2026 is clear: “We want to make our customers’ lives easier by being there for them

**KÄRCHER**



# PRESS RELEASE

with the very best cleaning solutions. That includes solutions for challenges they haven't even noticed yet," says Hartmut Jenner.

This year, the following product innovations place Kärcher firmly in the running to win the approval of commercial customers: the manoeuvrable K-Mop 46 will be the top choice when it comes to cleaning floors in cluttered spaces – the upright designed push scrubber dryer dramatically reduces the force the user needs to apply. With not one but several digital tools, the company is also bringing a breath of fresh air to the vehicle wash sector: the user-friendly Pay&Wash app, alongside the intuitive K!Control SB system are making it easier for users to pay and get started at self-service and gantry car washes; with the K!Connect management system, the operator can also keep track of all the processes at once. For washing large areas with professional high-pressure cleaners, the popular eco!Booster nozzle will be available in a MAX version to save energy, water and time. Among the new additions to the detergents is a graffiti remover for sensitive surfaces, such as acrylic glass, plastic, wood, metal and glass. The KIRA B 200 autonomous floor cleaning machine is continuing to turn heads – its excellent area performance and ability to interact with other robots even makes it suitable for cleaning in highly automated environments.

Customers in the domestic market can look forward to new premium pressure washers: the Comfort range offers thoughtful design, new accessories and improved basic functions that make assembly, transport and accessory storage easier. That's not all. The new window cleaning robots – RCW 2 and RCW 4 – make the labour-intensive and time-consuming job of cleaning large and hard-to-reach glass surfaces a thing of the past. The SCV 4 Steam Vac is a fast 3-in-1 solution for a wide range of floor coverings – its rotating rollers are wetted with steam and lift dirt without the need for detergent. Also new to the market this year are an updated range of Window Vacs and a high-performance series of wet and dry vacuum cleaners.

**KÄRCHER**



# PRESS RELEASE



*Hartmut Jenner, Chief Executive Officer and Chairman of the Board of Management at Alfred Kärcher SE & Co. KG.*



*Turnkey condition after just six months: the new headquarters of Kärcher Austria in Vienna.*

# PRESS RELEASE



*In Yamoussoukro in the Ivory Coast, Kärcher cleaned the world's biggest church building, Notre-Dame de la Paix.*



*The upright designed K-Mop 46 push scrubber dryer from Kärcher is as manoeuvrable as a wiping mop.*

**KÄRCHER**

# PRESS RELEASE



*With its new Comfort range, Kärcher is setting new standards for innovation and user-friendliness in the premium pressure washer segment.*

**KÄRCHER**