

Premium front-load washing machines (8kg)

Europe · Sample benchmark report

Zusammenfassung

Miele's wholesale pricing sits in the top quartile of the category, roughly 30-45% above mid-tier competitors (Bosch/BSH, Samsung, LG). Distributor MOQ and lead time are competitive within the premium tier. The moat is brand + service + longevity — worth the premium for retailers with premium positioning, less defensible in price-driven channels.

Your Position vs. Market

- Wholesale price: 620 EUR (market median: 460 EUR, position: above median)
- MOQ: 20 units (market median: 30 units, position: top quartile)
- Lead time: 28 days (market median: 35 days, position: above median)

Strengths

- Smaller starter MOQ than 70% of premium competitors
- Faster lead time than 60% of surveyed competitors
- Brand + longevity signals justify premium pricing in the top-tier retail segment

Weaknesses

- Wholesale price 35% above market median — hard to defend to procurement in mid-tier retail without positioning support
- Volume-tier discount curve less transparent than commodity brands; harder for a distributor to model unit economics upfront

Recommendations

- Publish or benchmark distributor rebate tiers so partners can model economics without back-and-forth
- Offer graduated MOQ commitment for first-year distributors (250 ' 400 ' 500 units)
- Lead with total-cost-of-ownership positioning in early sales conversations, not headline price

Competitor Examples (4)

- Bosch WGG244A0: 420 EUR · MOQ 30 · lead 21d — mid-premium, biggest volume competitor
- Siemens iQ700 WM14VMB2: 480 EUR · MOQ 30 · lead 21d — same BSH platform, differentiated branding
- Samsung WW11BB744DGB: 380 EUR · MOQ 50 · lead 28d — tech-forward, price-competitive
- LG F4WV710P1E: 440 EUR · MOQ 25 · lead 28d — premium features at mid-tier pricing

QUELLEN (5)

[1] Miele & Cie. KG · Company profile

<https://www.northdata.com/Miele+%26+Cie.+KG,+G%C3%BCtersloh>

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[3] German Company Registry · Miele & Cie. KG

<https://www.unternehmensregister.de>

[4] LinkedIn · Miele

<https://www.linkedin.com/company/miele/>

[5] TARIC EU · Household laundry machines (HS 8450)

https://ec.europa.eu/taxation_customs/dds2/taric/