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Premium front-load washing machines (8 kg)

Germany as reference market for Europe · Sample benchmark report

PRICE POSITION

TOP QUARTILE · +65 to +85% vs mid-tier street

Miele 8 kg list range [1] **€899–1,339** Miele DE shop, incl. VAT	Mid-tier 8 kg street range [5] **€425–630** Bosch, Siemens, AEG, Samsung, LG	Miele premium, street median **+85%** €924 vs €501
Retailer margin on €620 input **5–27%** Street vs list, net of VAT	Miele turnover FY 2025 [12] **€5.16bn** +2.3% vs FY 2024	

Summary

Miele's 8 kg front-loaders list at €899 to €1,339 in its own German shop [1] and sell from €779 to €1,119 at the lowest listed street prices [2]. Comparable 8 kg models from Bosch, Siemens, AEG, Samsung and LG sell from about €425 to €630 [5] [6] [7] [9] [11], which puts Miele's street-price median about 85% above the mid-tier median and its entry model 65% above Bosch's entry Serie 4. On the supplied wholesale input of €620, a retailer selling Miele's entry W1 model at the lowest street price keeps a gross margin of about 5%, against 18% at Miele's list price. The premium tier is holding volume in a flat market: Miele grew turnover 2.3% to €5.16bn in 2025 [12] and BSH grew European sales 1.2% [13], while Haier and Hisense are taking share from below [14] [15].

Your position vs. market

POSITION: TOP QUARTILE

The benchmark uses the supplied inputs: wholesale price €620 per unit, MOQ 20 units, lead time 28 days. Competitor wholesale prices, MOQs and lead times are not published, so the comparison runs on retail prices, which are observable, and back-calculates the retail margin the €620 input leaves.

German retail prices include 19% VAT. At Miele's own shop price, the entry W1 model (WWA120 WCS, €899) nets €755 before VAT, a gross margin of 17.9% over €620 [1]. At the lowest listed street price (€779) the net is €655 and the margin falls to 5.3% [2]. For the core WWB360 WCS, margins are 26.9% at list (€1,009) and 19.7% at street (€919) [1] [2].

The input is therefore competitive only if it applies to the core and upper W1 range. Applied to the entry model, it leaves no room against online price leaders.

Metric	Your input	Market reference	Position

Wholesale price	€620	Miele 8 kg list €899–1,339 incl. VAT [1]	Above mid-tier retail
Implied margin, WWA120 WCS	€620	17.9% at list, 5.3% at street [1] [2]	Thin
Implied margin, WWB360 WCS	€620	26.9% at list, 19.7% at street [1] [2]	Workable
MOQ	20 units	Not published by competitors	Not benchmarked
Lead time	28 days	Not published by competitors	Not benchmarked

Supplied commercial terms against observable market prices

Retail price comparison, 8 kg front-loaders

The sample covers freestanding or under-counter 8 kg front-loaders from the six brands in scope. Manufacturer prices come from the brands' German web shops; street prices are the lowest listed offer on Geizhals or idealo at sampling time. Miele's 8 kg range spans four price points from the W1 Active to the PowerWash and Steam models [1]. BSH sells near-identical platforms under Bosch and Siemens at similar prices [3] [4]. Samsung's German range has shifted towards 9 to 11 kg, with the WW5000C as its main 8 kg model [8].

The spread between list and street is narrower at Miele (9 to 16%) than at Bosch and Siemens (26 to 28% on the entry models), which reflects Miele's tighter control of retail pricing.

Brand	Model (8 kg)	Tier	Manufacturer shop	Lowest street
Miele	WWA120 WCS, W1 Active	Entry premium	€899 [1]	€779 [2]
Miele	WWB360 WCS, PowerWash	Core premium	€1,009 [1]	€919 [2]
Miele	WEB365 WPS, W1 Excellence	Core premium	€1,089 [1]	€929 [2]
Miele	WWE380 WPS, PowerWash & Steam	Top	€1,339 [1]	€1,119 [2]
Bosch	WAN28127, Serie 4	Mid	€659 [3]	€473 [5]
Bosch	WUU28T70, Serie 6	Upper mid	n/a	€559 [5]
Siemens	WM14N127, iQ300	Mid	€629 [4]	€468 [6]
Siemens	WG34G2Z71, iQ500	Upper mid	n/a	€611 [6]
AEG	LR7E70688, 7000 ProSteam	Upper mid	n/a	€630 [7]
Samsung	WW80CGC04AAEEG, WW5000C	Value	€449 [8]	€441 [9]
LG	F4WV708P1E, AI DD	Value to mid	€799 [10]	€425 [11]

German prices incl. 19% VAT, price snapshot; n/a means not sampled

Price premium analysis

Measured like for like, Miele's entry W1 lists 36% above Bosch's entry Serie 4 (€899 vs €659) and 43% above Siemens iQ300 (€629) [1] [3] [4]. At street prices the gap widens to 65% (€779 vs €473) because BSH models trade further below list [2] [5].

Across the full sample, the Miele street median of €924 sits 85% above the €501 median of the eight mid-tier models [2] [5] [6] [7] [9] [11]. The premium is wider than the 36 to 43% implied by list prices alone, so a distributor pitching against mid-tier brands meets the street gap, not the list gap.

Miele supports the premium with a 25-year guarantee on washing machine motors, offered since 2025 [12]. That is the most concrete total-cost-of-ownership argument available to a distributor and the one competitors do not match.

Comparison	Miele	Competitor	Premium
Entry list: WWA120 vs Bosch WAN28127	€899	€659	+36% [1] [3]
Entry list: WWA120 vs Siemens WM14N127	€899	€629	+43% [1] [4]
Entry street: WWA120 vs Bosch WAN28127	€779	€473	+65% [2] [5]
Street median: Miele vs mid-tier sample	€924	€501	+85%
Top street: WWE380 vs AEG LR7E70688	€1,119	€630	+78% [2] [7]

Miele price premium by comparison basis

Market structure and share signals

No public source gives brand shares for European washing machines in the current year, so the table uses the latest company disclosures. The pattern is consistent: the German premium brands are holding revenue in a flat market, while Chinese-owned groups grow faster from a lower price point.

Haier reports double-digit revenue growth in Europe for 2025 and a return to profit at Candy, and cites a 14.4% global washing machine share from Euromonitor [14]. Hisense Europe grew revenue 6% to about €4.8bn in 2025, gained one percentage point of share and targets 10% in key appliance segments for 2026 [15]. Electrolux says its Electrolux and AEG brands gained value and volume share in Europe in Q2 2026 while pricing stayed under pressure [17].

On the supply side, Poland produced about 26 million household appliances in 2025 (4%) and accounts for more than half of EU output of washing machines, dishwashers and dryers combined; China supplied 43% of large-appliance deliveries to EU countries [16].

Group	Brands in scope	Latest results	Europe signal
Miele	Miele	€5.16bn FY 2025, +2.3% [12]	Domestic business mixed; Professional above €1bn [12]
BSH	Bosch, Siemens	€15.0bn FY 2025, 1.6% in EUR [13]	European sales +1.2% despite price pressure [13]
Electrolux	AEG, Electrolux	Q2 2026 net sales SEK 31.6bn, organic +2.0% [17]	Value and volume share gains; Europe outlook neutral [17]

Haier	Haier, Candy, Hoover	RMB 302.3bn FY 2025, +5.7% [14]	Double-digit Europe revenue growth [14]
Hisense	Hisense, Gorenje	Hisense Europe ~€4.8bn 2025, +6% [15]	+1 pp share; 10% target for 2026 [15]
Samsung, LG	Samsung, LG	No European laundry segment disclosure	Not quantified

Latest disclosed results and share signals, FY 2025 and Q2 2026

Strengths

- Miele holds the narrowest list-to-street discount in the sample (9 to 16%), which protects retailer margin better than BSH models discounted 26 to 28% below list [1] [2] [3] [5].
- A 25-year motor guarantee gives a quantifiable durability claim no other brand in the sample offers [12].
- Miele grew turnover in 2025 while BSH declined in euro terms, so the brand is not losing ground at group level [12] [13].
- The supplied MOQ of 20 units lets a new distributor test the range with a single mixed pallet order.

Weaknesses

- At €620 wholesale, the entry W1 model leaves about 5% gross margin at the lowest street price, which is not viable for a stocking retailer [1] [2].
- The street-price gap to mid-tier brands (about +85% at the median) is roughly twice the gap at list prices, so price objections will be sharper than list comparisons suggest [2] [5] [6].
- Haier and Hisense are gaining European share from the value end [14] [15], and LG and Samsung offer 8 kg inverter models from about €425 to €441 [9] [11].
- Competitor wholesale terms are not public, so the MOQ and lead-time advantage cannot be proven without quotes.

Recommendations

- Request model-specific wholesale prices; negotiate the entry WWA120 below €620 or exclude it, and focus volume on WWB360 and WEB365 where margins are 20 to 27% [1] [2].
- Lead sales conversations with cost per year of use and the 25-year motor guarantee, not headline price [12].
- Track Geizhals and idealo street prices monthly for the four Miele SKUs; a street price falling below €760 on WWA120 would erase the margin at €620 [2].
- Request RFQs from BSH and Electrolux distributors to establish real MOQ and lead-time benchmarks before relying on them in negotiations.
- Position against Bosch Serie 6 and Siemens iQ500, where the street gap narrows to about 64% (€919 vs €559) [2] [5].

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