

India flies out of emerging market bracket of BSH Home Appliances

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Munich-headquartered BSH Home Appliances Group recorded 7 per cent growth in India in 2025 as customers continued to upgrade choices. This growth also led the company to remove India from its emerging markets bracket and start reporting on it separately from this year, like the greater China region.

“India is a subcontinent with a huge potential. It is an extremely important market that now demands separate focus. To reflect the size, dynamism and strategic importance of the Indian market, India will be established as an independent Region India from 2026,” said Matthias Metz, chief executive officer, BSH Home Appliances Group said during the company’s annual press briefing.

While the global business environment was marked by geopolitical conflicts, which impacted the company’s annual revenues in 2025, the emerging markets region – made up of Turkey, Eastern



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Europe, the West Asia, India and Africa – posted a growth of 2.3 per cent.

In India, the dishwasher segment emerged as a standout, recording a 75

per cent growth following the GST reduction between September 2025 and January 2026.

“In India, apart from the air conditioner market, which has a saturation of around 40 per cent, all other large appliance categories have a really low saturation, sometimes in the low single digit. This makes it a market with a huge potential,” said Thorsten Lücke, chief financial officer, BSH Home Appliances Group.

In the laundry category, volumes grew 15 per cent, while the Bosch cooking portfolio saw a 30 per cent rise in demand for built-in steam ovens, signalling a shift toward healthier, precision-led cooking.

The company also recorded its highest-ever festival sales, with record growth across categories like dishwashers, cooking, and laundry.

Going forward, the company aims to record double-digit growth in the country and build on this momentum through extensive portfolio expansion, localisation, and retail excellence.