

Sennheiser Group osoittaa vahvuutensa haastavassa markkinatilanteessa

Itsenäinen perheyritys ylsi 463,1 miljoonan euron liikevaihtoon tilikaudella 2025

Sennheiser Group raportoi 463,1 miljoonan euron liikevaihdon tilikaudelta 2025. Maailmantalouden jatkuvan ailahtelun, heikentyneen kysynnän ja kireän kilpailun leimaamassa toimintaympäristössä itsenäinen perheyritys pysyi vakaana: Sennheiser jatkoi keskeisiä strategisia hankkeitaan ja piti yllä pitkäjänteisiä investointejaan tutkimukseen ja tuotekehitykseen. Lisäksi Spectera – maailman ensimmäinen kaksisuuntainen, langaton laajakaistaekosysteemi – siirtyi toimitusvaiheeseensa vuonna 2025. Tulos ennen korkoja ja veroja (EBIT) oli 19,4 miljoonaa euroa.

Lisää alla englanniksi.

The year 2025 was once again challenging from both an economic and geopolitical perspective,” says CEO Andreas Sennheiser. “We understood early on that the dynamics in our markets are not a temporary phase.” Overall, the Sennheiser Group recorded a moderate revenue decline of 5.9% compared to the previous year. Daniel Sennheiser, Chairman of the Board of Directors of the Sennheiser Group since January 1, 2026, adds: “This made it all the more important for us to stay responsive, consistently drive our key projects forward and remain close to our customers. We were able to do so thanks to clear direction and the commitment of our teams worldwide – and this has laid important foundations for the future.”

Revenue Development by Region

The EMEA region was again the strongest market by revenue, generating €215.8 million. Compared to the previous year, this represents a decline of 7.0 percent. The home market of Germany recorded a decline of 11.8 percent. This was primarily due to subdued demand resulting from the weak overall economic environment. In the AMERICAS region, revenue fell by 5.2 percent to €142.6 million. Cautious purchasing behavior in the U.S. market was influenced in particular by political conditions and economic uncertainty. With a share of around 30 percent of total revenue, the region remains a strategic core market for the Sennheiser Group. The APAC region generated revenue of €104.7 million, down 4.5 percent from the previous year. India once again performed well, proving to be a significant growth market within the region.

“Regional performance in fiscal year 2025 reflects the continued volatility of economic conditions worldwide,” says Daniel Sennheiser. “Our international presence enables us to assess each market dynamic in a nuanced way: Through our local teams, we understand the needs of our customers in each region and can respond to them in a targeted manner.” Andreas Sennheiser adds: “In AMERICAS, we

continue to see significant opportunities despite intense competitive pressure, particularly in areas such as broadcast and immersive audio. In APAC, India demonstrates the potential that can arise from the increasing adoption of technology in universities, public institutions and corporate sites.”

80 Years of Innovation and Investments in the Future

In 2025, Sennheiser celebrated its 80th anniversary with a wide range of activities throughout the year – including internal events and a broad external campaign that highlighted what has defined the company since 1945: unique sound experiences and technological innovation. In its anniversary year, Sennheiser continued to invest consistently in the future. Research and development remained a central focus. In 2025, the Sennheiser Group invested €48.1 million, again around ten percent of its revenue, in the further development of its product portfolio, in software solutions, and in the integration of hardware and services. Around €5.8 million were also invested in the company’s own production sites in Germany and Romania. This underlines the company’s long-term commitment to innovation and organic growth, especially in economically challenging times.

One particular example of these long-term investments in research and development is Spectera. The world’s first broadband, bidirectional wireless ecosystem was developed over more than ten years and began shipping in 2025. “For us, Spectera is more than just a new product – it is a whole new approach,” says Andreas Sennheiser. “The ecosystem continues to evolve: new functions can be added via software, and customer feedback flows directly into further development. This creates a completely new dynamic.”

At the same time, the Sennheiser Group continued to drive the digitalization and optimization of its business processes. The focus was particularly on the further development of the digital value chain, new customer touchpoints, modern backend processes, and cloud architectures. Progress was also made in terms of sustainability: In 2025, Sennheiser introduced an energy management system in accordance with DIN EN ISO 50001 and continued to pursue the climate goals defined in its corporate strategy.

Successful Market Launches

The Sennheiser Group maintains its strategic focus on the professional audio solutions business. This focus was also reflected in a number of successful market launches in 2025. In addition to the start of Spectera shipments, other new products such as the MKH 8018 stereo shotgun microphone and enhancements to the EW-DX platform expanded the portfolio. With the TeamConnect Ceiling Medium Ceiling Tile, Sennheiser complemented its product range for hybrid meeting environments. Strategic partnerships and platform-independent system solutions also expanded the range of possible applications worldwide.

Neumann set new impulses in the field of immersive audio production: With RIME (Reference Immersive Monitoring Environment), Neumann offers a plug-in for immersive monitoring and mixing in multichannel formats such as Dolby Atmos via headphones. VIS (Virtual Immersive Studio) opens up new possibilities for spatial mixing workflows in an AR environment. The solution is designed for Apple Vision Pro and enables intuitive control, for example, of Logic Pro on Mac.

Sennheiser Mobility developed into a particularly dynamic business area in 2025. Growth drivers included the expansion of the customer portfolio and successful product launches. Key milestones included the global launch of the Sennheiser Signature Sound System with AMBEO-based signal processing in the smart #5 Premium and #5 BRABUS models, the ongoing rollout of the smart #1, the introduction of the Morgan Supersport, and the partnership with CUPRA. In addition, the licensing business generated additional revenue.

Outlook

The Sennheiser Group expects continued volatility for the current fiscal year. “We do not expect the economic and geopolitical environment to become any easier in the short term,” says Daniel Sennheiser. “This makes it all the more important to remain resilient and to act with a clear view ahead. As an independent family-owned company, we can make decisions with a long-term horizon – and thereby sustainably strengthen our future viability.”

“One of these decisions was to bring together our previous Business Units Pro Audio and Business Communication at the beginning of 2026,” adds Andreas Sennheiser. “Today, our customers think primarily in terms of applications and workflows – and expect a simple, consistent experience across all touchpoints. With this step, we can develop and offer integrated solutions comprising hardware, software and services even more consistently from the customer’s perspective. In doing so, we are creating an important foundation for regaining strength in the market and building the future of audio together with our customers.”

About the Sennheiser Group

Building the future of audio and creating unique sound experiences for our customers - this is the aspiration that unites the employees of the Sennheiser Group worldwide. The independent, family-owned company Sennheiser was founded in 1945. Today, it is managed in the third generation by Dr. Andreas Sennheiser and is one of the leading manufacturers in the field of professional audio technology.

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