

Press release

Capitalizing on growth opportunities in dynamic markets

Healthy sales growth in 2025 – Kistler makes targeted investments in growth markets, particularly in Asia

Winterthur, Switzerland, March 2026

The Kistler Group generated sales of 424 million Swiss francs in 2025. With a decline of 1 percent on a currency-adjusted basis and 5 percent in Swiss francs, the company was able to keep sales stable compared to the previous year. Currency effects due to the strong Swiss franc, the stagnating German automotive industry, and geopolitical and economic uncertainties, including those related to US tariff policy, had a particularly negative impact. Order intake fell short of expectations, declining by 2 percent on a currency-adjusted basis and 6 percent in Swiss francs.

In 2026, Kistler is pushing ahead with preparations for a new, highly automated sensor factory at its headquarters in Winterthur. At the same time, the company is strengthening its presence in the Asian market with targeted investments and the establishment of new regional headquarters.

Marc Schaad, CEO of the Kistler Group, is cautiously optimistic about the current fiscal year: "My first year as CEO was challenging, but we've set an important course. One way we've done this is by adapting our regional structures, enabling us to respond even more flexibly to different market conditions. Despite the strong Swiss franc and ongoing geopolitical and economic uncertainties, we are cautiously optimistic about the 2026 business year. We plan to continue growing through targeted investments, particularly in Asian markets such as China."

Strategically, the Kistler Group continues to focus on its core competencies in piezoelectric measurement technology and is concentrating on four key industrial areas: monitoring and controlling manufacturing processes; applications in plastics processing, particularly for medical technology; condition monitoring of critical infrastructures such as bridges; and monitoring marine and large stationary engines. Significant growth opportunities could already be seen in these areas in 2025: Kistler expanded its portfolio last year with a cloud-based software platform for bridge monitoring. This enables continuous Structural Health Monitoring (SHM) and allows integrated solutions – from sensors to data analysis – to be offered in combination with dynamic weight measurement (Weigh in Motion, WIM). Bridge operators benefit from accurate, highly available data on the actual behavior of infrastructures and traffic loads, which supports safe, efficient operation.

The regional outlook for 2026 varies. Kistler continues to anticipate stable growth in Asia, particularly in China. The company plans to establish new regional headquarters for Asia in Kuala Lumpur in order to capitalize on the strong market dynamics in the region. In the United States, Kistler has strengthened its management team in particular in order to respond to ongoing geopolitical uncertainties as effectively as possible. In Germany, the focus is on developing new applications. These measures are clearly aimed at compensating for declining sales in the automotive sector.

New products will also contribute to growth in 2026. Kistler is currently working on several promising innovations for various industries. Overall, the company will continue to invest around 9 percent of its annual revenue in research and development in 2026.

In addition, the Kistler Group plans to build a smart factory at its headquarters in Winterthur in the coming years. "For us, the smart factory is a long-term investment and a clear commitment to Winterthur as a location. It's a key part of our long-term strategy to make the Kistler Group sustainable for the future," explains Marc Schaad. "We're currently in an intensive planning and clarification phase to establish the technical and organizational foundations for a sustainable production and working environment."

Image material (please name the Kistler Group as picture source)



Marc Schaad, CEO of the Kistler Group

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About the Kistler Group

Kistler is the global market leader for dynamic pressure, force, torque and acceleration measurement technology. Cutting-edge technologies provide the basis for Kistler's modular solutions. Customers in industry and scientific research benefit from Kistler's experience as a development partner, enabling them to optimize their products and processes so as to secure sustainable competitive edge. Unique sensor technology from this Swiss corporation helps to shape future innovations not only in automotive development and industrial automation but also in many newly emerging sectors. Drawing on our extensive application expertise, and always with an absolute commitment to quality, Kistler plays a key part in the ongoing development of the latest megatrends. The focus is on issues such as electrified drive technology, autonomous driving, emission reduction and Industry 4.0. Some 2,000 employees at more than 60 facilities across the globe are dedicated to the development of new

solutions, and they offer application-specific services at the local level. Ever since it was founded in 1959, the Kistler Group has grown hand-in-hand with its customers and in 2025, it posted sales of 424 million Swiss francs. About 9 percent of this figure is reinvested in research and technology – with the aim of delivering innovative solutions for every customer.