

Press release

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Annual financial results 2025

Bosch Hungary demonstrates stable performance in a changing economic environment

- The Bosch Group in Hungary achieved total net sales of 1.926 billion forints and consolidated sales of 303 billion forints.
- Bosch invested 127 billion forints in research and development in Hungary.
- Bosch Hungary is once again recognized as the country's most attractive manufacturing company.
- Bosch continues to place special focus on education and supporting the professionals of the future.

Budapest, Hungary – Bosch, a leading global supplier of technology and services, strengthened its position as a key innovation hub in Hungary during 2025. Although the past financial year continued to be characterized by global economic uncertainty, the Bosch Group in Hungary generated total net sales of 1.926 billion forints, including sales of non-consolidated companies and internal deliveries to affiliated companies. The Bosch Group's consolidated sales to third parties in the Hungarian market amounted to 303 billion forints. The group continued to invest significant resources in research and development in 2025, allocating 127 billion forints to these efforts. The group, which employs approximately 16,800 associates in Hungary on December 31, 2025, was once again recognized as Hungary's most attractive manufacturing company. "Although the economic environment presented numerous challenges in 2025, the Bosch Group in Hungary achieved stable business results thanks to the expertise, commitment, and innovative mindset of our associates. In addition to developing the technologies of the future, people and knowledge remain our most important resources," said István Szászi, representative of the Bosch Group in Hungary and in the Adriatic region. "Building on this solid groundwork, we will carry forward with our technologically innovative activities in Hungary in 2026," he added.

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Artificial intelligence is a key area of the innovation strategy of Bosch, enabling the company to improve both product development and manufacturing as well as operational efficiency. The company plans to invest more than 2.5 billion euros globally in the development of AI technologies by 2027. The Bosch Group has filed more than 2,000 AI patents to date and nearly 5,000 associates are working on AI developments worldwide. In manufacturing, the company uses more than seventy generative AI tools to support various processes, such as quality assurance, logistics and production. Since 2019, Bosch has been offering artificial intelligence training programs to associates, in which approximately 100,000 employees have participated worldwide to date – including associates in Hungary.

Last year's Bosch Tech Compass survey – which examines the technological literacy of the Hungarian population aged 18 to 65, including their attitudes toward artificial intelligence – found that both adult respondents (60 percent) and students (65 percent) agreed that artificial intelligence will be the most influential technology of the next decade. The research also revealed that 84 percent of students aged 16 to 20 believe that AI skills will be essential in the workplaces of the future. As the number of innovative AI solutions continues to grow in Hungary and increasingly becomes part of everyday life, the Bosch Group in Hungary aims to foster social openness and acceptance toward technologies, including artificial intelligence. Achieving this also requires the company, as a responsible international company, to support people in understanding and acquiring technological knowledge, as well as preparing them for safe use. The company is committed to preparing future generations and therefore places special emphasis on developing AI skills and technological competencies. As part of this effort, it plans to launch an AI education program for secondary school students this year. The Bosch Group is building a comprehensive ecosystem in Hungary, which includes educating students – including those in secondary education – inspiring an interest for technology and innovation and strengthening the reputation of technical fields.

Bosch drives technological advancement across Hungary

The Budapest center continues to be a key site for research and development, innovation and administrative activities, where education and the exchange of knowledge relating to future technologies also play a prominent role. All of this aligns with the company's commitment to placing significant emphasis not only on technological advancement but also on knowledge, individual development of the associates, and preparing the professionals of the future.

At Robert Bosch Elektronika Kft. in Hatvan, the production of components used for electric vehicles, such as inverters, power modules and charging converters, was expanded in 2025. One of the plant's key developments is the Plant Digital Twin solution, which provides a real-time view of manufacturing processes. The project won the Factory Project of the Year award in the industry digitalization category of

Gyártástrend magazine. Furthermore, in 2025, the company's performance was also awarded with multiple Dorian Awards by Shainin for quality improvement, excellent leadership commitment and methods in lean management, additionally it also received the Zynternship Award for intern-friendly companies.

Robert Bosch Automotive Steering Kft. in Maklár responded to fluctuations in the European automotive market and the industry's transformation with digitalization initiatives. It expanded quality control systems supported by artificial intelligence, introduced big data analytics and digital monitoring solutions, and implemented automation improvements in both assembly and testing. The plant also further improved the remanufacturing of steering gears, contributing to Bosch's sustainability targets. The site in Maklár received several awards in 2025, including sustainability, HRKOMM, and industry digitalization awards.

At Robert Bosch Energy and Body Systems Kft. in Miskolc, the development and manufacturing of eBike drives remains one of the company's core activities. Among the most important projects was the launch of production for the Performance Line PX drive unit. In the automotive segment, the production of engine cooling fans and solenoid valves, that play a key role in vehicle thermal management systems, remains a key focus. The plant won three HR awards in 2025 and implemented numerous social and educational initiatives.

Robert Bosch Power Tool Kft. in Miskolc focused on professional garden tools last year and made progress in the development of several new product designs. Social responsibility and educational relations remained prominent at this site as well. Among other projects, the factory participated in the Researchers' Night, the PROFI-T-ABILITY program, and organized the regional finals of the FIRST LEGO League once again in 2025. The site received the HR OSCAR special award, the Health-Friendly Workplace recognition, the gold HRKOMM Awards recognition and the Industry 4.0 Professional Award in 2025.

New company within the Bosch Group

The Bosch Group is transforming the Home Comfort division, which offers cooling and heating solutions, into a separate legal entity. The area will continue to operate in Hungary under the name Bosch Home Comfort SEE Kft. from January 1, 2027, as a separate company within the Bosch Group, while the already registered company will operate as the tenth subsidiary of the Bosch Group in Hungary. With the acquisition of the heating, ventilation and air conditioning solutions business of Johnson Controls and the joint venture Johnson Controls-Hitachi Air Conditioning in 2025, the Bosch Home Comfort division is developing into a key player in the industry and will remain part of the Bosch Group in the future.

Bosch Hungary supports professionals of the future

At its Hungarian sites, Bosch continues to integrate sustainability, energy

efficiency and social responsibility into its everyday operations. The company's life is determined by economic efficiency and reducing environmental impact, while also strengthening its social role through community and educational programs.

Education and talent development are long-term strategic investments for the Bosch Group as they simultaneously serve to strengthen innovation, shape the future of the labor market and fulfill social responsibility. As a responsible, innovative corporation, and one of the largest employers in the country, the group is committed to preparing the future generation. The Bosch Group actively collaborates with Hungarian universities, vocational training institutions and high schools. It supports education in engineering, information technology and the natural sciences, while offering students real-world industrial experience through internship programs, dual training programs, innovation partnerships and industrial departments. Through these initiatives, Bosch is not only building its own talent pool but is also actively contributing to the growth of a workforce of competitive, innovative professionals within Hungary's domestic industrial and technological ecosystem.

Bosch Group: outlook for 2026 and strategic direction

In the face of geopolitical tensions and trade barriers, the Bosch Group intends to exploit the growth prospects in its global markets with full innovative strength in the 2026 business year. The necessary upfront investments in areas of future importance are set to remain at the high level of previous years. In 2025 alone, Bosch devoted some 12 billion euros to investments in research and development and to capital expenditure. The supplier of technology and services is planning sales growth of 2 – 5 percent and an EBIT margin from operations of 4 – 6 percent for 2026. "As a global technology leader, we are committed to shaping the trends of automation, digitalization, electrification, and artificial intelligence, as this also paves the way for profitable growth in our business," said [Stefan Hartung](#), chairman of the board of management of Robert Bosch GmbH. Despite considerable challenges, Bosch was able to achieve sales revenue of 91.0 billion euros in the 2025 business year, slightly up on the previous year (2024: 90.3 billion euros). After adjusting for exchange-rate effects, this was equivalent to 4.1 percent growth. At 2 percent, the EBIT margin from operations was below the previous year's figure (2024: 3.5 percent). Necessary structural and personnel adjustments to increase future viability had a considerable negative impact on the result in the form of provisions of 2.7 billion euros. "Bosch can deliver the future – even under unfavorable conditions. 2026 will be a year of progress," said Hartung. When it comes to innovative strength, Bosch is one of the strongest industrial companies in the world and, with around 6,300 patents in 2025, one of the most prolific patent applicants in Europe. Hartung sees the expansion of innovation leadership as a key success factor for expanding business and implementing the company's Strategy 2030.

*According to PWC's Labor Market Preference Survey 2025

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Basic information:

Bosch has been present in Hungary since 1898 with its products. After its re-establishment as a regional trading company in 1991, Bosch has grown into one of Hungary's largest foreign industrial employers with currently ten subsidiaries. In fiscal 2025 it had total net sales of 1.926 billion forints and consolidated sales to third parties on the Hungarian market of 303 billion forints. The Bosch Group in Hungary employs around 16,800 associates (as of December 31, 2025). In addition to its manufacturing, commercial and development business, Bosch has a network of sales and service operations that covers the entire country.

The Bosch Group is a leading global supplier of technology and services. It employs roughly 413,000 associates worldwide (as of December 31, 2025). The company generated sales of 91 billion euros in 2025. Its operations are divided into four business sectors: Mobility, Industrial Technology, Consumer Goods, and Energy and Building Technology. With its business activities, the company aims to use technology to help shape universal trends such as automation, digitalization, electrification, and artificial intelligence. In this context, Bosch's broad diversification across regions and industries strengthens its innovativeness and robustness. Bosch uses its proven expertise in hardware, software, and services to offer customers cross-domain solutions from a single source. It also applies its expertise in connectivity and artificial intelligence in order to develop and manufacture intelligent, user-friendly, and sustainable products. With technology that is "Invented for life," Bosch wants to help improve quality of life and conserve natural resources. The Bosch Group comprises Robert Bosch GmbH and its roughly 500 subsidiary and regional companies in over 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, and sales network covers nearly every country in the world. Bosch's innovative strength is key to the company's further development. Bosch employs some 82,000 associates in research and development.

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