

Exclusive ranking of the most innovative mid-sized companies – Beurer is one of the “Innovation Champions 2022”

Ulm, 4 October 2022 – Who are Germany’s most innovative mid-sized companies? The consulting firm Munich Strategy has ranked 4,000 German companies on behalf of WirtschaftsWoche, and Beurer is among the top 100 innovation champions.

For this year’s study, Munich Strategy evaluated annual financial statements and presentations and surveyed managing directors, customers and market participants. The analysis was carried out nationally and across all industries for mid-sized companies with a turnover of 10 million to one billion euros. The consultants used an innovation score to whittle down the 400 top industry players to a shortlist. Innovativeness makes up two thirds of the calculation and one third is the mid-sized company’s performance. The innovativeness rating takes into account how many and which innovations a company brings to the market, how high research and development expenditure is and how innovative it is in competitors’ opinions. From this, the business experts ranked the “Top 100 Innovation Champions”, of which Beurer was 37th. This means it is in the top 1% of German mid-sized companies when it comes to innovation.

“We are delighted to rank among the top innovation companies. We owe this not least to strong success drivers such as our more than 100 years of industry experience, successful partnerships, a committed research and



development team and our innovative spirit in our continuous search for new product ideas,” says Marco Bühler, Managing Director of Beurer GmbH.

Beurer is the specialist for health and well-being. The range encompasses over 500 products, divided into the areas of wellbeing, medical, beauty, active and baby care. The Ulm-based company launches around 60 product innovations, new developments and enhanced products every year. The latest highlights include the resuscitation

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aid [LifePad® by beurer](#) (topic page in German only), the Sea Air Simulator [maremed®](#) and the medical device app "[beurer HealthManager Pro](#)".

About Beurer

Beurer was founded in 1919 in Ulm and is synonymous with health and well-being. Today, the long-standing company leads the way in several product fields in this segment; the company is a market leader in Europe in the area of flexible heating and a market leader in Germany for blood pressure monitors and massage products. Beurer is also one of the leading suppliers of personal bathroom scales in Europe. This portfolio, which is under constant development in all areas, offers products for use in the home. It includes: heating products, personal bathroom scales, kitchen scales, luggage scales, air purifiers, air humidifiers, air washers, a sea air simulator, fans, thermo hygrometers, aroma diffusers, blood pressure monitors, blood glucose monitors, a resuscitation aid, mobile ECG devices, hearing amplifiers, pulse oximeters, nebulisers, clinical thermometers, insect bite healers, wake up lights, daylight therapy lamps, infrared lamps, TENS/EMS devices, massage products (foot massage, Shiatsu massage, massage chairs, massage cushions, fascia massage, leg compression massager), relaxation aids, laser hair removal devices (traditional, IPL), FaceCare and HairCare products, a cellulite releaZer, cosmetics mirror, manicure/pedicure sets, beard and body care products for men, a BabyCare line, an ovulation thermometer, a fertility set, activity sensors and heart rate monitors. USB ports and *Bluetooth*® enable an increasing number of Connect products to connect to the growing Beurer app world and/or software. The family-run company operates a global distribution network in more than 100 countries and currently has a workforce of around 1,700 people. You can find more information at www.beurer.com.