



PLUS X AWARD®

PLUS X AWARD names the “Most Innovative Brands 2025” – Ten brands set new standards in innovation and product quality

The PLUS X AWARD, the world's largest innovation award for technology, sports, and lifestyle products, is once again presenting the coveted title of “Most Innovative Brand 2025” this year. The award recognizes brands that impress in their product segments with exceptional innovation, the highest quality, and continuous development. The jury thus honors brands that not only set trends but also actively shape the future of their industries with their solutions. For the year 2025, ten brands have been honored, each of which has established itself at the top of its category:

Russell Hobbs – Small electrical appliances

VESTEL – Large electrical appliances

Qeridoo – Family & children

WÖHLER – Tools

medisana – Health & personal care

fröling – Heating & air conditioning

ELO – Kitchen & household

VESTEL – Consumer electronics

reisensthe – Lifestyle

Matrix – Sports & fitness

The award recognizes these brands' ability to translate technological developments, high-quality materials, contemporary design, and user-friendly features into compelling products. Innovative thinking combined with consistent brand management and sustainable product strategies form the basis for the jury's decisions.

Press release
2025

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innovative technologies, sport
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Whether in the field of modern household appliances, smart consumer electronics, innovative children's products, or high-performance fitness and tool solutions, the "Most Innovative Brands 2025" exemplify progress and quality at the highest level. Each brand demonstrates in its own way how thoughtful innovation can create real added value in everyday life.

"Innovation is more than just a new product—it is an expression of an attitude. It arises when brands have the courage to rethink the familiar, further develop technologies, and identify needs at an early stage.

The Most Innovative Brands 2025 impressively demonstrate how consistent development, bold product ideas, and high quality standards make brands pioneers in their industries. They prove that true innovation is always conceived holistically: as an interplay of vision, responsibility, and the aspiration to offer people tangible added value in their everyday lives." — Donat Brandt, President of the PLUS X AWARD

A sign of orientation and qualityThe title "Most Innovative Brand" is the highest award of the PLUS X AWARD. It serves as a clear orientation for end customers as well as retailers, media, and industry for brands that set standards today and in the future. This year's winners show how diverse, creative, and powerful the spirit of innovation can be—and that excellent brand work is an essential component of sustainable success.

About the PLUS X AWARD:

The PLUS X AWARD is the world's largest innovation award for technology, sports, and lifestyle. It honors brands for the quality and innovation of their products. For more than 24 years, the award has set standards for outstanding achievements in product development and design and supports the positive development of brands and markets.

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