



## Press Release

### Leica Camera Continues to Grow in FY 2024/25

Increased global demand for cameras and innovative products contribute to revenue growth in the Photo core segment and new business areas

**Wetzlar, 30 September 2025** – The Leica Camera Group has generated record sales once again in the 2024/25 financial year. In 2025, the company has been celebrating the 100th anniversary of the launch of the Leica I and can reflect on its fourth consecutive record year, achieving the highest revenue in its history alongside continued growth in profitability. The revenue generated by the premium optics manufacturer increased by 7.6% from April 2024 to the end of March 2025 to around €596 million (previous year: €554 million). This was largely driven by the core segment Photo and growth in the Mobile segment (smartphones). Business in the areas of high-end home cinema projectors (Smart Projection), lifestyle accessories (Watches) and premium spectacle lenses (Eyecare) also developed substantially over the reporting period, enabling these segments to increase their contribution to the Group's consolidated revenue. The Sports Optics segment demonstrated resilience amidst a challenging market environment and remained Leica's second-largest business area as in the previous year.

Leica Camera Group's sustainable success is a result of its strong strategic orientation. To this end, the company is strengthening its business areas with products drawn from its core expertise in optics and mechanics and creating a distinctive user experience by leveraging its design and handling concepts.

Matthias Harsch, CEO of Leica Camera AG, says: "We are meeting the global growth in demand for cameras with high-quality products 'Made in Germany'. Over the past financial year, we have launched both new classic camera models and novel products, such as the Leica LUX app and the Leica Cine Play 1 mini-projector. Our business success is rooted in innovation and the expansion of our own global sales network."

#### **Growth Continues Across All Regions**

Leica Camera Group was able to increase revenues across all regions during the 2024/25 financial year. Gains were the strongest in Europe at 7.6%, which can be ascribed in particular to strong growth in Germany (+11.4%). Sales in Asia (+7.3%) and North America (+6.2%) also developed well. The Leica Camera Group expanded its global sales network and its position in strategic markets by opening new Leica Stores, including in China (Wuhan), Japan (Tokyo) and South Korea (Seoul). Online business also contributed to the Group's growth by increasing 12.5%. Leica will continue to expand its retail store



network going forward and has positioned itself excellently through its multi-channel model and the integration of bricks-and-mortar stores, auctions and e-commerce.

### **Success Factors and Innovative New Products in the Photo Segment**

Over the past financial year, Leica Camera introduced several new cameras, which have contributed to the growth in sales. Leica Camera is one of the few companies still producing analogue cameras. The Leica Q3 was the biggest seller among the company's digital cameras. This compact full-frame camera has been available with 43 mm fixed focal length since September 2024. The full-frame system cameras Leica SL3 and SL3-S were also in high demand. A small compact camera was added to the range in the form of the Leica D-Lux 8. For the M-System, Leica launched the M11-D, a variant of the iconic full-frame digital camera that dispenses with a digital display.

### **Development of Further Business Areas**

In the Sports Optics segment, Leica has begun addressing new target groups outside of the traditional areas of hunting and field observation. Leica Ultravid Compact Colorline binoculars are tailored to adventure seekers, city explorers and nature lovers. At the same time, Leica is working to digitalise its sports optics portfolio, for example, with infrared cameras and distance measurement.

In the Mobile segment, the strategic partnership with Xiaomi in the field of mobile imaging has continued to develop positively. The companies together presented the Xiaomi 14T series with Leica optics in September 2024 and the Xiaomi 15 series in March 2025 with new Leica Summilux lenses providing more depth and expression. In June 2024, Leica expanded its digital ecosystem by launching Leica LUX, a professional photo app for the iPhone, which has become a resounding success with over 1 million downloads. The Leica LUX grip followed in February 2025. This camera grip, with shutter button and zoom function, is designed to replicate the handling and feel of a classic Leica camera.

In the Smart Projection business area, Leica expanded its home cinema range in November 2024 by introducing the Cine Play 1, a mini-projector for private cinema experiences at home and outdoors. In the Accessories segment, Leica's watch collection saw the addition of the Leica ZM 12 in February 2025. This model is characterised by its timeless elegance and is available with four different dials.

### **100 Years of Leica: Witness to a Century**

In 2025, Leica Camera AG is celebrating the 100th anniversary of the Leica I, which was first presented to the public at the Leipzig Spring Fair in 1925. As the first 35 mm still camera to be mass-produced, it exceeded all expectations. With its compact and handy format, it opened up a whole range of new photographic applications. All around the globe, Leica Camera AG is celebrating 100 years of



continuous camera production and the camera that revolutionised the world of photography, under the motto "100 Years of Leica: Witness to a Century". Cultural projects and extraordinary special-edition products will be launched throughout the year at international events organised by the Leica national subsidiaries in the major cities of Dubai, Milan, New York, Shanghai and Tokyo. The anniversary week, which took place at the company's headquarters in Wetzlar in June, marked the high point of the celebrations. On top of that, visitors can look forward to top-class exhibitions in the worldwide network of Leica Galleries with works by outstanding photographers.

### **About Leica Camera**

Leica Camera AG is an international, premium manufacturer of cameras, lenses and sports optics. As part of its growth strategy, the company has expanded its portfolio to include mobile imaging (smartphones) and the manufacture of high-quality spectacle lenses and watches, and is also represented in the home cinema segment with its own projectors.

Leica Camera AG, having its headquarters in Wetzlar, Germany, and a second production site in Vila Nova de Famalicão, Portugal, operates a global network of its own distribution companies with around 120 Leica Stores worldwide.

The Leica brand stands for excellence in quality, German craftsmanship and industrial design, combined with innovative technologies. An integral aspect of the brand culture is the promotion of the culture of photography, with around 30 Leica Galleries worldwide, the Leica Akademie and international awards such as the Leica Hall of Fame Award and the Leica Oskar Barnack Award (LOBA).

### **Please find further information at:**

Leica Camera AG

Global Corporate Communications

E-Mail: [press@leica-camera.com](mailto:press@leica-camera.com)

Internet: [www.leica-camera.com](http://www.leica-camera.com)