



Press Release

Leica Camera Group Reports Robust Business Performance for the 2025/26 Financial Year

**Leica has maintained a strong market position in a challenging
market environment**

Wetzlar, 8 September 2026 – Despite challenging conditions, the Leica Camera Group successfully maintained its strong position in international markets during the 2025/26 financial year. With revenue of €573 million (-3.8%) for the past financial year (April 2025 to March 2026), the company fell short of the previous year's all-time high of €596 million. However, the Leica Camera Group still achieved a robust result in a challenging market environment characterised by geopolitical uncertainty, unfavourable exchange rates and stricter customs regulations. The Photo division was the key driver of revenue performance. The Mobile division continued to record strong growth, and demand in the Sports Optics division remained stable. Business in watches and accessories, home cinema projectors (Smart Projection) and spectacle lenses also saw positive developments.

During the last financial year, the Leica Camera Group built on the 100th anniversary of the launch of the first Leica camera to strengthen the brand's global appeal further. High demand for the limited-edition anniversary models, an excellent response to 24 international exhibitions and sustained interest in Leica Pre-Owned cameras emphasise the brand's strong positioning and the loyalty of the global Leica community. Leica's own auction house, Leitz Photographica Auction, also impressively showcased the brand's desirability and enduring value when it auctioned a rare Leica prototype, which ranks among the most expensive cameras ever made. To mark the 50th anniversary of what is now the largest international network of photography galleries, Leica is once again demonstrating its commitment to promoting the culture of photography and engaging with photographers and photography enthusiasts with the anniversary exhibition *Personal Perspectives* in 2026.

Andreas Voll, CEO of Leica Camera AG, says: "Leica is a company that stands for precision, craftsmanship, design and photographic culture like almost no other. The company's business performance demonstrates the Leica Camera Group's successful strategic direction, with innovative premium-segment cameras and efforts around appealing to new target groups. With the Leica M EV1 –



the first camera in the iconic M series to feature an integrated electronic viewfinder – as well as Leica’s first internationally available smartphone, the ‘Leica Leitzphone’, and the Leica Cine Compact 1 smart mini-projector, we have added key innovations to our premium product portfolio. Expanding our global sales and retail network cements our close ties with customers and strengthens our presence in the global markets.”

Regional Development and Strengthening of the Global Sales Network

The Leica Camera Group experienced growth above all in its domestic market of Germany during the 2025/26 financial year. In international markets, ongoing geopolitical and economic uncertainties were evident.

During the 2025/26 financial year, Leica Camera systematically expanded its global store network into regions that had not previously been served. Its selective sales strategy, which is based on the combination of brick-and-mortar retail, auctions and e-commerce, has been consistently refined over the past 20 years. Online business contributed around 5% to the Group’s year-on-year revenue increase.

New Product Launches in the Photography Sector and Other Business Areas

In October 2025, Leica unveiled the Leica M EV1, the first M-Camera to feature an integrated electronic viewfinder. In January 2026, a particularly compact and fast lens was launched for the M-System in the form of the Leica Noctilux-M 35. It contains elements that are produced by pressing glass at high temperatures. Leica has mastered this cutting-edge technology, known as ‘precision glass moulding’. With the Leica SL3 Reporter, Leica presented a system camera featuring a particularly robust, distinctive design. The portfolio was further expanded with the Leica Q3 Monochrom, which was specifically developed for digital black-and-white photography.

The Leica Ultravid White Ocean is an elegant pair of binoculars designed for use at sea and on the coast. This product has enabled Leica to appeal to new target groups in the field of sports optics, while also expanding its range to include new spotting scopes for professional nature and landscape observation. The strategic partnership with Xiaomi in the field of mobile imaging continues to develop positively. Unveiled in February 2026, the Leica Leitzphone powered by Xiaomi embodies the Leica design language, combining photographic expertise with a characteristic focus on the essentials. The multi-award-winning Leica LUX iPhone app, developed by Leica, now features ‘Artist Looks’, enabling users to capture images in the style of renowned British photographer Greg Williams.



In the Smart Projection business segment, Leica has expanded its home cinema range by collaborating with the premium furniture manufacturers YOMEI and USM. As a result, the Leica Cine 1 laser TV can now be integrated into these manufacturers' furniture. In the Watches & Accessories division, Leica unveiled the ZM 1 & ZM 2 watch series in a new Urban Green colour variant. Eyecare, a manufacturer of high-quality spectacle lenses, has continued to expand its international sales network, gradually integrating new machinery into its production processes.

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:

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