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Press Message

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Automation company sees a decline in sales in 2024 - "Industry must put the focus back on customers" - Pilz overcomes a difficult environment in the 2024 financial year

Ostfildern, 20.05.2025 - **In the last financial year, the Pilz Group had to contend with the generally difficult economic situation. In 2024, the automation company achieved a turnover of 341 million Euro. That corresponds to a fall of 21 per cent over the previous year. The family business remains focussed on the future, even if the outlook for 2025 remains cautious. Prospects are emerging particularly in markets such as China, India or South America, in the railway technology and hydrogen sectors, as well as the service business.**

"Like many other companies, we have been noticeably affected by the continuing low demand for capital goods. However, we remain focussed on the future. The world is changing. We remain true to ourselves and likewise are changing", says Susanne Kunschert, Managing Partner of Pilz GmbH & Co. KG.

The turnover of 341.1 million Euro achieved in the 2024 financial year represents a fall in sales for the first time after three years of significant growth. Compared to 2023, Pilz recorded a decline of 21 per cent. Sales fell significantly, particularly in Europe and especially here in Germany. The export share rose to 79 per cent (up 4.6 percentage points over 2023).

“Putting the focus back on customers”

“In all the discussions about structural change, digitisation strategies or excessive bureaucracy, our industry must be careful not to lose sight of customers and their needs. They must be the focus.

For Pilz, customer orientation means not only having good technical solutions, but also being on-site locally to provide advice and training. We are at the service of our customers”, Susanne Kunschert explains.

In line with market requirements, the number of employees at Pilz increased slightly, particularly in the areas of sales and services: on 31 December 2024, the company employed 2,504 people worldwide (+ 1.1 per cent over 2023). In Germany too, the number of employees rose slightly to 1,032 (+ 1.6 per cent over 2023).

Addressing future industries

In addition to classic engineering, the company also addresses future industries such as railway technology and the hydrogen industry: the digital railway control system PSSrail, launched last year, has established itself successfully in many European countries, as well as India. With its automation solutions, Pilz enables hydrogen to be used safely and economically – from production, storage and transport, through to its dispensing at filling stations. In the sensor technology product group, Pilz is launching new products in 2025, which will not only make machine processes safe, but also more efficient. At the same time, the company is also trialling the use of Artificial Intelligence, which presents a particular challenge for Machinery Safety applications.

Pilz is also expanding its range of services and training. Industrial Security is one area of focus. Pilz trains its customers in the implementation of the new legal requirements for Industrial Security, which industry will face at EU level due to the Machinery Regulation, Cyber Resilience Act or NIS 2.

The automation company will also use new digital cloud services to help its customers operate their machines safely, securely, efficiently and in compliance with the standards.

“Good future prospects for Safety and Security”

Kunschert: “So far, 2025 has seen a slight increase in turnover – albeit from a low base. It is difficult to forecast how demand will grow due to the overall economic situation. However, particularly in Asia and the Americas, we see good future prospects for our innovative solutions that ensure the safety of human, machine and the environment.”



Caption: The automation company Pilz develops technologies for the safety of human and machine at its headquarters in Ostfildern. These include sensors that use Artificial Intelligence to distinguish between humans and objects. (Photo: Pilz GmbH & Co. KG)

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<https://www.pilz.com/en-INT/company/press/messages/articles/245598>

Pilz - The Spirit of Safety

Pilz is a global supplier of products, systems and services for automation technology. As a pioneer of safe automation, Pilz creates safety for human, machine and environment. Founded in 1948, today the family business with its head office in Ostfildern is represented worldwide with 2500 employees in 42 subsidiaries and branches.

The technology leader offers complete automation solutions for Safety and Industrial Security on the machine. These include sensor, control and drive technology – as well as systems for industrial communication, diagnostics and visualisation. An international range of services with consulting, engineering and training completes the portfolio. Pilz solutions are used in many industries beyond mechanical engineering, such as intralogistics, packaging, railway technology, or the robotics sector for example.

Pilz in social networks

In our social media channels we give you background information concerning the company and the people at Pilz, and we report on current developments in Automation Technology.



<https://www.facebook.com/pilzINT>



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