



2026 Predictions  
Clearview  
December 2025

### **Hörmann UK Sets a Confident Course for 2026**

Against a backdrop of persistent economic anxiety, slowing interest-rate cuts and stubborn cost-of-living pressures, 2025 has generally been a year of caution. Yet across many sectors, the story has been more nuanced—and in some cases unexpectedly upbeat. For businesses with strong brand presence, clear value propositions, and a willingness to stay close to their customers, 2025 has demonstrated that companies can weather challenges while still delivering strong growth.

Despite the continuing pessimism in the national narrative, Hörmann UK closes 2025 with some impressive results. We have not only grown our market share but are set to deliver headline growth of 10% over 2024, driven by consistently strong performances across both our Domestic and Industrial divisions.

One particular highlight has been the remarkable success of our RollMatic roller garage door. 2025 saw our sales increased by 35%, supported by a highly effective end-consumer social media campaign that resonated across the market and delivered tangible benefits for both Hörmann and our dealer network.

Looking ahead, it is likely that consumer confidence in 2026 will remain fragile, with households still feeling the strain and discretionary spending facing continued pressure. Yet our experience in 2025 reinforces a long-observed truth: when times are tough, consumers gravitate towards brands they trust—brands associated with reliability, longevity, and genuine value.

With this in mind, Hörmann enters 2026 with an emphasis on deeper engagement—both with end consumers and with our installers and dealers. Our aim is

straightforward: to sustain our growth by generating demand and converting it into high-quality leads for our partners.

A central focus of our 2026 strategy is the further development of the Hörmann Truedor composite door brand, which will be supported by a significant programme of activity throughout the year. A new end-consumer social media campaign will launch early in 2026, complemented by a series of regional roadshows designed to bring the brand, the product, and our team even closer to the market. We will also be introducing key enhancements to the Hörmann Truedor website, giving consumers greater choice, better guidance, and an improved overall experience. Our ambition is clear: to make Hörmann Truedor the No.1 trade choice in the UK composite door market.

With our dealers and installers remaining at the heart of everything we do, 2026 will see the continuation of several initiatives designed to support and reward our partners. Our Hörmann Rewards loyalty programme will continue to expand with new enhancements throughout the year, and we will further grow our Authorised Partners network to strengthen the reach of the Hörmann brands nationwide. In February, we will also host the inaugural Hörmann Partner Standards Awards in Leicester—an industry first and an important opportunity to celebrate the achievements of our customers.

As we move into 2026, Hörmann UK is gearing up with a confident, growth-oriented plan—one that will strengthen our partnerships, elevate our brands, and ensure that together with our customers we continue to build success in the year ahead and beyond.

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