

MYtiny goes international: GRAEF builds on the success of its foldable food slicer with expansion into 22 countries

- » Strong momentum: MYtiny ranks No. 1 in GfK German panelmarket category ranking
- » Ultra-compact food slicer opens up new markets worldwide

(Arnsberg, February 2026) From a clever space-saving solution for small kitchens to an international growth driver: with the ultra-compact MYtiny foldable food slicer, GRAEF has achieved one of its most successful product launches of recent years. “MYtiny is a true door opener for us, because it resonates even in markets where food slicers have so far played only a minor role,” says Franziska Graef, member of the management team and Head of Marketing at GRAEF. “The fact that we’re already selling it in 22 countries – including Iceland and Australia – shows how well the combination of compact design and genuine slicing performance is received internationally.” Additional momentum comes from Germany: the latest 2025 figures from market researcher GfK once again confirm GRAEF as the market leader by sales value in the food slicer segment, with a market share of 46.7%¹. At the same time, MYtiny is performing strongly within its category – taking the top spot by sales value in the 2025 GfK category ranking².

With its top ranking in the 2025 GfK category list, MYtiny underscores its strong market performance and confirms robust retail demand. Across all markets, the product’s sales grew by 32% in 2025, driven primarily by Germany, Switzerland, the Netherlands, Australia, the Czech Republic and Poland. The strength of the concept is particularly evident in Switzerland, where MYtiny is emerging as a clear success story – especially when bundled with an additional smooth blade, which delivers precise, reliable results even when slicing traditional dried beef. MYtiny’s strong reception among international specialist retailers was also highlighted by its presentation at the HOME Milano trade show in January 2026, where the product received very positive feedback.

More than 100 years of slicing expertise in a compact format

The success of this compact kitchen helper is also reflected in awards such as the Kitchen Innovation Award and the 2025 Red Dot Award for Product Design, as well as top ratings from German product tester Technik zu Hause.

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GRAEF’s MYtiny is number 1 in the GfK category rankings.



The MYtiny can be folded up with just one simple movement.



The integrated cable compartment makes space-saving storage easier.

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Press release

The foldable MYtiny slicer brings together more than 100 years of GRAEF engineering and slicing expertise in an exceptionally small footprint. Compact size, full performance: the slicer occupies just 23.4 × 34.5 cm (9.2 × 13.6 in) of countertop space, can be folded down to drawer size in a few simple steps, and folds to a height of just 8 cm (3.1 in) for easy portability. An integrated cord compartment further supports space-saving storage. In use, the compact food slicer delivers infinitely variable slice thickness from 0 to 15 mm (0–0.6 in) and features a 170-mm serrated blade, ensuring precise results from breakfast through dinner. A high-quality metal housing underscores durability while making everyday cleaning quick and straightforward.

The MYtiny foldable food slicer is available from retailers in silver, red, and iron mica gray, with a suggested retail price starting at €279.99.

Further information about Gebr. GRAEF GmbH & Co. KG is available at www.graef.de/en and on the company's social media channels.



Sources:

¹GfK Germany Panelmarket ELECTR. SLICERS BUILT-IN DESIGN NO, Jan 25–Dec 25, Sales Value, EUR.

²GfK Germany Panelmarket ELECTR. SLICERS BUILT-IN DESIGN NO, Jan 24–Dec 24, Jan 25–Dec 25, Hitlist.

About Gebr. GRAEF GmbH & Co. KG:

Founded in 1920, Gebr. GRAEF GmbH & Co. KG from Arnsberg is one of the leading manufacturers of slicing machines for private and commercial use. Since 2022, the family-owned company, now in its fourth generation, has a new brand claim: "For today. For tomorrow. For you." The new claim underlines GRAEF's philosophy and also holds an important message for the future. Thanks to many years of expertise, technological know-how, and absolute passion, GRAEF stands for durable products meeting the highest standards of quality and design. The company's greater vision: to become the most popular and sustainable supplier of slicing technology and kitchen appliances in the market and thereby inspire customers to practice a sustainable lifestyle.

A passion for innovation, enthusiastic customers and uncompromising quality have characterized the GRAEF brand for over 100 years. The family-owned company is the market leader in all-purpose slicers and continues to set standards in this product segment thanks to the specialist expertise it has built up over decades. But the company's range also includes many other kitchen appliances. In 2024, the company realigned its areas of expertise once again and divided the range into five new product worlds that reflect the individual GRAEF specialist competencies: the world of slicing with the core discipline of all-purpose slicers, the world of coffee with high-quality portafilter espresso machines and first-class coffee grinders, the world of baking with the hero product, the MYestro food processor, the world of helpers with kitchen appliances such as blenders, kettles, toasters and more and the pro world with slicers for the industry. Nationally and internationally, its products are known for high-quality workmanship, durability, user-friendliness and sophisticated design. They have been awarded the most coveted design prizes many times and repeatedly achieved top marks in product tests. Since 2004, GRAEF has been named "Brand of the Century" multiple times, after already receiving the Plus X Award for "Best Brand of the Year 2020" and the Plus X Award for Sustainability in 2022. Also in 2020, the kitchen appliance manufacturer collected the most Plus X Award seals of approval within its product group and was named "Most Innovative Brand 2020." In 2023, the company was honored by the PLUS X Award as a German Brand Icon.

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The MYtiny fits easily into the kitchen drawer.

Further information

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