

»Maybe tomorrow housework becomes a game.«

Christina

Supply Chain Qualification



Tomorrow is our home.

Start swiftly and grow fast at BSH Home Appliances Group: As a leading manufacturer of home appliances and solutions, we move things forward to make people's lives easier. With our global brands Bosch, Siemens, Gaggenau and Neff as well as our local brands, there is a world of opportunities for you to discover. We encourage people to develop their potential and never stop learning. After all, we believe that great work is the result of doing what you love. Join us now and give your career a home.

Intern Consumer Insights, Innovation & Portfolio Strategy (m/f/d)

BSH Hausgeräte GmbH | Job-ID: 76047057 | Full time | from February 2027

Munich

YOUR RESPONSIBILITIES

Are you well-versed in theory and now looking for practical experience in a dynamic company? Then use your talent and expertise to help us with the following tasks

- / Gain hands-on experience in Consumer Insights, Innovation, and Portfolio Management within an international business environment.
- / Support research projects to uncover consumer needs, market trends, and emerging growth opportunities.
- / Analyze consumer, market, and competitive data to help shape future product and innovation strategies.
- / Collaborate with cross-functional teams to evaluate new product concepts and portfolio opportunities.
- / Create compelling insights, presentations, and recommendations that support strategic decision-making.

YOUR BENEFITS

- / Flexible organization of working hours by means of time account
- / 35h / week
- / Support during induction and integration into the team
- / Cooperation at eye level and appreciative working atmosphere
- / Working in an inspiring team with a hands-on mentality

YOUR PROFILE

- / In advanced studies in business administration, business psychology, psychology, neuroscience marketing
- / First experiences with consumer insights, trend scouting and innovation management
- / Strong analytics skills paired with structured thinking & working
- / High communication skills and experienced team player
- / PowerBI, MSOffice, google analytics and other analytics tools experiences are of help

FURTHER INFORMATION

Please visit bsh-group.com/career. We would love to welcome you in our team!

Find a new home for your professional ambitions:

[Apply online now](#)

At BSH, diversity and inclusion are core values that shape our corporate culture. We appreciate everyone’s uniqueness and see the diversity of our employees as key to our success. Regardless of gender, origin, religion, sexual orientation, disability, or age, we wholeheartedly welcome every single application.

Home appliances under the brands:

