

Whirlpool Announces Price Increase Effective 6/5/25

SCOPE

Kitchen Price Increase Overall Strategy

Our overall strategy is to address non-promotional skus/families across our Kitchen products

Cooking & Refrigeration

Top Mount	Ranges
Side by Side	MHC
Built-In	Hoods
Specialty & Undercounter	Commercial Ranges
Freezer	Built-In Microwave
	Warming Drawers

Brands: Amana, Whirlpool, Maytag, KitchenAid

CHANGES

- Price sheets across Whirlpool Corporation's family of brands.
 - Manufacturer's Suggested Retail Prices (MSRP) and Minimum Advertised Prices (MAP) (for cooperative advertising purposes) will increase by comparable amounts.
-
- Components, raw materials and shipping costs continue to increase.
 - While Whirlpool continues to identify and implement productivity initiatives and cost controls, these actions alone are not enough to offset rising costs.
 - Whirlpool's price increase is positive for consumers, as Whirlpool is able to continue to invest in innovation while consumers are able to benefit from feature rich appliances at a great lifetime value.
 - If Retailers/Distributors choose to sell at the new MSRPs, the additional profits driven by this price increase could enable them to invest to evolve their business model to meet the needs of their consumers in a rapidly changing retail environment.

The dealer alone has discretion to determine both the advertising and retail sales price and is responsible for complying with all laws related to the use of MSRPs in advertising and selling products to consumers.

Whirlpool 2025 Q2 Hardware Price List

The below items are the only Q2 HARDWARE models effected by the 6.5.25 price increase

Category	Brand	Material	Long Description	Hdwe Price 4.1.25	Hdwe Price 6.5.25	MAP 6.5.25
Range	AMA	ACR4303MFB	4.8 CU FT, 2-8", 2-6", COIL, EXTRA LARGE WINDOW, STORAGE DRAWER, STANDARD CLEAN	\$424	\$507	\$632
Range	AMA	ACR4303MFW	4.8 CU FT, 2-8", 2-6", COIL, EXTRA LARGE WINDOW, STORAGE DRAWER, STANDARD CLEAN	\$424	\$507	\$632
Range	AMA	AER6303MMS	30"E FSR 4 TOP RADIANT STD CLN	\$515	\$532	\$688
Range	AMA	AER6603SFW	4.8 CU FT, 9/6", 8", 2-6", CERAN, EXTRA LARGE WINDOW, STORAGE DRAWER, SELF CLEAN	\$528	\$545	\$721
Refrigeration	AMA	ARTX3028PW	TOP MOUNT, 28" WIDTH	\$510	\$665	\$821
Refrigeration	AMA	ASI2575GRB	25 CU FT, 36 INCH WIDTH, HIDDEN HINGES, DUAL PAD DISPENSER, ELECTRONIC CONTROLS	\$899	\$1,169	\$1,443
Refrigeration	AMA	ASI2575GRS	25 CU FT, 36 INCH WIDTH, HIDDEN HINGES, DUAL PAD DISPENSER, ELECTRONIC CONTROLS	\$899	\$1,169	\$1,443
Refrigeration	AMA	ASI2575GRW	25 CU FT, 36 INCH WIDTH, HIDDEN HINGES, DUAL PAD DISPENSER, ELECTRONIC CONTROLS	\$899	\$1,169	\$1,443
Freezer	AMA	AZC5216LW	CHEST FRZ, 16 CU FT	\$500	\$594	\$710
Range	KAD	KFDD500ESS	DOUBLE OVEN DUAL FUEL FREESTANDING RANGE, 6.7 CU FT, PYRO SELF-CLEAN, 1- 16K, 1-10K, 2-5K, 7.3K OVAL, GRIDDLE, TRUE CONVECTION, ROLLER RACK, STEAM RACK, GLASS CONTROLS	\$2,011	\$2,078	\$3,099
Range	KAD	KSEB900ESS	PREMIUM FRONT-CONTROL ELECTRIC RANGE, 7.0 CU FT, BAKE DRAWER, AQUALIFT SELF CLEANING, 1-6/9/12", 1-10", 2-6", WZ, TRUE CONVECTION, ROLLER RACK, STEAM RACK, GLASS CONTROLS, FOOD PROBE	\$1,825	\$2,175	\$3,199
Freezer	MAY	MZC5216LW	AHEST FRZ, 16 CU FT	\$710	\$841	\$1,099
Freezer	MAY	MZF34X16DW	16 CU FT, FROST FREE, REVERSIBLE DOOR, 40W INTERIOR LIGHT	\$710	\$938	\$1,143
Freezer	WHR	WZF57R16FW	16 CU FT, ENERGY STAR, FROST FREE, REVERSIBLE DOOR, LED INTERIOR LIGHT	\$834	\$1,020	\$1,243

Complete 6.5.25 price list file for non hardware models (6.5.2025-Q2 2025 US WHR PREFERRED) can be found on the Whirlpool Portal home page under [Reports & Resources/Price Sheets](#)

The dealer alone has discretion to determine both the advertising and retail sales price and is responsible for complying with all laws related to the use of MSRPs in advertising and selling products to consumers.

Open Order reprice approach

Open Orders Placed
3/31 or Earlier

Will not be repriced regardless of when they ship.

Open Orders Placed
4/1 or Later that do
NOT Ship by 6/5
*regardless of requested
delivery date

Will be repriced to reflect the price increase.