

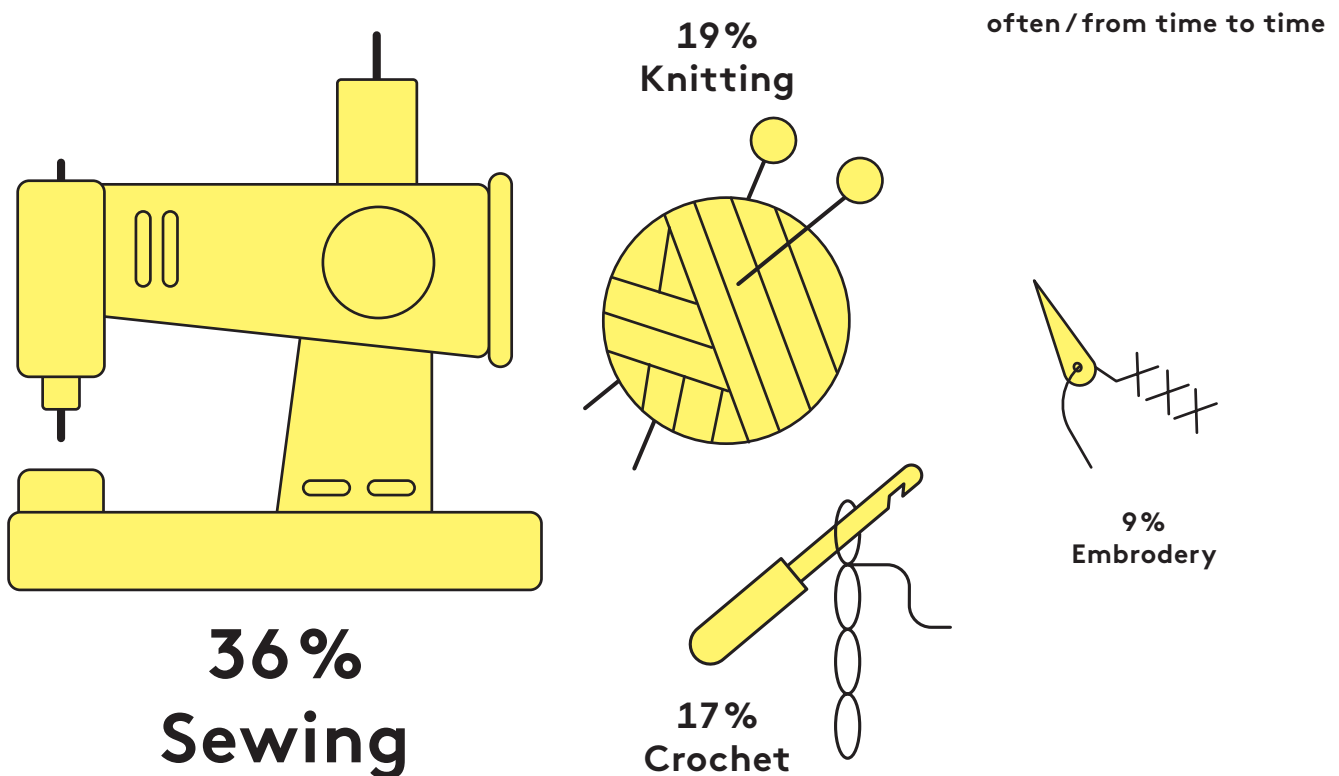
Initiative^{e.V.} Handarbeit

Press release

Press conference on the occasion of h+h@home March 26th, 2021

GfK consumer study: Handicrafts as a hobby still on the rise

The number of women doing handicrafts has continued to rise. Three quarters of all women in Germany are active at least from time to time with needlework projects; in 2018, the figure was 66 percent. The Initiative Handarbeit sees this as confirmation of the overall social trend towards a new cosiness and beautification of one's own home, the (re)discovery of handicraft tradition, changing consumer attitudes and the desire for DIY. In addition to these long-lasting trends, the effects of the Covid19 pandemic are also reflected in the study results.



Source: GfK, Usage behavior of handicraft, commissioned by Initiative Handarbeit, February 2021

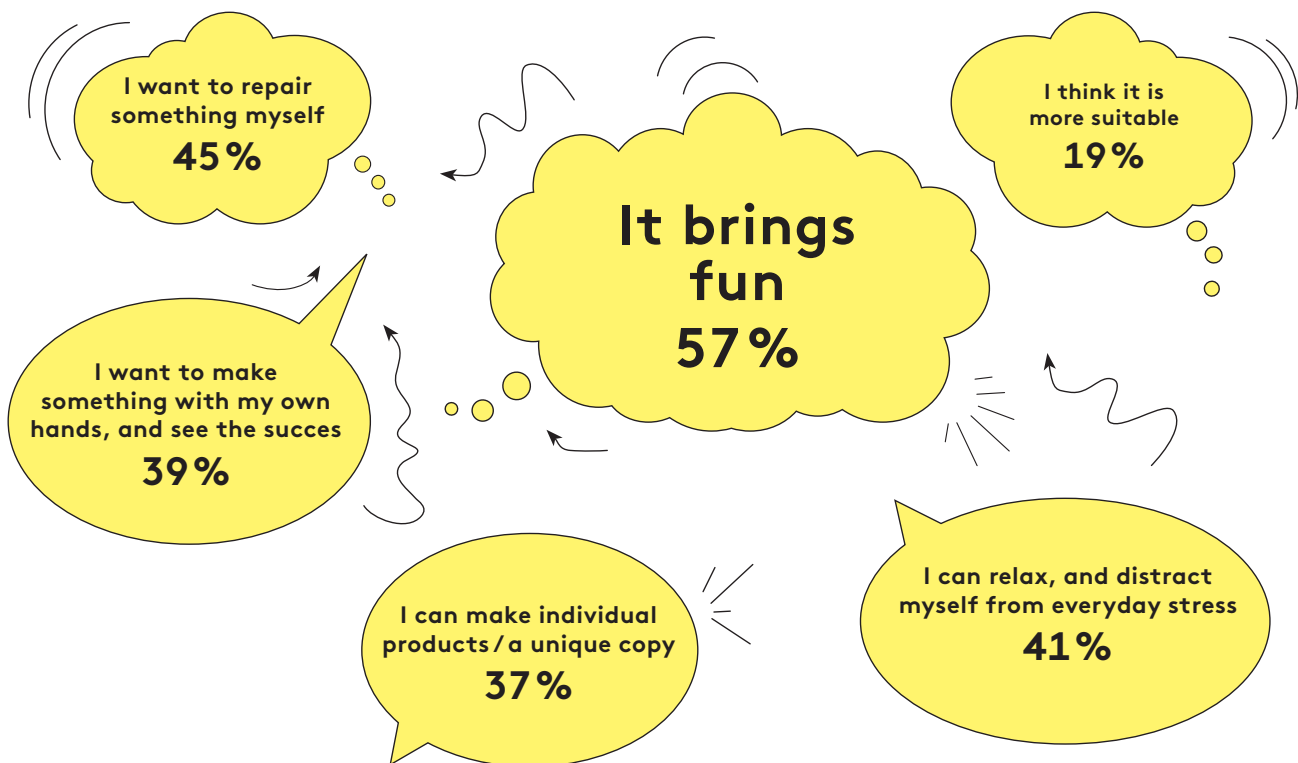
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Sewing and knitting are still the most frequently practised handicrafts. Crochet has found a noticeably larger number of new followers. This is particularly pleasing, as crochet is often the entry-level technique learned by beginners before knitting. The popular crochet nets brought to the general public by the Initiative Handarbeit with the Make me take me campaign have certainly also contributed to this.

Fun, individuality, relaxation and repairing instead of throwing away – these are the most important reasons for do-it-yourself.

Sewing, knitting and crocheting are done first and foremost because they are fun, say 57 percent of those surveyed. After the fun of handicrafts comes the desire to repair something oneself, at 45 percent. Other reasons are relaxation and distraction from everyday stress as well as the opportunity to create something with one's own hands and to see the successful result. 37 percent appreciate the individuality of their unique items. Sustainability plays a role for 19 percent.

The main reasons for doing it yourself

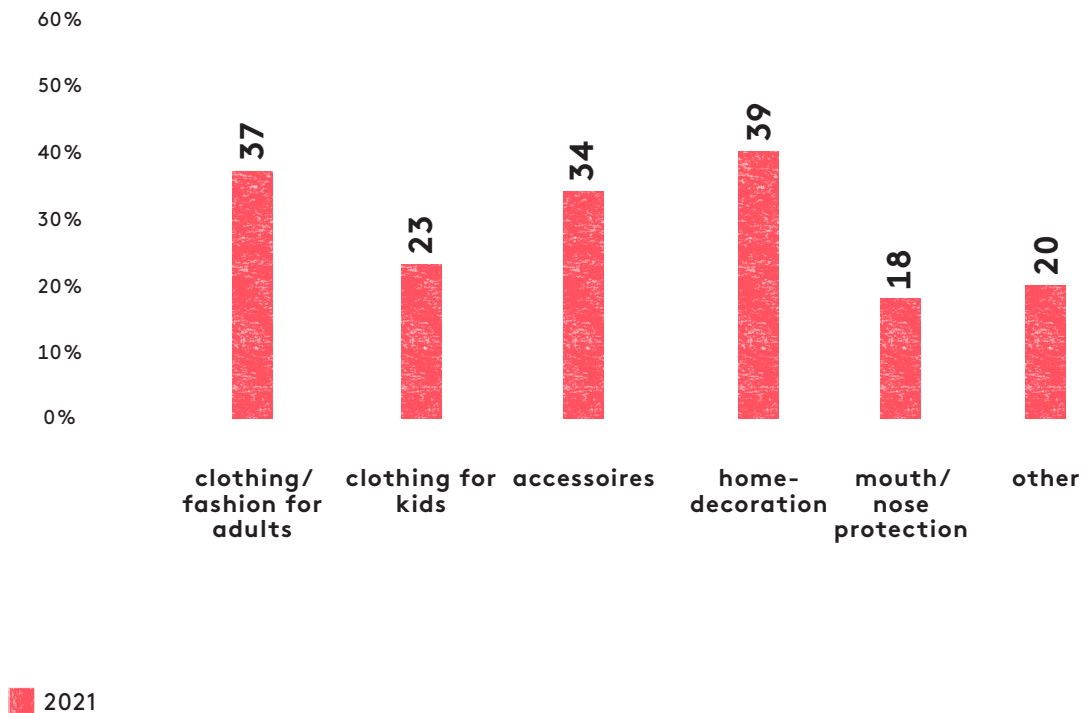


Source: GFK, Usage behavior of handicraft, commissioned by Initiative Handarbeit, February 2021

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Home decoration, clothing for adults and children as well as accessories are the main homemade items. Face protection masks were sewn by 18 percent of consumers last year. Women most often do handicrafts for themselves. This is followed by handicrafts for the family with 60 percent, especially if there are children living in the household.

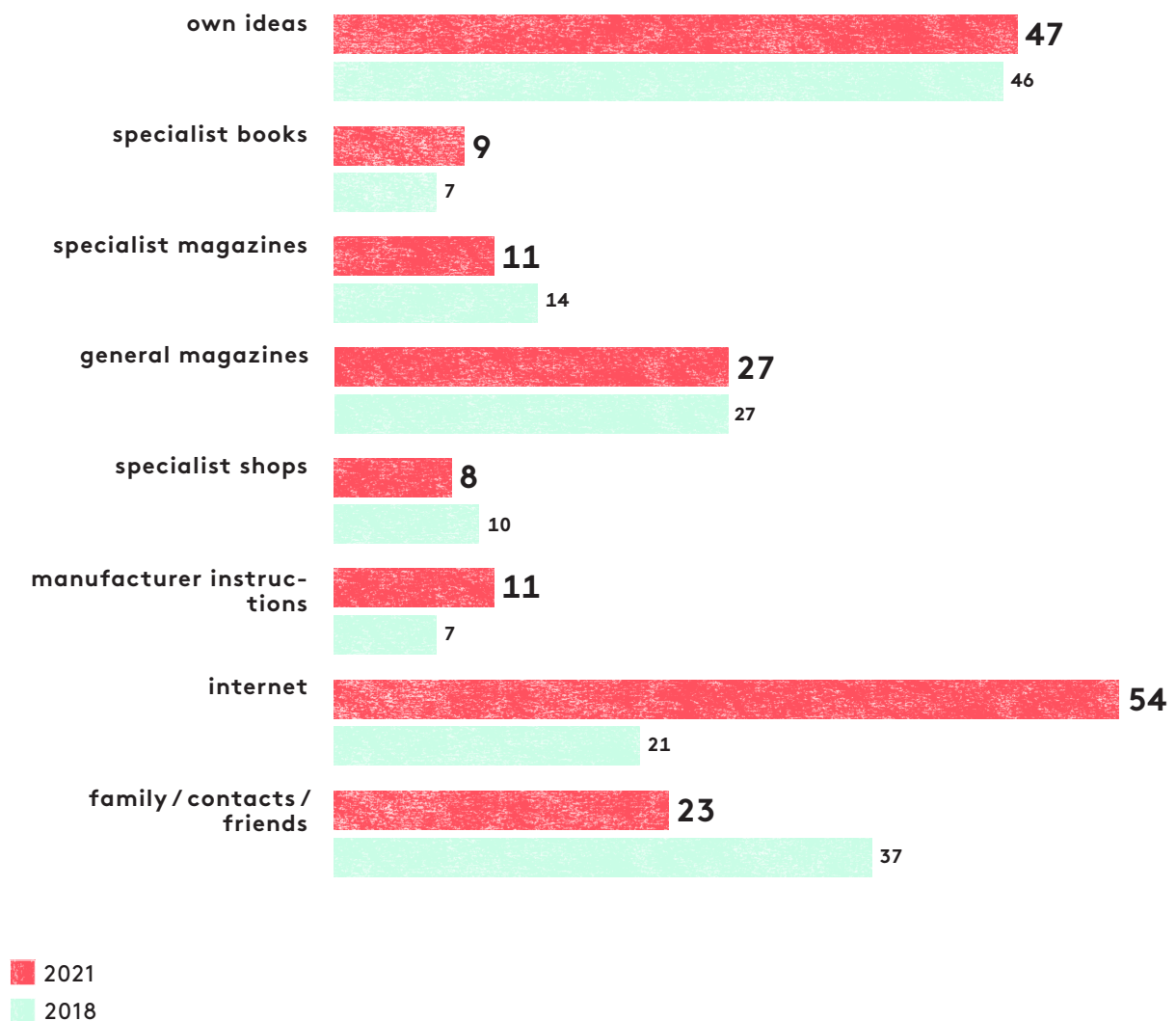
What do you make?



Source: GfK, Usage behavior of handicraft, commissioned by Initiative Handarbeit, February 2021

Internet has become the most important source of inspiration

The internet has become the most important source of inspiration by far: 54 percent of respondents now get new ideas here (2018: 21 percent). The websites of brands and platforms such as Initiative Handarbeit play an important role. 47 percent say they use their own ideas.

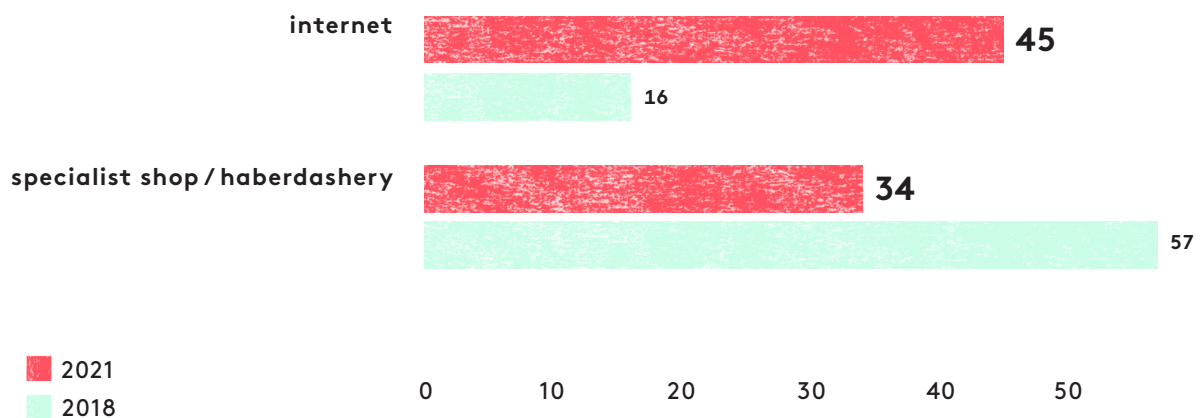


Quelle: GfK Studie Nutzungsverhalten Handarbeit Februar 2021

Covid19 pandemic has significantly changed shopping behaviour

Shopping for materials currently takes place most frequently via the internet. 45 percent of the female consumers surveyed now buy fabrics, wool etc. online. In 2018, it was only 16 percent. This development is clearly at the expense of the bricks and mortar (haberdashery) specialist trade. With 34 percent, they are now only in second place. In 2018, local specialist retailers were still clearly ahead with 57 percent.

Where do you buy your equipment (materials, fabrics, wool, yarn etc.) for handicrafts?



Source: GfK, Usage behavior of handicraft, commissioned by Initiative Handarbeit, February 2021

New possibilities to buy locally such as "click & collect" were also used by 7 percent of respondents. This is certainly a one-off snapshot, in the absence of other shopping options, but even after Corona it is assumed that online shopping will continue to increase in the handicrafts business. It will be all the more important to understand and design the bricks and mortar retail environment as a place to meet, to exchange ideas and to enjoy a sensory experience.

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Text and images at www.initiative-handarbeit.de/presse

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