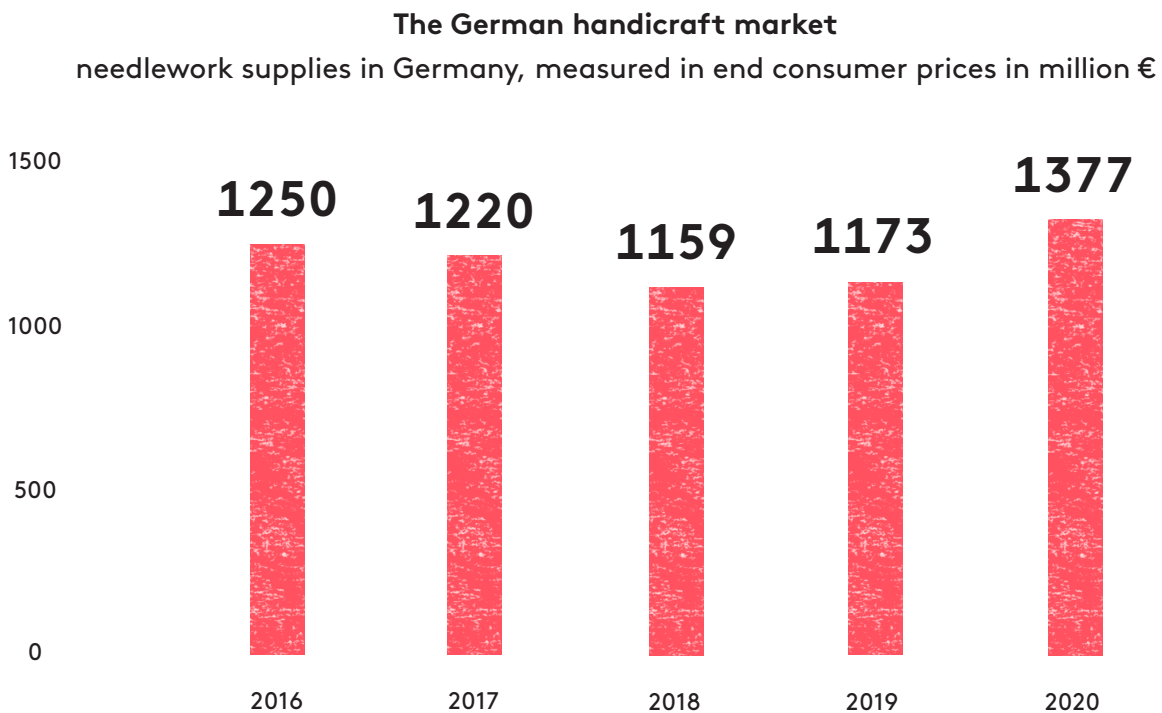


Press release

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

A new record – The German handicraft market in 2020 in figures

The needlework industry recorded a 17.4 percent increase in turnover for 2020: the total market for needlework supplies in Germany amounted to 1.38 billion euros, measured in end consumer prices, according to the industry association Initiative Handarbeit at the digital trade fair **h+h@home** (Handarbeit + Hobby, 26 to 28 March) in Cologne. In the previous year, the figure was 1.17 billion euros.



Source: Initiative Handarbeit's own research, March 2021

Initiative^{e.V.} Handarbeit

The DIY boom reflects the trend to spend significantly more time within one's own four walls since the spring of 2020. "Handicrafts, like gardening, DIY or baking, have been discovered as a way to make things pleasant within one's own four walls and to relax from everyday life," says Hedi Ehlen, Managing Director of the Initiative Handarbeit. In addition, there are social developments such as the desire for more sustainability and individuality. In the view of the industry association, the leap in market growth with this 2-digit increase is due to the Corona pandemic.

The main reasons for doing it yourself



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

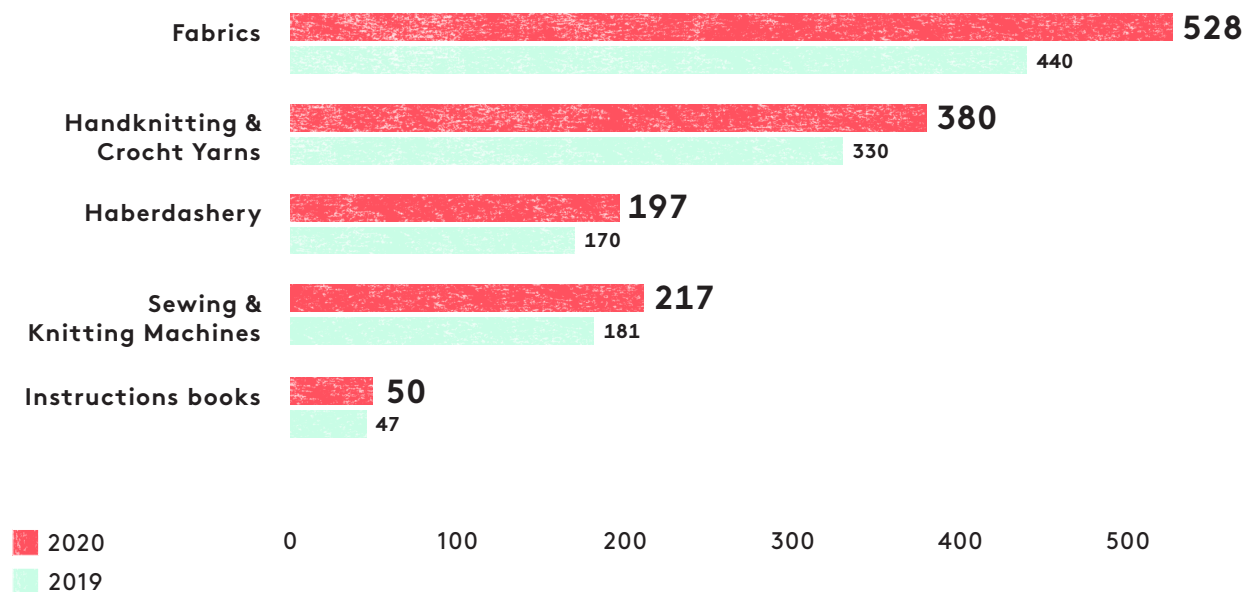
Initiative^{e.V.} Handarbeit

Sewing remains the strongest sector with sales of 528 million euros achieved in fabrics alone. Compared to the previous year (2019: 440 million euros), this is an increase of 20 percent. There was also a strong increase in sewing threads and haberdashery. Consumers spent a total of 197 million euros on sewing and needlework accessories in 2020 (2019: 170 million euros).

There was a 20 percent jump in sales of sewing machines. Here, the turnover amounts to 216 million euros (2019: 180 million). "This development is certainly related to the Corona pandemic: The sewing of face masks has awakened many people's interest in sewing altogether and has been an entry point for other sewing projects," explains Hedi Ehlen.

A similarly pleasing picture as with sewing is seen in the knitting/crochet sector: Knitting and crochet yarns achieved a turnover of 380 million euros and thus a plus of around 15 per cent (2019: 330 million euros). Knitting is becoming increasingly attractive to younger target groups thanks to new, modern instructions and the large selection of yarns. But crochet is also currently catching up strongly in terms of popularity.

Market Segments development in Mio Euro at consumer prices

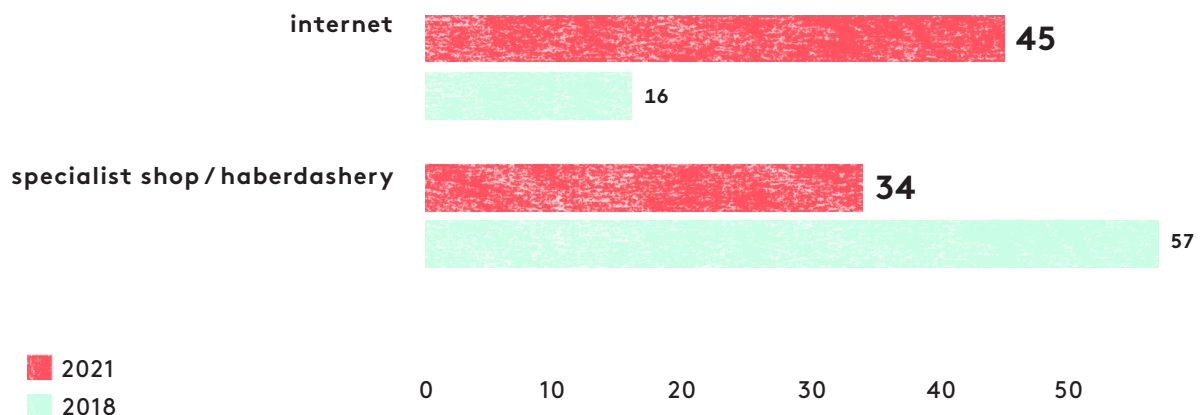


Source: Initiative Handarbeit's own research, March 2021

Challenges for the industry

Despite all the positive market figures, the pandemic-related measures also caused significant shifts in the needlework market. The trend towards digitalisation and online shopping increased significantly due to the months-long closure of the bricks and mortar retail trade. This is shown by the current study "Nutzungsverhalten Handarbeit 2021" (User Behaviour Handicrafts 2021), which GfK Nuremberg conducted on behalf of the Initiative Handarbeit. The challenge for the industry – especially for the specialist retailers – will be to win back customers and interact more with them.

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

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

Press contact

Handicrafts Initiative
Angela Probst-Bajak
Lindenstraße 24
76228 Karlsruhe
+49 721/9473320
Mail: kontakt@initiative-handarbeit.de