

Press release

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

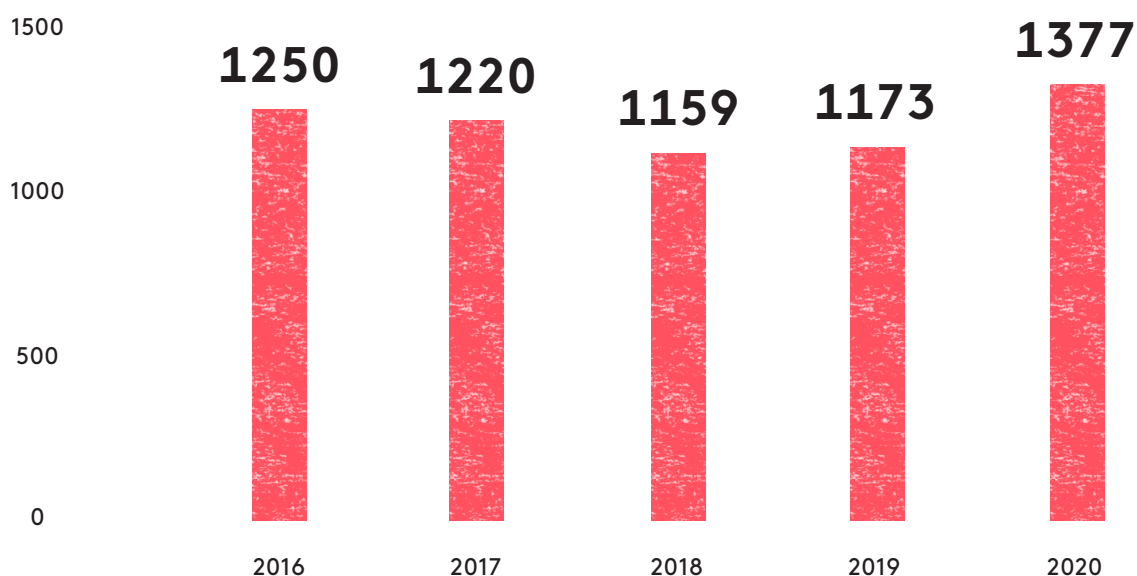
Do-it-yourself booms – handicrafts industry with record turnover

Sales records in almost all areas were achieved by the handicrafts industry in 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. Compared to the previous year (2019: 1.17 billion euros), this results in an increase of 17.4 percent.

The strong increase was certainly triggered by the Corona pandemic. Many consumers spent significantly more time at home. Handicrafts were (re)discovered as a way to make one's own four walls attractive and a place to relax in from the stress of everyday life. In addition, there was a high demand for protective masks, which at times could only be met by sewing them oneself. Accordingly, fabrics were also among the top-selling segments with sales of 528 million euros (2019: 440 million euros).

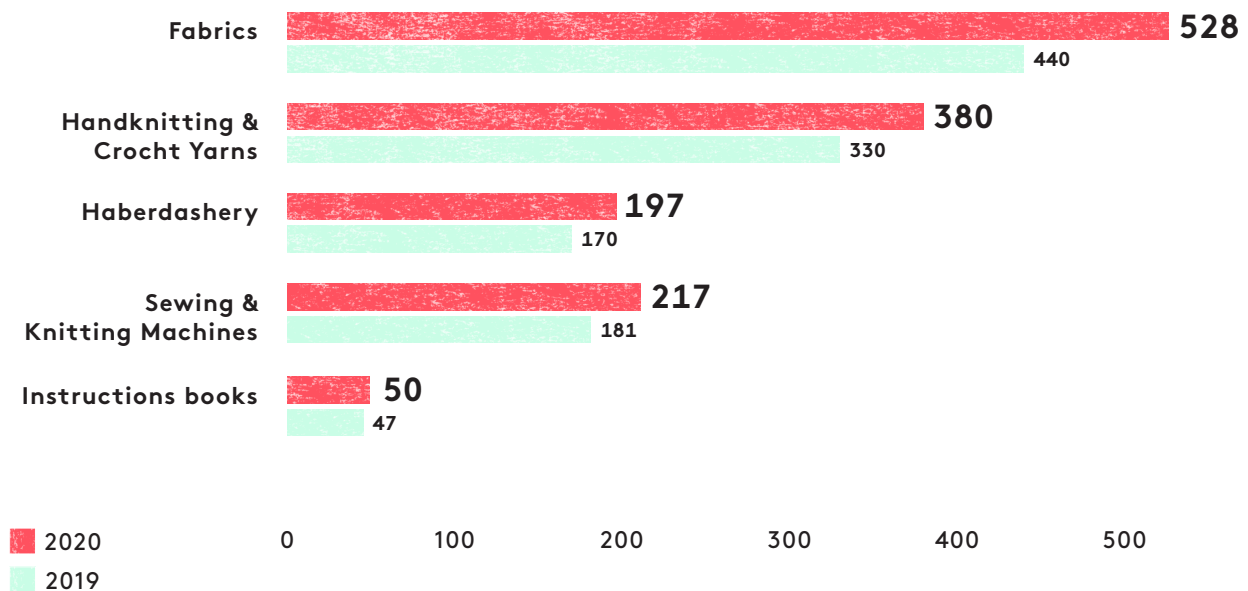
The German handicraft market

needlework supplies in Germany, measured in end consumer prices in million €



Source: Initiative Handarbeit's own research, March 2021

Market Segments development in Mio Euro at consumer prices



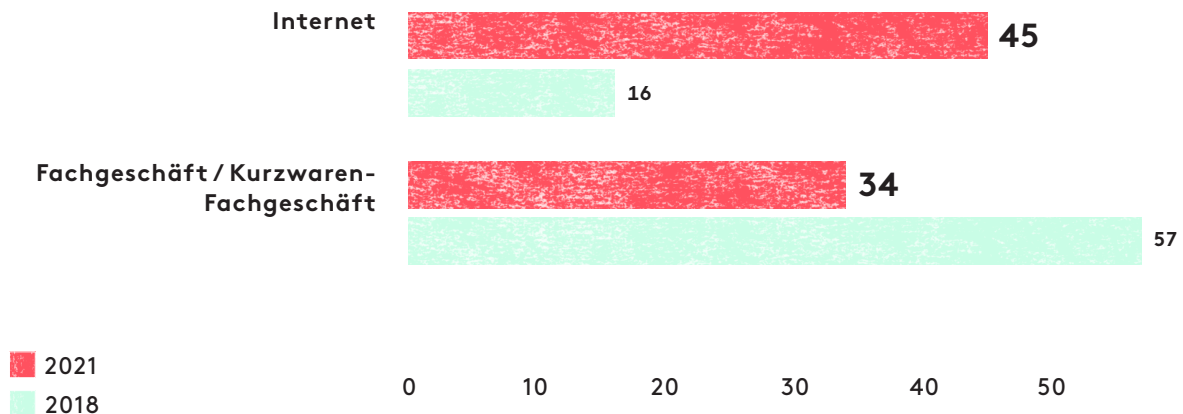
Source: Initiative Handarbeit's own research, March 2021

Specialist retailers lose market share due to the lockdown

At the same time, the pandemic-related measures caused significant shifts in the needlework market. The trend towards digitalisation and online shopping intensified significantly due to the months-long closure of the bricks and mortar trade. This is shown by the current study "Nutzungsverhalten Handarbeit 2021", which GfK Nuremberg conducted on behalf of the Initiative Handarbeit.

In the representative survey, 45 percent of the female consumers questioned said – certainly also due to a lack of other options – that they buy their handicraft accessories online (2018: 16 percent). This means that the (haberdashery) specialist shops, which were still by far the most important source of supply in 2018, have been replaced. This is certainly a snapshot picture that will change again in favour of the specialised trade, but a shift will remain.

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



Quelle: GfK Studie Nutzungsverhalten Handarbeit Februar 2021

Support for the bricks and mortar trade

However, the industry association also noted that specialist retailers who were already well positioned before the pandemic, for example, with close customer ties via Instagram accounts, Facebook and their own online shop, were able to react better in the crisis. With its specialist retailer seminars and other measures, the Initiative Handarbeit will therefore again support the bricks and mortar trade in 2021 in order to set successfully the course for the future.

In addition to the retailer seminars, the industry association will also launch the bag sewing competition "**Mach Dein Ding 2021**" (Do Your Thing 2021). Furthermore, the successful sustainability campaign "**make me take me**" will be continued with new instructions for crocheting and sewing. Almost 70,000 bags have already been made in the past two years. The goal is to break the 100,000 mark in 2021.

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

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