

Press Kit EISENWARENMESSE - International Hardware Fair



EISENWARENMESSE -
International Hardware Fair
03.03. - 06.03.2024
eisenwarenmesse.com

Agenda, EISENWARENMESSE - International Hardware Fair 2024, Cologne	2 >>
Welcome Speech, Oliver Frese, Chief Operating Officer Koelnmesse GmbH, EISENWARENMESSE - International Hardware Fair 2024	4 >>
PR 1 "EISENWARENMESSE - International Hardware Fair Cologne 2024: early bird promotion achieves a good result in the application phase"	7 >>
BHB Press Statement	11 >>
EDRA/GHIN Press Statement	13 >>
FWI Press release	14 >>
ZHH Press release	16 >>

Press Conference

EISENWARENMESSE - International Hardware Fair 2024
19 June 2023. 5:00 PM, Koelnmesse Congress-Center North, Conference Room D



EISENWARENMESSE -
International Hardware Fair
03.03. - 06.03.2024
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Welcome Speech

Oliver Frese
Koelnmesse GmbH / Chief Operating Officer

Additional speakers

Dr. Peter Wüst
Trade Association for Home Improvement, Construction & Gardening e.V. (BHB)
/ Chief Executive

Jörn Brüningholt
Trade Association for Home Improvement, Construction & Gardening e.V. (BHB) /
Head of Communications

John W. Herbert
European DIY Retail Association (EDRA) and Global Home Improvement Network
(GHIN) / General Secretary

Kurt Radermacher
Wholesale trade association for machines and tools e.V. (FDM) / Managing Director

Stefan Horst
Trade Association of the Tool Industry e.V. (FWI) / Managing Director

Thomas Glockseisen
Trade Association of the Tool Industry e.V. (FWI) / Chairman of the Board

Thomas Dammann
Central Association of the Hardware Trade e.V. (ZHH) / Chief Executive

Umberto Amos
Central Association of the Hardware Trade e.V. (ZHH) / Member of the Association

Markus Oster
Koelnmesse GmbH / Vice President Trade Fair Management

Matthias Becker
Koelnmesse GmbH / Director EISENWARENMESSE - International Hardware Fair

Thomas Rosolia
Koelnmesse S.r.l. Italien / Managing Director

Page
2/2

Stand: 19.06.2023
Kürzel:

Welcome Speech, Oliver Frese, Chief Operating Officer Koelnmesse GmbH, EISENWARENMESSE - International Hardware Fair 2024

EISENWARENMESSE - International Hardware Fair 2024
19. June 2023, 5:00 PM, Koelnmesse Congress-Center North Conference Room D



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Dear ladies and gentlemen,

I am delighted to welcome you here today to the press conference of EISENWARENMESSE - International Hardware Fair Cologne. It is nice to see the hardware industry gathering again. After the digital and hybrid press formats of the past three years, it is now finally time for personal encounters again. Which is why I would first like to thank you, dear media creators, for your participation in the press conference.

I would also like to welcome and thank the representatives of the associations who took the time to talk about current industry themes and trends here on site.

I would like to start on the manufacturer side with Stefan Horst and Thomas Glockseisen as representatives of the trade association for the tools industry (FWI).

Representing the specialised trade, I welcome Dr Peter Wüst and Jörn Brüningholt as representatives of the trade association for DIY, building and gardens (BHB). The same applies to John W. Herbert of the European DIY Retail Association (EDRA) and the Global Home Improvement Network (GHIN) I also welcome Kurt Radermacher from the association for the German wholesale trade of machinery and tools (FDM). And finally, I have the pleasure of very warmly welcoming Thomas Dammann and Alberto Amos as representatives of the central association for the hardware trade (ZHH) here in Cologne.

Before we move on to an exchange about the current developments of the EISENWARENMESSE - International Hardware Fair 2024 and the hardware industry, I would like to very briefly report on how Koelnmesse is setting itself up for this and the next year.

This is because 2024 is going to be a very special year for Koelnmesse: in the coming year, Koelnmesse will be celebrating its 100th anniversary parallel with the EISENWARENMESSE - International Hardware Fair. As you know, the EISENWARENMESSE - International Hardware Fair has been a fixed component of Koelnmesse for more than 50 years now. Over the course of the years, it has developed from being the oldest and the most traditional trade fair of the tool and hardware industry to becoming the largest international networking platform of the global hardware industry. We at Koelnmesse have also continually improved our

products and adapted them to the needs of the market. As a trade fair company, we must react proactively to current events and constantly develop ourselves further. This is why we have further advanced themes and, among other things, defined new key points for our sustainability strategy.

Page
2/3

Thus we pursue the firm goal of becoming climate-neutral by 2035. Since 2015, sustainability has become a theme that always accompanies us in the framework of modernisation and building projects. Since then, we have already been successful in realising numerous sustainability measures. The world's largest trade fair traffic guidance system, eSlot, which contributes to reducing traffic jams and vehicle emissions, as well as the complete conversion to green energy already contribute today to more sustainable trade fair presences and visits. We summarise our sustainability activities in the three core action areas of nature, events and community and would like to reflect these holistically from now on. All measures and ideas are aimed at being a marketplace that allows trade fair operations to be as resource-efficient as possible. In order to reinforce the consciousness for this important theme, we as Koelnmesse will, effective immediately, bundle our individual measures under the newly developed label "Tradefairer".

We are also continuing to invest in the modernisation of our fair grounds. We are firmly convinced that meeting up on-site will also remain a key element of our services in the future. Thus, for example, the Confex will open in the coming year, which enables the organisation of large congresses with a simultaneous expo. With its structural and technical qualities, it stands for the event formats of the future.

Our services are also becoming more digital and more efficient: for example, the trade fair app, which will serve over the medium term as a navigation device, ticket wallet, exhibitor, event and product database as well as a communications tool. With Lead+Meet, which was offered for the first time at the IDS and interzum, we are the first trade fair company worldwide to have realised a digital product that perfectly brings together exhibitors and visitors in the exhibition halls. By way of personalised push messages that are issued via the trade fair app, exhibiting companies can address the most important visitor target groups in a deliberate fashion. Thanks to an indoor navigation that guides the target customers directly to the trade fair stand, visitors can quickly and easily find the appropriate exhibitors.

The developments of the past years have also demonstrated how important regional events are for our markets. Which is why we are constantly working on expanding our business overseas by adding new events. I am therefore especially pleased that Koelnmesse is the global market leader for the events of trade fairs in the tools and hardware segment. We have opened up new target markets for the EISENWARENMESSE - International Hardware Fair with our global brands and celebrated the successful premiere of the International Hardware Show Italy - powered by EISENWARENMESSE in Bergamo at the beginning of May.

In addition to this, Koelnmesse is bringing the proven trade fair model of the EISENWARENMESSE - International Hardware Fair to India. The International Hardware Fair India - powered by EISENWARENMESSE - International Hardware Fair supplements our global portfolio and is taking place for the first time at the

beginning of December of this year in New Delhi. The new B2B trade fair for the Indian and subcontinental market offers a professional business platform for the entire hardware industry and provides important responses to the increasing demand from the Asian market.

Page
3/3

With the Asia-Pacific-Sourcing in February and March of this year, we have reinforced our position as the most important sourcing platform in Europe for new products and trends revolving around the house and garden segments from the Far East, which has also paid off with regard to our positioning as a top international trade fair organiser.

Ladies and gentlemen,

I am now looking forward to good conversations and an intensive exchange with you in the coming hour.

Stand: 19.06.2023

Kürzel:

No. 1 / June 2023, Cologne
EISENWARENMESSE

EISENWARENMESSE - International Hardware Fair Cologne 2024: early bird promotion achieves a good result in the application phase

Leading companies from home and abroad confirm their participation at the leading global trade fair for the hardware industry

The EISENWARENMESSE - International Hardware Fair Cologne 2024 has already experienced a very good response from the hardware industry during the first months of the registration period. The early bird promotion is a complete success not only internationally with exhibiting companies from 45 countries and a foreign share of 87 percent. Numerous German companies have also already confirmed their participation. Until June 30, 2023, exhibiting companies can secure their stand area at the EISENWARENMESSE - International Hardware Fair at reduced conditions.

The EISENWARENMESSE - International Hardware Fair is back in its old rhythm: the exhibition will once again open its doors at the usual time, from March 3 - 6, 2024. The start signal has already been given with the early bird promotion. Until June 30, 2023, companies profit when registering as an exhibitor from a discount of EUR 30.00 per m².

"The preliminary result of the early bird phase for the EISENWARENMESSE - International Hardware Fair 2024 gives us plenty of reasons to be extremely positive. We are pleased at the strong interest from abroad and at many German returnees who took a break from the special event in 2022. The high demand confirms the importance of the EISENWARENMESSE - International Hardware Fair as the most important global platform for the presentation of new products, services, and technologies as well as for maintaining business relationships from the hardware segment. We are very optimistic that we will achieve the planned exhibition area of 165,000 m² in a total of six exhibition halls," according to Matthias Becker, Director of the EISENWARENMESSE - International Hardware Fair Cologne.

The German companies and brands participating in the EISENWARENMESSE - International Hardware Fair include, among others, BMI, BS Systems, Burg-Wächter, Eibenstock, Fischer, Hailo, Hazet, Hettich, Knipex, and Krause. Oribis Will, Padre, Pferd, Prebena, Reyher, Scheppach, Schwaiger, Rennsteig, Testboy, Völkel, Wezag, Wiha and Witte Tools will also be at EISENWARENMESSE - International Hardware Fair 2024.

From abroad, the EISENWARENMESSE - International Hardware Fair 2024 has booked applications from, among others, Apex, Annovi Reverberi, Central Lobão, Diager,



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Executive Officer)
Oliver Frese

Chairwoman of the Supervisory
Board:
Mayor of the City of Cologne
Henriette Reker

Headquarters and place of
jurisdiction:
Cologne
District Court Cologne, HRB 952

Edeco, Fisch, Index, Kubala, Kyocera, Nardi Compressor, Prosperplast, Proxxon, Rapid, Skil, Stanley, and Varo. New customers like Ambrovit, Inter Abrasive, Kapriol, and Lusavouga will also be participating for the first time. More exhibiting companies can be found at the [website](#) of the EISENWARENMESSE - International Hardware Fair Cologne in the logo carousel.

DIY Boulevard und EISEN Award

The early bird phase already reflects the great interest in the DIY Boulevard: 45 companies have already applied for the presentation area. With the DIY Boulevard, the EISENWARENMESSE - International Hardware Fair, in cooperation with the Haus & Garten (HHG) manufacturer association, provides companies with the possibility to present their products in an environment close to POS. This means that trade visitors experience an authentic presentation of goods.

The coveted "EISEN Award powered by ZHH" 2024 will also be presented live again. In cooperation with the central association for the hardware trade (ZHH), the EISENWARENMESSE - International Hardware Fair will embark on a search for outstanding new ideas, inventions, and solutions from the industry. There will also once again be a special area in which the nominated products are presented to the trade public during the trade fair.

Promoting young companies

The EISENWARENMESSE - International Hardware Fair is part of the program established by the Federal Ministry for Economic Affairs and Climate Action (BMWK) for promoting participation of new, innovative companies in leading international trade fairs in Germany. The exhibition in this way hopes to promote the next generation in trades and industry. Eligible for sponsorship are freelance companies from industry, the trades, or technology-oriented companies that are based in Germany and have existed for no more than ten years. Supported is participation in a pavilion. A share of 60 percent of the expenses for the stand rental fees and construction eligible for support will be assumed.

Lead+Meet brings exhibiting companies and visitors together precisely

Exhibiting companies of the EISENWARENMESSE - International Hardware Fair 2024 can for the first time use the app of the special event to address important visitor groups in a targeted fashion. Lead+Meet is a digital feature that efficiently, simply, and individually brings together exhibitors and visitors on the fair grounds with personalized push messages that are issued via the improved trade fair app. Lead+Meet enables exhibitors to directly address their most important visitor target groups at the trade fair and invite them to their stand. When purchasing tickets, visitors provide various individual information such as product interests, industry, or country of origin. On the basis of this voluntary information, exhibitors identify the visitors appropriate to their offering. When entering the exhibition hall, the visitors receive a push message with an invitation to the trade fair stand directly on their smartphone via the trade fair app when they have actively selected this option. Via the new indoor navigation in the hall plan of the app, visitors can then quickly and easily find the direct route to the stand. Supply and demand are in this way brought together optimally.

The next events:

Page

3/4

China International Hardware Show - Leading Trade Fair for Tools, DIY and Building Hardware, Fasteners, Security Systems, Locks and Fittings, Shanghai September 19 - 21, 2023

International Hardware Fair India - powered by EISENWARENMESSE - International Hardware Fair, New Delhi December 2 - 4, 2023

EISENWARENMESSE - International Hardware Fair Cologne, Cologne March 3 - 6, 2024
Asia-Pacific Sourcing, Cologne March 11 - 13, 2025

International Hardware Fair Italy - powered by EISENWARENMESSE - International Hardware Fair, Bergamo May 2025

Koelnmesse - industry trade fairs for the hardware sector: As a top international trade fair organiser, Koelnmesse is the global market leader in organising events for the hardware/ironware segment. It hosts the leading international event EISENWARENMESSE - International Hardware Fair Cologne at its trade fair grounds in Cologne, where Asia-Pacific Sourcing also showcases products, innovations and trends for homes and gardens from the Far East. In addition to the events at its Cologne headquarters, Koelnmesse is expanding its portfolio internationally in key markets: The China International Hardware Show in Shanghai, the International Hardware Fair Italy in Bergamo and the International Hardware Fair India in New Delhi are bespoke events and leading trade fairs for the region with international participation. They create the foundation for sustainable, international business for their participants and bring together supply and demand within the sector with a carefully targeted approach.

Further information: <https://www.eisenwarenmesse.com/trade-fair/industry-trade-fairs/>

Note for editorial offices:

EISENWARENMESSE - INTERNATIONAL HARDWARE FAIR photos are available in our image database at: [Image database | International Hardware Fair \(eisenwarenmesse.com\)](#)

Press information is available at: [Press releases of the INTERNATIONAL HARDWARE FAIR | International Hardware Fair \(eisenwarenmesse.com\)](#)

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Page

4/4

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Press release

EISENWARENMESSE – International Hardware Fair Press Conference 2024

Dr Peter Wüst

Managing Director

German DIY, Construction and Garden Trade Association (BHB)

DIY industry between inflation, “bad weather” and high reliability

- Wet and cold weather dampen sales at beginning of year
- Trend leaves room for cautious optimism

After a mixed 2022 with a slight increase in real growth, the DIY and garden centre sector had anticipated a different start to 2023. However, consumer caution due to inflation and political uncertainty, coupled with prolonged periods of wet and cold weather, had a significant impact on demand, especially for garden-related products. As a result, the first quarter saw a decline of 8.6 percent in Germany and 7.5 percent in Switzerland. In Austria, the year got off to a more positive start with an increase of 0.4 percent thanks to more favourable weather conditions.

‘Our industry is regularly affected by **weather effects**, especially in the first quarter when people look forward to enjoying their gardens. As soon as the first rays of sunshine appear, they purchase new plants, and often even gardening equipment and furniture for the new season,’ said **Dr Peter Wüst, Managing Director of BHB**. While there have always been temporary dampening effects, this time they were more pronounced when compared to the sustained high-pressure system during the same period in 2022 and when combined with inflation.

However, **BHB board spokesman Peter Tepas** also views the development with a certain amount of optimism: ‘The weather is noticeably improving and the steadily declining inflation is also giving people a renewed sense of confidence.’ Although prices would remain at a high level, he does not anticipate any further dramatic increases. The industry continues to be very well positioned in the traditional DIY and renovation product ranges. **René Haßfeld, deputy spokesman of the BHB Board**: ‘We are the partners with all the products and services that people need for their energy-saving and home improvement goals. Our warehouses are well stocked and we can ensure supply at all times.’

Although DIY and garden retailers in Germany, Austria and Switzerland cannot completely escape the effects of inflation and cautious consumer sentiment, they continue to be the primary point of contact for the majority of customers for all things related to homes, apartments and gardens. During the pandemic, the desire for DIY activities, gardening and upgrades in the home played a vital role. As a result, consumers now have a greater appreciation for the wide variety and reliable supply of products that the industry is able to

18. Juni 2023



Dr Peter O. Wüst
Managing Director

provide even during times of crisis. This aspect is also drawing more professionals to the markets.

Leading trade fairs in the industry, such as the **EISENWARENMESSE - International Hardware Fair (IEW)**, are and will continue to be an important point of contact. In the current situation, many households are trying to save energy through targeted smaller renovation and refurbishment measures, such as insulation and the use of smart energy solutions for heating and lighting.

Therefore, it is important for home improvement stores to stay up-to-date with the latest products in these areas. In the smart home category, for instance, new intelligent solutions are constantly being introduced. Even smaller energy supply solutions such as photovoltaic units and balcony power plants are now DIY-friendly. To be a competent retailer in this field, companies need to maintain ongoing communication with manufacturers and have a clear overview of trends and developments in order to provide customers with the right products. 'The IEW has always been and will continue to be one of the key meeting points for our industry sectors. Our retailers especially value the direct contact with producers and the comprehensive overview that is only possible in such a concentrated setting,' emphasises Wüst.

More information on the current industry **figures and trends** can be found [HERE](#)

Press Contact

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About Handelsverband Heimwerken, Bauen und Garten e.V. (BHB)

As a trade association, the BHB represents the interests of home improvement, building and gardening retail companies in Germany, Austria and Switzerland (DACH region) as well as other companies in the DIY industry from the manufacturing and service sectors. As an association with an international focus, BHB is active in Germany, German-speaking countries and all of Europe through its membership in the European DIY Retail Association (EDRA). It represents the economic and media policy interests of the industry and engages in dialogue with political institutions, the media, administration, suppliers and service providers. The association comprises 21 trade organisations with over 30 distribution channels and around 210 supporting members from industry and the service sector. The industry has around 480,000 employees in Germany. Total gross sales of German DIY and home improvement stores reached around EUR 21.92 billion in 2022.

EISENWARENMESSE – INTERNATIONAL HARDWARE FAIR
Cologne
3rd – 6th March 2024



European DIY
Retail Association



Global Home
Improvement Network

18/06/2023

EDRA/GHIN, the European and Global Home Improvement Network of home improvement retailers, are very much looking forward to the EISENWARENMESSE – INTERNATIONAL HARDWARE FAIR to be held in Cologne from the 3rd - 6th of March 2024.

It seems that all over the world people are on the move again following the pandemic, and our visits to the recent trade fairs in Europe and internationally have reinforced this as delegates have flocked to them, including the recent and first edition of the International Hardware Fair in Italy.

We are firm believers that this will be the case for the EISENWARENMESSE – INTERNATIONAL HARDWARE FAIR 2024 in Cologne. We are expecting our EDRA/GHIN members to return in record numbers.

There is no question that the Covid-19 pandemic has given a boost to home improvement retailing in the past three years. Consumers, who were encouraged to stay at home, rediscovered home improvement, especially the younger generations, and are completing more projects on their own.

However, this year, we are expecting home improvement sales to decrease in comparison to the last three years. The global economy is experiencing high inflation, increased energy and food prices and consumers have less money to spend. Nevertheless, we are confident sales will remain above the levels seen in 2019.

Globally there is still a huge demand for people to renovate their homes, and we see this continuing. We also note that there is a tendency towards better quality products and that less has become more for the consumer. All things considered; we remain most optimistic for the future of home improvement retailing.

Another trend is that the shock of the Ukrainian war and the soaring energy price experienced all over the world, has reinforced the idea that we must not be dependent on any particular country and must diversify our interests and sourcing. This is yet another reason to attend the world's most international trade fair.

We know we speak for our members when we say we are all looking forward to meeting again at this worldclass event, the EISENWARENMESSE – INTERNATIONAL HARDWARE FAIR.

EDRA/GHIN General Secretary, John W. Herbert, and Oliver Ginestier, Director of Communications, will be attending the trade fair each day of the show to welcome and give support to any EDRA/GHIN members.

ENDS

EDRA/GHIN is the voice for the home improvement industry globally, representing the entire spectrum of the home improvement industry, from local corner shops, digital players, and big box retailers. Today EDRA/GHIN represents 224 home improvement companies operating over 33,500 stores in 78 countries.



Press release

19 June 2023

Rising regulatory burdens for small and medium-sized enterprises

The German association of tool manufactures (FWI) is addressing this growing burden on its members with a multitiered service offering

The pressure on SMEs amid the deluge of new regulatory requirements from both European and German legislation has increased massively in recent years. Compliance with the requirements of EU product safety regulation, future mandatory sustainability reporting and packaging waste and plastic disposal directives entails considerable resources for companies, which medium-sized enterprises in particular are unable to meet in full.

In response to the mounting burden on its members, the FWI will be rolling out a multitiered service offering starting in the second half of 2023, which includes practical workshops on the implementation of regulatory requirements, topic-specific exchange formats and individual consulting services.

“By focusing specifically on a practical service offering and hiring a new full-time employee in our association, we are sending a clear message.” “We put together enquiries concerning regulatory issues, offer assistance in meeting new legal requirements and help our members take care of their core business – the manufacture of quality tools in Germany,” said Stefan Horst, Managing Director of FWI.

The recently enacted German Supply Chain Act is an example of the additional burden imposed by new regulations. Although the law currently applies only to companies with more than 3,000 employees, smaller businesses are also witnessing an increase in documentation requests from customers regarding their supply chains as a result of the legislation.

“We therefore expressly call for acknowledgement of the situation faced by medium-sized companies in relation to new legislation and for a lasting reduction of bureaucratic

burdens, particularly for smaller and medium-sized enterprises,” stresses Stefan Horst. “Only in this way can manufacturing companies in our industry maintain their edge in an increasingly competitive global landscape.”

Around 110 tool and dowel manufacturers with production in Germany belong to the FWI. The tool industry generated sales of EUR 4.7 billion in 2020 and employed around 32,000 people.

The main aims of the association are to maintain the broad diversity of German manufacturers, create fair competition and strengthen Germany as a production location.

In addition, there are 50 extraordinary members in the FWI. These are industrial companies that are closely associated with the tool industry and its distribution channels as well as service providers and foreign companies.

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Press release

Hardware trade in turbulent times

Düsseldorf, 22 May 2023 – The hardware retail sector was impacted by the exceptional circumstances in 2022 on many levels says the Central Association of the Hardware Trade (ZHH), Düsseldorf, including disruptions in product supply, frequent price adjustments and restraint in consumer spending. Despite these challenges, the hardware trade managed to weather the past year fairly well overall thanks to the continued brisk demand.

Looking at the next few months, the challenges will not be less, but the hardware industry is optimistic as the economy continues to recover and solutions are in place for the various national and international issues. Furthermore, the trends of recent years, such as cocooning, safety, connectivity, and sustainability, are expected to continue, creating opportunities and possibilities for the hardware industry in both retail and the industrial B2B sector.

Hardware and household goods retail sector

The brick-and-mortar hardware and household goods retail sector was confronted with additional challenges in 2022. The year was marked by the outbreak of war in Ukraine and faced significant challenges following a promising start. It was heavily impacted by the energy crisis, surging prices and a level of inflation not seen since the post-war period.

As a result, consumer spending fell steadily over the summer months, leading to a sharp decrease in store footfall. However, the hardware retail sector saw a solid to strong holiday season in the last two months of 2022 thanks to political measures taken to stabilise the economy, which contributed to the year ending on a relatively satisfactory note.

With the exception of small electrical appliances, glassware and gardening equipment, all product categories performed quite well. At the same time, there has been a noticeable shift in values, lifestyle and consumer behaviour. The hardware and household goods retail sector has responded to these changes by expanding its service offerings, providing in-store expert advice and embracing digitalisation.

The following table provides an overview of the development to date:

	2018	2019	2020	2021	Forecast 2022	Forecast 2023
Retail specialists for household goods/glass, porcelain, ceramics	-1.5%	+1.1%	+2.4%	-5.0%	+6.9%	+2.5%
Total hardware trade	+0.5%	+2.4%	+2.1%	-1.0%	+6.2%	+3.0%
Total retail trade (including furniture/household goods/building supplies)	+2.6%	+3.2%	+5.6% (+5.9%)	+2.8% (-10.8%)	+7.8% (+11.5%)	+4.5 %

Source: Zentralverband Hartwarenhandel e.V. (ZHH/Central Association of the Hardware Trade), Federal Statistical Office of Germany (Destatis)

As for all retail sectors, 2023 will also not be an easy year for the hardware and household goods business. There are many challenges ahead and future developments are difficult to predict.

However, the trends of recent years are expected to benefit the retail industry this year as well, resulting in continued strong demand for products in the sector. Nevertheless, a decline in real-term sales is anticipated.

Tool and building hardware trade (industrial B2B)

The year 2022 was fairly successful for the tool and building hardware retail sector in industrial B2B even though it was characterised by considerable challenges and massive price increases. The sentiment remained cautiously optimistic despite the impact of the COVID pandemic and war in Ukraine. Contributing to this was the existing order situation in the construction industry and skilled trades as well as the recovery in the tool and mechanical engineering sector.

The following table provides an overview of the developments in industrial B2B for tools and fittings:

	2018	2019	2020	2021	2022	Forecast 2023
Tools	+2.8%	+1.7%	-0.8%	+3.4%	+8.5%	+4.0%
Building hardware	+2.4%	+2.8%	+3.5%	+4.6%	+14.3%	+6.0%
Total wholesale	+2.7%	+1.6%	-0.4%	+4.5%	+19.2%	+8.0%

Source: ZHH economic surveys, Federal Statistical Office of Germany (Destatis)

The building hardware retail sector saw a nominal sales increase of 14.27 percent in the past year, which was attributable to double-digit growth in window fittings, chemical fastening technology, door fittings, building components and plant equipment. The plant equipment product category in particular, excluding the automation group, recorded significant overall growth (+3.05 percent). The substantial price increases were primarily responsible for the most of the growth in the individual product groups.

Similarly, the tool retail sector saw a comparable trend, but with lower growth in the product categories. There were positive developments in the areas of machining, precision tools, power tool accessories and hand-held tools, which benefited from the improved situation in mechanical engineering and tool manufacturing. Plant equipment also experienced notable growth, whereas occupational safety had to contend with declines in some cases after posting extraordinary increases during the COVID period. Despite the increasingly difficult market environment over the course of the year, the tool retail sector also achieved decent overall sales growth, driven primarily by price increases.

The outlook for 2023 is difficult to assess due to the economic and geopolitical landscape. However, the economic recovery has gained traction and although the number of orders in customer sectors have decreased, inventory levels (still) remain satisfactory to some extent. This helped the industrial B2B sector get off to a satisfactory start to the year. Noticeable changes are underway, such as a shift in the construction industry from new builds to renovations as well as a surge in demand for products like heat pumps and photovoltaic systems.

At the same time, the impact of further price increases throughout the year, rising personnel costs and the significant shortage of skilled workers in customer sectors and the industrial B2B trade is expected to put a damper on development. This means that companies need to adapt their resources and strategies accordingly in order to deal with these hurdles. The year 2023 will continue to present ongoing challenges!

About ZHH

For 125 years, the Central Association of the Hardware Trade (ZHH) has been the representative body for the medium-sized hardware retail sector consisting of specialist

retailers and industrial B2B companies. Hardware is a collective term encompassing a wide range of goods and product categories, primarily including hardware, tools, fittings, building components, security technology, power tools, household goods, DIY supplies, fitted kitchens, and large and small electrical household appliances. The ZHH represents the various product categories through its working groups and associations. As an industry association, the ZHH is committed to promoting the interests of medium-sized retailers. Within the group of central associations, the ZHH represents the professional interests of the hardware trade and is active internationally through its involvement in the International Federation of Hardware and Housewares Association (IHA).

Working groups of ZHH e.V.

- Building hardware working group (AKB)
- Tools working group (AKW)
- German association of medium-sized kitchen retailers (BMK)
- Trade association for German hardware and household goods (FDE)
- Expert group for household goods/glass, porcelain, ceramics (FHG)
- Federal Association of Industrial B2B Trade (multitec)
- Motorist association (VDM)
- Berlin/Brandenburg hardware trade working group (AHB)

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