

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.