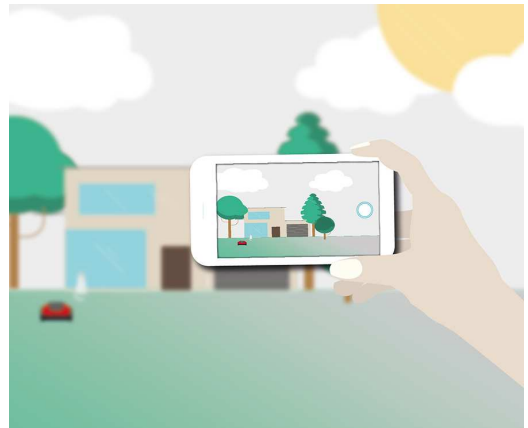


Einhell Delphi study: My new home – my showpiece!

Landau a. d. Isar, December 8th, 2021 – From do-it-yourself to the creator economy: In an increasingly uncertain and digital world, the home is set to become an individual status symbol and safe haven in the future. That is one of the key findings of the recent Einhell Delphi study entitled “The home in 2030”, which was conducted by the WHU Otto Beisheim School of Management on behalf of Einhell Germany AG.

Trend towards creative personal fulfillment

60 proven experts on the home across a wide range of sectors – from architects and journalists through proprietors and managers of DIY stores and media creatives all the way to tool manufacturers and leading scientists – added their contributions on the state of affairs to the Einhell Delphi study, developing scenarios for owner-occupied homes in the year 2030. In contrast to survey-based studies, in a Delphi study selected experts discuss preformulated future projections and the likelihood of their occurrence. *“It was important for the results of the study to find experts from many different sectors and social classes in order to obtain as comprehensive a perspective on the issue as possible,”* emphasizes study leader Professor Dr. Sascha L. Schmidt, head of the Center for Sports and Management at the WHU Otto Beisheim School of Management.



My new home – my showpiece! From do-it-yourself to the creator economy: In an increasingly uncertain and digital world, the home is set to become an individual status symbol and safe haven in the future.
Photo: Einhell

The experts were agreed, for instance, that in 2030 occupants will be investing significantly more in the modernization and renovation of their homes than today. This trend is being driven partly by the need to invest in protection from extreme weather phenomena, the corresponding incentives offered by governments and the still increasing popularity of DIY. *“For more and more people, creative personal fulfillment within their own four walls and garden will become part of what gives their life meaning. The reversion to analog hobbies in an ever more digital world is also encouraging the trend towards personal fulfillment. That’s why DIY activities will be among the most popular leisure pursuits in Germany in 2020,”* says study leader professor Dr. Sascha L. Schmidt.

The experts are convinced both that this will be aided by the increasing ease of access to technologies such as 3D printing, augmented and virtual reality, and that it will become progressively harder and more expensive to obtain the services of craftsmen. There is a

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PRESS RELEASE

shortfall of ten thousand craftsmen across Germany and, according to the German Economic Institute (IW), those still active already have more jobs on their hands than they can manage.

From do-it-yourself to the creator economy

The renovations and modifications will also turn the house into a “smart home”. “In 2030 at least 80 percent of all homes in Germany will be smart. Tangible efficiency benefits are increasingly winning users over, and a successive improvement in the price/performance ratio of the corresponding products is likely,” according to another significant finding of the study.

The already lively DIY movement is gradually turning into the “creator economy”. *“In 2030 the home will be the primary status symbol on social media,”* says professor Dr. Sascha L. Schmidt. *“People are proud of what they have created with their own hands and enjoy showing this off to the rest of the world. The acceptance and authenticity of the home as a place where you feel good is making it a natural platform for social media activities.”*

Social distancing encourages cocooning

According to the Einhell Delphi study, this increasing significance of the home is being encouraged by other factors such as the progressive amalgamation of working and private life – think home office. Working from home will thus become part of everyday life for more and more people: “In 2030 every second worker will be spending all their working time at home,” another core finding of the study suggests. This will be impelled just as much by tangible efficiency gains for workers as by positive “transfer effects” such as a better work-life balance and the possible relieving impact on the environment.

Taken overall, this is set to lead to much greater cocooning: *“In 2030 people in Germany will be spending at least 75 percent of their time at home,”* says Dr. Sascha L. Schmidt. This development is being driven primarily by the technological progress of applications, even for older people and those with disabilities, and the possible greater frequency of extreme situations such as pandemics with the associated gradual changes in behavior such as social distancing.

Background to the Einhell Delphi study

People have always had a high emotional attachment to their own four walls – both as a safe haven and as a space for personal fulfillment. *“As a leading manufacturer of DIY and garden equipment, we’re very excited to take a look into the possible future of the home. The world is changing at breakneck speed. That makes it all the more important to pause for breath every now and then and consider the direction things could take with regard to our core market. Not least so that we can assess whether our product portfolio will enable us to keep pace with future developments and the resulting customer requirements,”* says

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Julian Bohry, Head of Marketing at Einhell Germany AG, explaining the background to the study.

“The findings confirm us in our goal of continuing to expand our battery platform and helping people turn their home into an attractive feel-good place and showpiece.” Einhell’s Power-X-Change platform already comprises more than 200 machines that can be operated with one and the same battery. That number is to rise as high as 350 by 2025.

About Einhell Germany AG

Einhell is a leading manufacturer of state-of-the-art tools and equipment for the house and garden. From its headquarters in Landau/Isar (Bavaria), the internationally successful company has continuously expanded its innovative rechargeable battery platform Power X-Change and is now the market leader in the area of cordless tools and garden equipment. For many years Einhell has set new standards in terms of endurance, performance, and safety. Einhell customers appreciate the freedom of cordless operation for all their DIY projects, as well as the excellent value for money that Einhell products represent and the first-class customer service offered by the company.

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