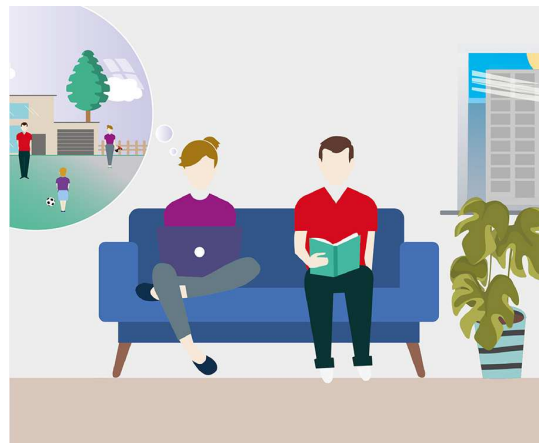


“Town, country, home” – Einhell Delphi study reveals transformation

Landau a. d. Isar, December 15th, 2021 – From rural flight to a yearning for the country: With cities becoming ever more expensive and uncomfortable places to live, people in Germany are showing a greater appreciation of their own four walls and their garden. 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.

More “wealthy suburbs” rather than remoter parts of the country

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.



From rural flight to a yearning for the country: With cities becoming ever more expensive and uncomfortable places to live, people in Germany are showing a greater appreciation of their own four walls and their own garden. Photo: Einhell

The experts agree that it is possible, for instance, that the current trend towards urbanization will go into reverse and that by 2030 more people will be moving from the town to the country than the other way round. There are some significant drivers behind this: *“It is first and foremost the anticipated improvement in their general living situation that gaining more living space in the country brings that is increasingly drawing families in particular and leading to a new yearning for the country. However, continuing rises in real estate and rental costs will in future force not just low-earners out of towns and cities,”* says study leader Professor Dr. Sascha L. Schmidt. A square meter of real estate in Cologne costs 5,250 euros, for instance, while in the village of Kerpen, some 25 kilometers away, it is only 3,250 euros.

Barriers to relocation are also falling away: For one thing, in a digitalized world there are increasing opportunities for a home office model. Working from home will thus become part

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of everyday life for more and more people. “In 2030 every second worker will be spending all their working time at home,” another finding of the study suggests. Furthermore, the infrastructure required for delivery services and transport links will continue to be upgraded in the years ahead. In their assessment, though, the experts make a distinction between the country and the “wealthy suburbs” of cities – and they reckon relocation to these suburbs (such as Kerpen) is much more realistic than a flight to remoter parts of the country.

From do-it-yourself to the creator economy

According to the Einhell Delphi study, this will lead to people developing a greater appreciation of their own four walls and their own garden in 2030, with occupants investing significantly more in the modernization and renovation of their own home than they do today. This trend is being driven in part by 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. 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 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 people in Germany will be spending at least 75 percent of their time at home, and 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 comfortable are thus making it a natural platform for social media activities.”*

Background to the Einhell Delphi study

“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 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.

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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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