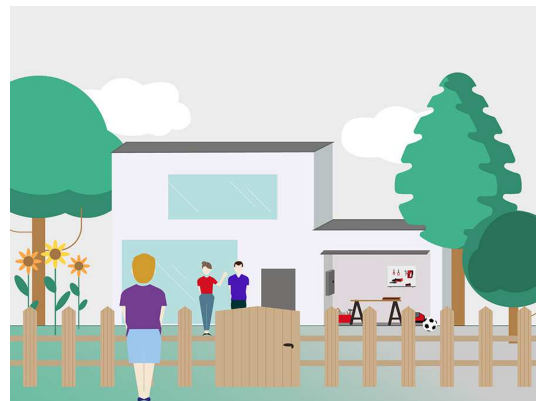


## **Einhell Delphi study: Own home is replacing the car as status symbol**

*Landau an der Isar, 2/25/2022 – For a long time the top status symbol in Germany for hard work and for prosperity, mobility and freedom was the car. Now the Einhell Delphi study “Home 2030” reveals that for many people their own home has become far more important than their car. Nearly two thirds of the experts questioned as part of the Einhell Delphi study “Home 2030” predicted: “In 2030, people in Germany will invest significantly more in modernizing their own home than they do today.” The Einhell study thus confirms a trend that has been emerging for several years already.*

### **Study analyzes the assessments of 60 experts**

*“To obtain as comprehensive a view of the subject as possible we analyzed as part of a Delphi study how 60 experts have assessed this trend,”* explains study leader Professor Dr. Sascha L. Schmidt, head of the Center for Sports and Management at the WHU Otto Beisheim School of Management, which carried out the future study on behalf of Einhell, the renowned German manufacturer of tools and garden equipment.



The Einhell Delphi study “Home 2030” reveals that for many people their own home has overtaken the car as a status symbol.  
Photo: Einhell

### **Cordless technology is accelerating the trend to DIY**

The increasing importance of people’s own homes is confirmed by other trends that are also considered realistic by the experts involved in the Einhell Delphi study “Home 2030”. For example, many experts expect that people in Germany will be spending at least 75 percent of their time at home in 2030 and that 50 percent of employees will already be working full time at home. More than half the experts predict accordingly that this will lead to DIY becoming the most popular pastime in Germany. Similarly they believe that the usual gender stereotyping of home and garden assignments will disappear, leaving men and women to share DIY activities equally.

One reason why it will no longer be unusual for women to wield a rotary hammer or a chainsaw in 2030 is the progress taking place in battery technology, which is making even high-performance tools lighter and easier to use. The majority of experts assume therefore that people in Germany in 2030 will be using only cordless DIY tools and garden equipment.

### **Background to the Einhell Delphi study**

For more information, please visit our website:  
[www.einhell.de](http://www.einhell.de).

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## PRESS RELEASE

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*“As a leading manufacturer of DIY tools 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 in order to gage whether we – with our product portfolio – will continue to have our finger on the pulse of future developments and the resulting customer requirements,”* explains Julian Bohry, Head of Marketing at Einhell Germany AG, when talking about the background of the future study, adding: *“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 show-piece.”* 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.

For more information, please visit our website:  
[www.einhell.de](http://www.einhell.de).

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