

Germany Handicraft Market (2021-2027)

Market Forecast By Product
Type, Distribution Channel,
End-Users



6Wresearch Overview

An Overview

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6Wresearch Overview

An Overview

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The reports are particularly helpful for designing entry and market penetration strategies. 6Wresearch aims to incorporate all such market dynamics, which are crucial for essential decision-making, such as overall market, key performance indicators, market by various segmentations, market forecasts, competitive landscape & benchmarking, key trends, drivers and restraints. The reports also covers company profiles of key players in the market

6Wresearch, through its in-house database, tracks various markets on a periodical basis and strives to identify opportunities. Thus, we enable our clients to keep abreast with latest market opportunities and the essentials to exploit the market.

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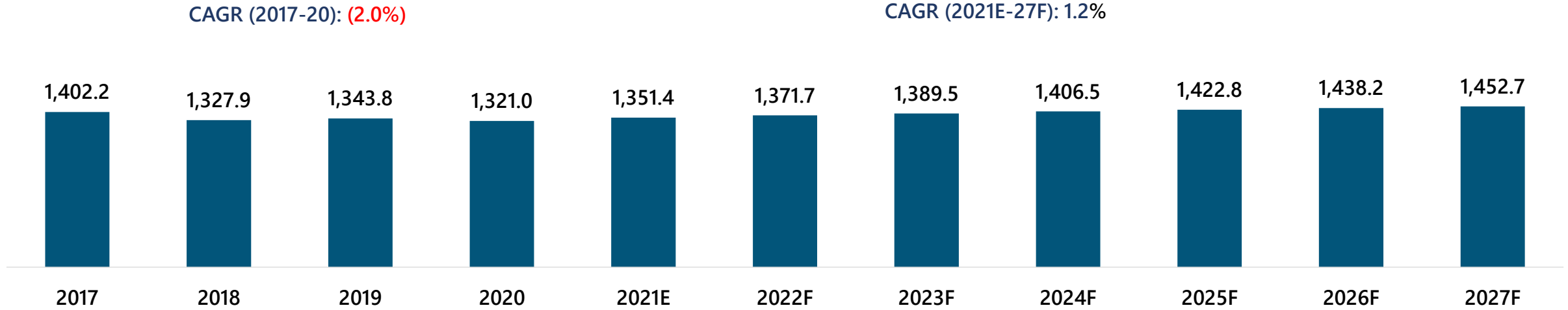


CHAPTER 1

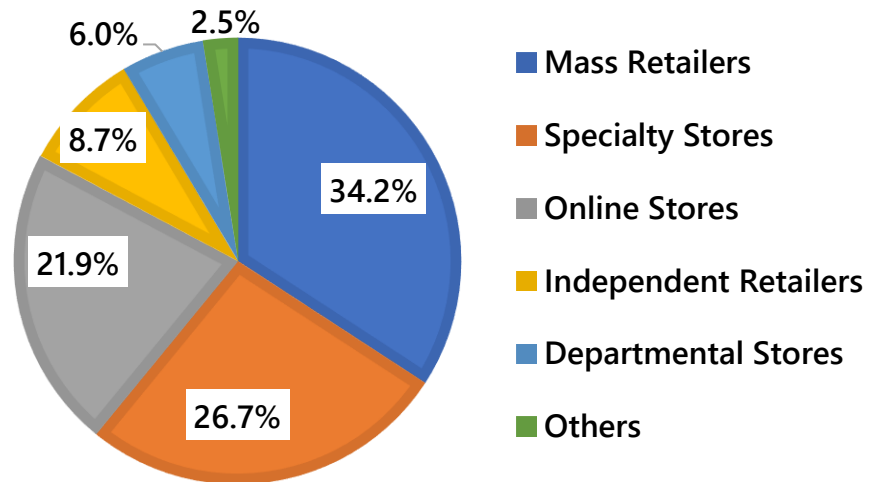
Executive Summary

Germany Handicraft Market Overview

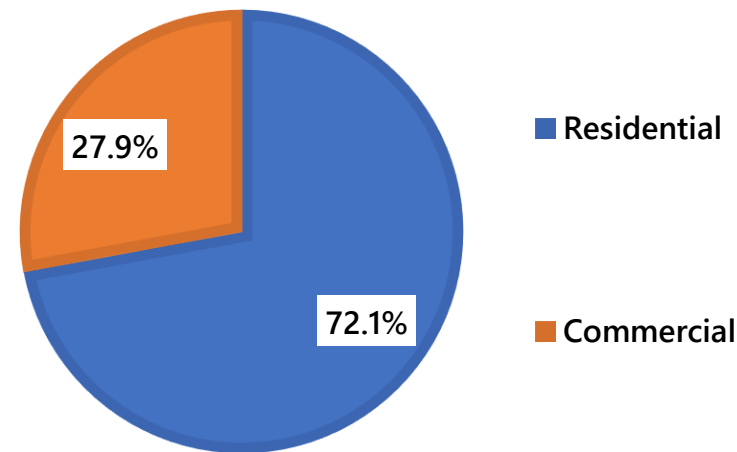
Germany Handicraft Market Revenues, 2017-2027F (\$ Million)



Germany Handicraft Market Revenue Share, By Distribution Channel, 2020



Germany Handicraft Market Revenue Share, By End Users, 2020



"Germany Handicraft Market is projected to grow steadily during the forecast period owing to increasing tourism in Germany in addition to the upcoming handicraft events in the country."

CHAPTER 2

Introduction



2.1 Report Description

- Germany Handicraft market witnessed a decline in recent years on account of warmer summers in recent past which had a negative impact on knitted and embroidered cloth industry. Moreover, the rising preference towards factory made goods in comparison to handicrafts has been a major reason for the downfall of handicrafts in the country. The spread of Covid-19 pandemic also had a major role in the market's decline as it resulted in global supply chain disruption, further leading to lower imports of handicrafts. Furthermore, the strict lockdowns imposed in the country resulted in shut down of retail shops and lesser number of international visitors in the country. This led to a very low demand and supply of handicrafts in the country. However, the market is anticipated to recover in 2021 on the back of reopening of retail stores and international tourism, in addition to the economic recovery of Germany.
- According to 6Wresearch, Germany Handicraft Market revenue size is projected to grow at a CAGR of 1.2% during 2021-2027. Upcoming trade fairs including Creative World, the world's largest trade fair organised in Frankfurt and the Central German Handicraft Fair in 2022 would boost the handicraft market of Germany in the near future. The rising hospitality sector of Germany would also push the demand for handicrafts in the commercial segment in the coming years.
- By distribution channel, mass-retailer segment acquired largest market revenue share in 2020 in the Germany Handicraft market owing to their vast network spread across the country in addition to wide range of handicraft products put on sale at a single place which gives the customer a wide variety of choices. However, online distribution channel also had a significant market revenue share owing to the ease of shopping it provides to the customers. Moreover, Covid-19 pandemic restricted the customers from visiting retail handicraft stores, making e-commerce platforms a mainstream distribution channel for handicrafts. By product type, embroidered & crocheted goods led the market revenue share in 2020 on account of high demand for embroidered clothes amongst females and the rising demand for crocheted bags in the country.
- The Germany Handicraft Market report thoroughly covers market by product type, distribution channel and end-users. The market report provides an unbiased and detailed analysis of the on-going market trends, opportunities/high growth areas and market drivers which would help the stakeholders to devise and align their market strategies according to the current and future market dynamics.

2.2 Key Highlights

- ▷ Germany Handicraft Market Overview
- ▷ Germany Handicraft Market Outlook
- ▷ Germany Handicraft Market Forecast
- ▷ Historical Data and Forecast of Germany Handicraft Market Revenues for the Period 2017-2027F
- ▷ Historical Data and Forecast of Germany Handicraft Market Revenues By Product Type, for the Period 2017-2027F
- ▷ Historical Data and Forecast of Germany Handicraft Market Revenues By Distribution Channel, for the Period 2017-2027F
- ▷ Historical Data and Forecast of Germany Handicraft Market Revenues By End Users, for the Period 2017-2027F
- ▷ Market Drivers
- ▷ Market Restraints
- ▷ Market Trends
- ▷ Industry Life Cycle
- ▷ Porter's Five Force Analysis
- ▷ Market Opportunity Assessment
- ▷ Market Competitive Benchmarking
- ▷ Company Profiles
- ▷ Key Strategic Recommendations

2.3

Segmentation Basis

By Product Type

Segmentation

- Woodware
- Art Metal Ware
- Hand printed Textiles and Scarves
- Embroidered and Crocheted Goods
- Zari and Zari Goods
- Imitation Jewellery
- Others (Agarbatties & Attars and Miscellaneous Goods)

By Distribution Channel

- Mass Retailers
- Departmental Stores
- Independent Retailers
- Specialty Stores
- Online Stores
- Others (Local Vendors and Retail Stores)

By End-Users

- Residential
- Commercial

2.4

Research Methodology – Sources of Information

Need Assessment

The research begins with defining and agreeing on the requirement of the client followed by developing the structured tree on the investment case scope

Collects the facts
(In-house database and
Primary Interviews and Desk
Research)

After understanding the requirement of the client, our data collection team begins the research by collecting the data from various sources.

Followed by, collection of data through experts' interviews (knowledge partners), key players, consultants and all other key stakeholders

Secondary research allows gathering of supporting information. Sources include paid, floor and in-house databases

Analyze and synthesize the
facts (On going)

Complete the necessary analysis utilizing appropriate analytical techniques
Synthesize findings to identify the “so whats” and draw the necessary conclusions.

End User of sizing and
forecasting models

Identification of various factors affecting the market.

Above factors would then be plugged into various models to arrive at estimated market size and market forecasts.

Typically sizing models follows are Top-down and Bottom-up approach and forecasting models include Time series,

Regression, Exponential smoothing and Moving average

Data Validation

Data is further sent to the experts for the validation and final approval.

Prepare and communicate
the results

Market deliverables are then prepared as agreed in the form of PDF, PPT, Spreadsheet, Report, etc.

Consistent utilization of easy-to-flow format.

Delivery of results.

Research Methodology – Sources of Information



Expert Interviews /Primary Research

- ▶ 6Wresearch has a unique mix of both desk as well as primary research. Our custom studies comprises of 50% primary research/End User survey and 20% database and 30% desk research.
- ▶ Most of the research publications are of ongoing studies and thus have developed engagements with various players and stakeholders. We encourage players to become our contributors (knowledge partners) and avail free studies or with heavy discount. Our contributors play a vital role in primary research
- ▶ 6W comprises of standalone primary research team which gathers data from various stakeholders
- ▶ Information both from our contributors (knowledge partners) and data collection team are then further sent to the core team of analyst for application to the relevant analytical tool

Robust Forecasting Model

FORECASTING METHODOLOGY

01.

The analysis conducted is based on actual operating data from selected samples. The historical data is extracted based on company filings, estimation model, in-house & paid database, local and international statistics and desk research.

02.

The forecasting methodology is based on an analysis of rolling averages, trend estimation and extrapolation. Anticipated events expected to shape the future dynamics of supply and demand are identified then weighted against relevance and impact, thereby forecasting performance of the relevant market.

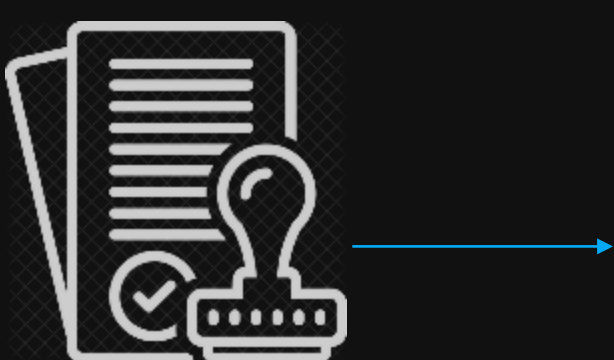
03.

Where available, monthly and annual historical data trends from the past 5 or 10 years are analyzed to identify demand patterns, and is utilized as a forecasting base.

04.

Knowledge contributors / Industry consultants are requested to suggest the company forecast and expected industry trends. All the factors above are give weightages in the final forecasting estimation.

Assumptions



Top- Down approach has been used to arrive at the market numbers and forecast.

Market revenue is expressed in \$ Million.

Revenues are estimated in accordance with the feedback collected through primary research and data from secondary sources.

Major sources of information include company's annual reports, magazine, articles, industry association publications, trade websites, expert interviews, technical handbooks, research studies and company press releases.

Year 2017 represents calendar year 2017 and same is for all the years.

The revenues generated from sales of handicraft across country have been considered only.

A photograph of a handicraft market stall. The stall is filled with various items, including colorful textiles, jewelry, and bags. The items are displayed on tables and hanging from the ceiling. The stall is covered with a thatched roof. The background shows other stalls and people, suggesting a busy market environment. The lighting is warm and natural, highlighting the textures and colors of the handicrafts.

CHAPTER 3

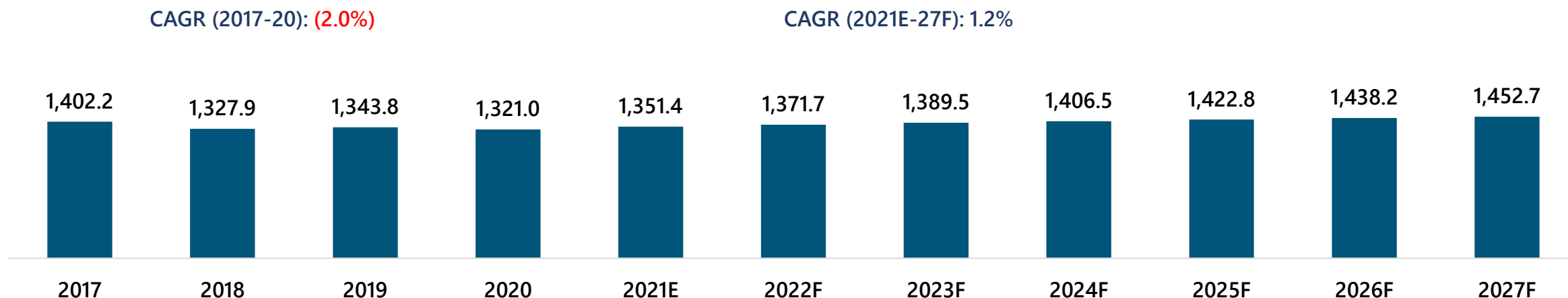
**Germany Handicraft
Market Overview**

3.1 Germany Handicraft Market Overview

Germany Handicraft Market Revenues

- The market had been stagnant in recent past owing to rising preference towards factory-made products. However the market did not fall much on account of rising demand from international visitors.
- Covid-19 pandemic had a negative impact on the handicraft market of Germany owing to the strict lockdowns imposed in the country which led to a downfall in production of handicraft items. Moreover, suspension of international tourism and supply chain disruption led to a decline in demand as well as supply of handicraft goods.
- The German handicraft market is expected to recover by 2021 as the country's economy is on its recovery pathway and tourism has also started to regain its strength. The market is expected to grow in the coming years as well owing to the rising commercial & hospitality sector of the country in addition to the upcoming trade fairs and cultural events.

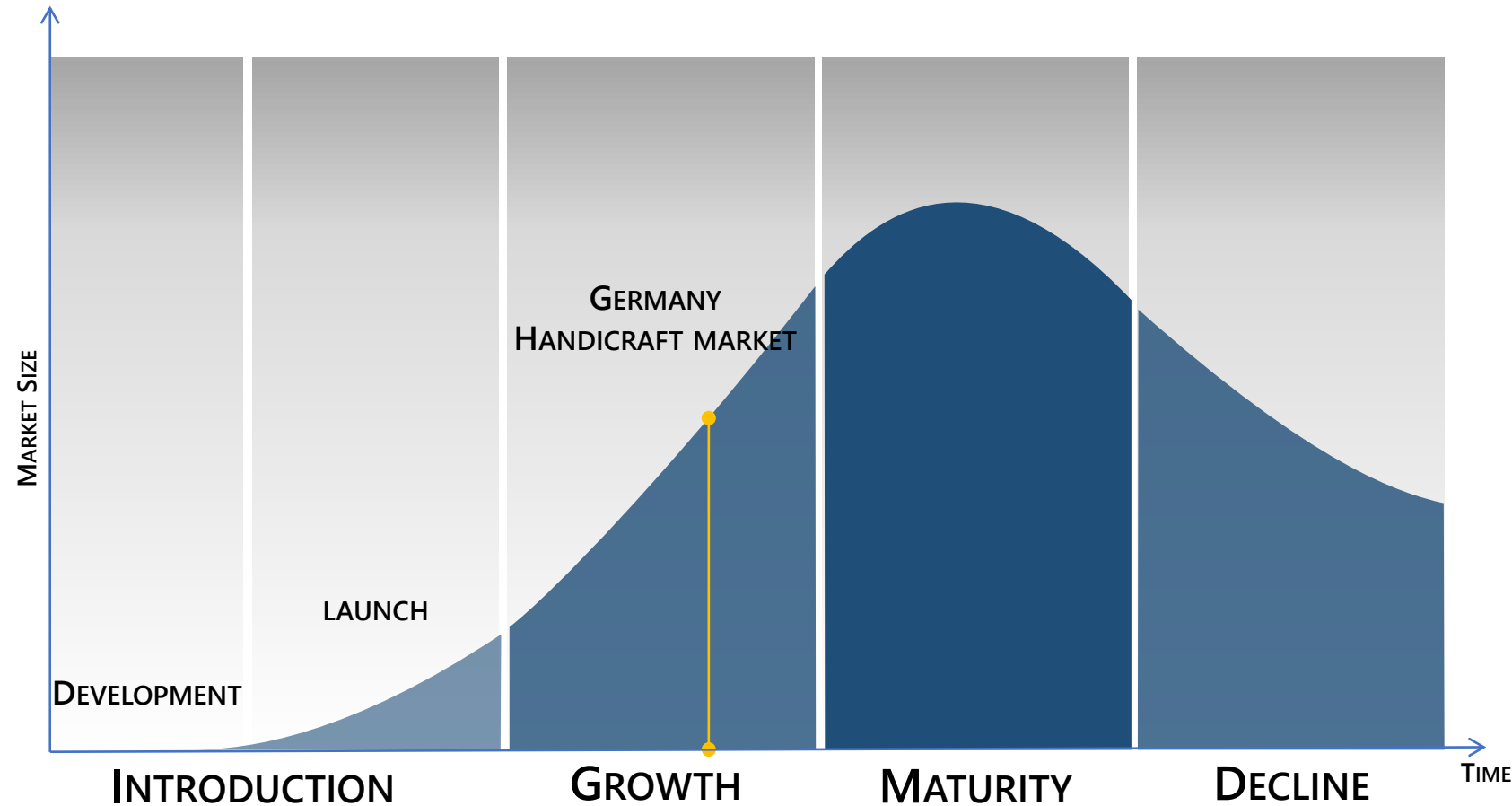
Figure 1: Germany Handicraft Market Revenues, 2017-2027F (\$ Million)



3.2 Germany Handicraft Market Overview

Germany Handicraft Market Industry Life Cycle

Germany Handicraft Market is at the growth stage in the industry lifecycle owing to rising household income of the country which would enable majority of the people to spend on aesthetic handicraft goods. Moreover, the different trade fairs and cultural events including Trendset, Creative World, Central German Handicrafts Fair, Cadeaux Leipzig and several others would create awareness about handicraft goods amongst the german population and international visitors. UEFA Euro Cup, 2024 would also invite large number of international tourists in the country leading to growth in the demand for handicraft goods which acts as a memorabilia for the international visitors.



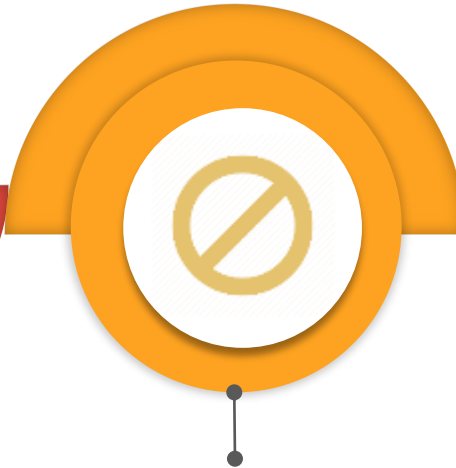
3.3 Germany Handicraft Market Overview

Germany Handicraft Market Porter's Five Forces



Supplier's Power

The bargaining power of raw material suppliers is low due to the presence of numerous suppliers in the market.



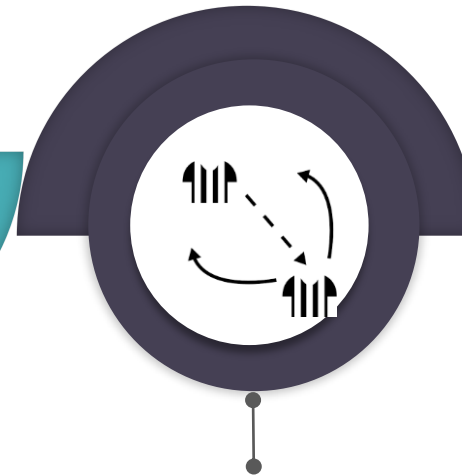
Entry Barriers

There are medium entry barriers in the Handicraft market in Germany. Manufacturers require skilled work force for producing handicraft goods.



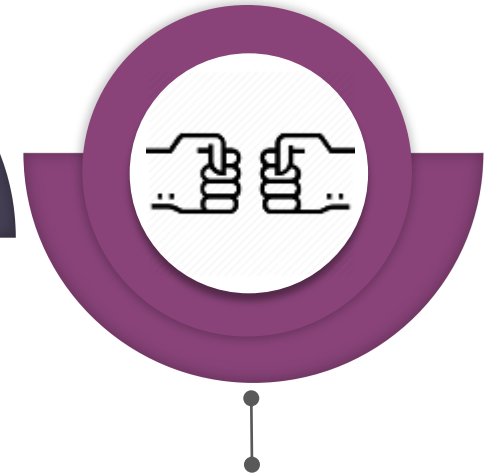
Buyer's Power

The buyer's power is high in Germany Handicraft market owing to the presence of numerous companies and local artisans who operate in the market. The buyer may switch to different seller for better pricing.



Substitutes

Factory made goods acts as a substitute to Handicrafts. Consumers may shift to factory made products for better quality and lesser pricing.



Competitive Rivalry

Competitive rivalry in Germany Handicraft market is high owing to presence of large number of small & medium sized companies and local artisans in the market selling differentiated goods.

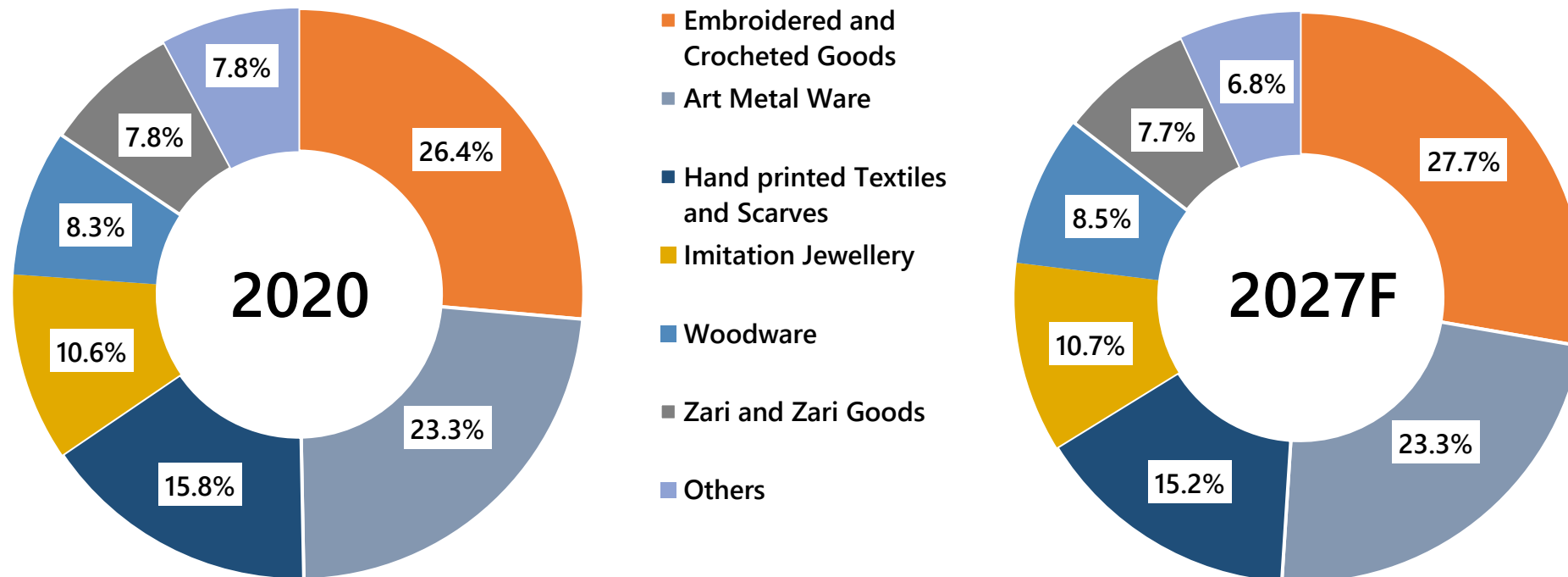


3.4 Germany Handicraft Market Overview

Germany Handicraft Market Revenue Share, By Product Type

- Embroidered and crocheted goods garnered the majority share in the handicraft market of Germany in 2020 and this trend would persist in the coming years as well on account of higher inclination of tourists towards handmade & embroidered clothes, bags and other goods. Moreover, female population of Germany have a high interest towards embroidered clothes which would augment the demand for embroidered goods in the coming years.
- Art metal ware held the second position in the German handicraft market owing to large hospitality sector of the country which tend to generate the majority demand for art metal ware goods for hotels and resorts.

Figure 2: Germany Handicraft Market Revenue Share, By Product Type, 2020 & 2027F

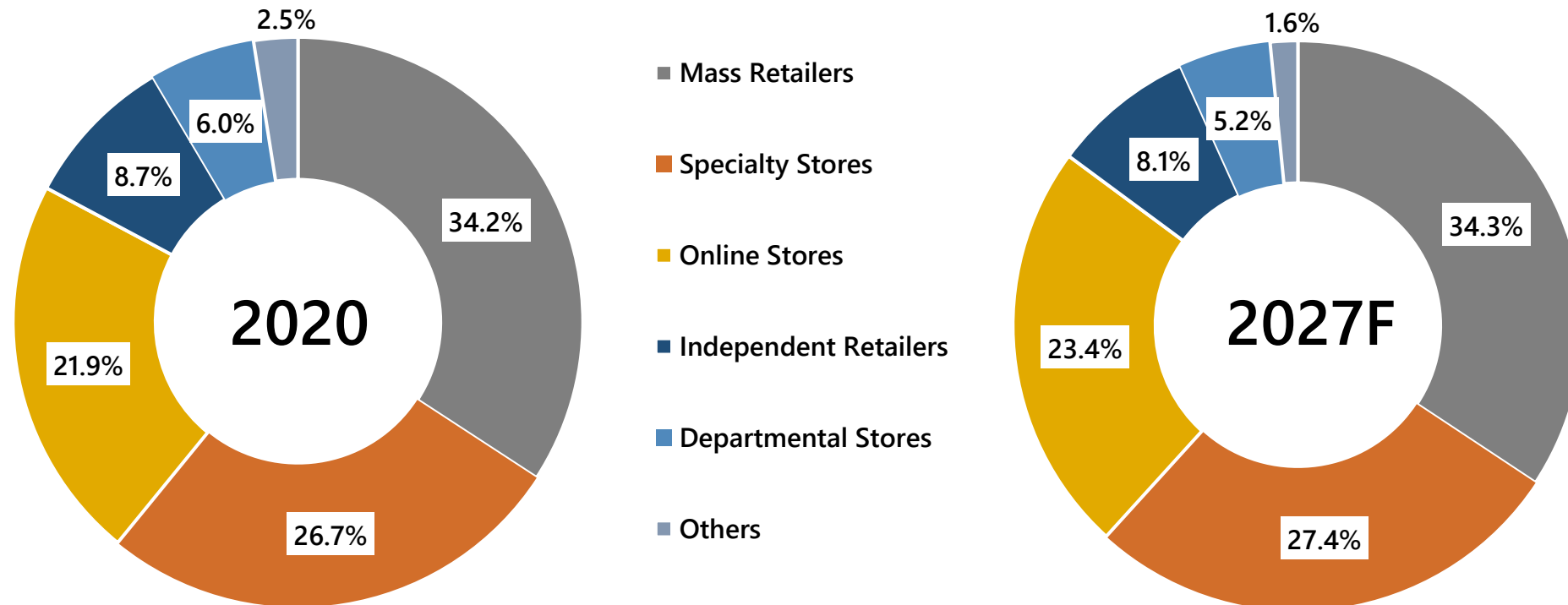


3.5 Germany Handicraft Market Overview

Germany Handicraft Market Revenue Share, By Distribution Channel

- Mass retailers occupied the majority revenue share in German handicraft market in terms of distribution channel owing to the variety of handicraft goods present in these stores which can cater different consumer preferences at a single place.
- However, in the recent past online distribution channel also had a significant market revenue share owing to the large internet penetration in the country, in addition to the growing e-commerce sector of Germany.

Figure 3: Germany Handicraft Market Revenue Share, By Distribution Channel, 2020 & 2027F

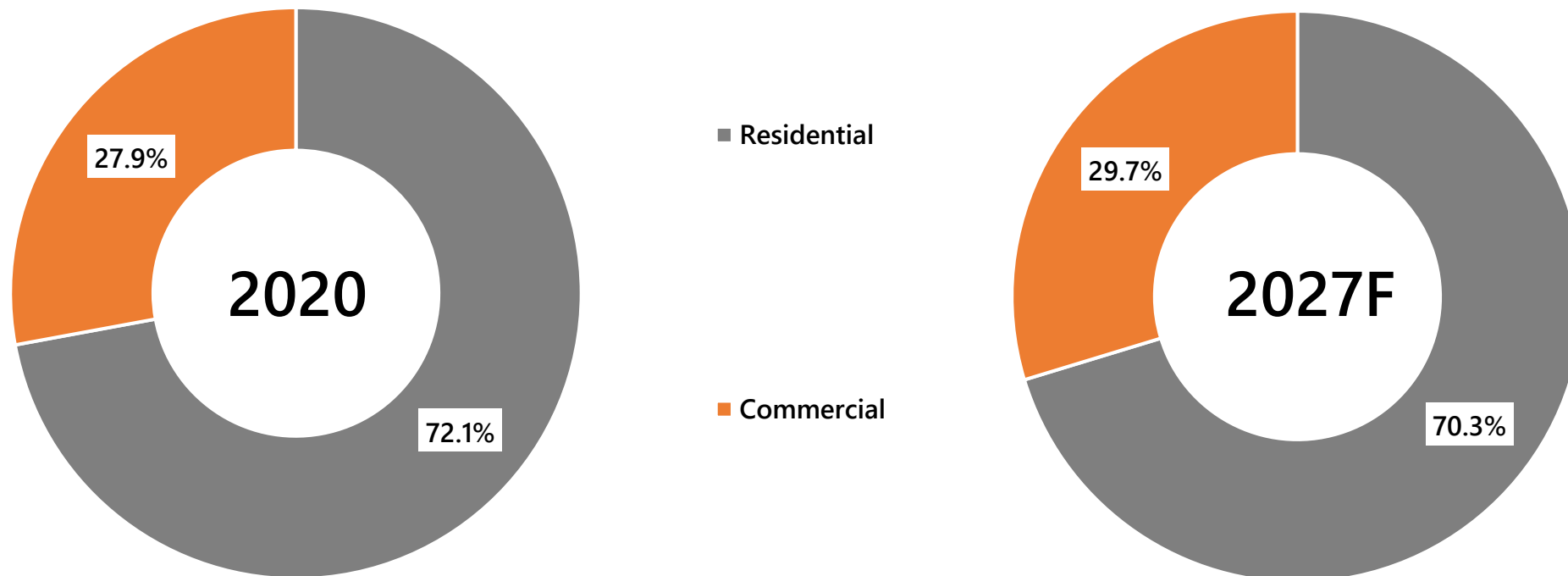


3.6 Germany Handicraft Market Overview

Germany Handicraft Market Revenue Share, By End Users

- Residential sector has dominated the handicraft market of Germany on account of the large demand for handicrafts from the German population to decorate their houses and for personal usage.
- However, the rising commercial sector of the country has resulted in growing demand for handicrafts for hotels, resorts, retail shops and other commercial spaces.

Figure 4: Germany Handicraft Market Revenue Share, By End Users, 2020 & 2027F



A photograph of a handicraft market stall. The stall is filled with various items, including colorful textiles, jewelry, and woven goods. The background shows a wooden structure with a thatched roof, suggesting a traditional market setting. The lighting is warm and natural, highlighting the textures and colors of the crafts.

CHAPTER 4

**Impact Analysis of COVID-19
on Germany Handicraft Market**

Covid-19 Impact

01

The Covid-19 pandemic had an adverse impact on Germany's GDP which decreased by 5% in 2020 in comparison to 2019 due to the temporary shutdown of businesses during lockdown. One of the major industries disrupted was tourism whose contribution to the GDP reduced to €183 billion in 2020 compared to €344 billion in 2019 owing to cancellation of exhibitions & fairs across the country which led to a decrease in demand for handicraft goods with artisans unable to showcase their products to do business.

02

Revenue from trade fair, exhibitions and other events declined by 56% in 2020 Y-o-Y with major events either being cancelled, postponed or held virtually as the government prohibited large scale events completely. In Germany, over 6,600 cultural and creative self-employed persons, surveyed during the lockdown period, experienced a drop in sales of over 30% and one in five expected sales losses of over 50% on annual sales according to a report by European Parliament's Committee on Culture and Education.

03

In June 2020, the German government launched €130 billion stimulus package for the years 2020-2021. About €120 billion will be spent by the federal government to support the small businesses, self-employed individuals and freelancers. Moreover, a €750 billion package was agreed to in March, 2020 which included 100 billion euros in credit to public sector development bank, KfW for loans to struggling businesses.

04

The German government in November 2020 adopted the "Bridging Aid III" program comprising more than €11 billion per month for companies and solo self-employed people as well as a special package with another €30 million in funds. This budget was granted in order to make up for income losses and support the culture and events sectors which would help the Germany Handicraft market recover after facing a huge setback in the year 2020.

A photograph of a handicraft market stall. The stall is filled with various items, including colorful textiles, jewelry, and bags. The items are displayed on tables and hanging from the ceiling. The stall is located in a market with other stalls visible in the background. The lighting is warm and the overall atmosphere is that of a busy market.

CHAPTER 5

**Germany Handicraft
Market Dynamics**

5.1 Germany Handicraft Market Dynamics

Impact Analysis

| | | Near Term (2022-2024) | Medium Term (2025-2027) | Long Term (2027 Onwards) |
|--------------------------|-----------------------------------|--------------------------|----------------------------|-----------------------------|
| <i>Market Drivers</i> | | | | |
| 1 | Rising Household Income | | | |
| 2 | Growing E-Commerce | | | |
| <i>Market Restraints</i> | | | | |
| 1 | Covid-19 Impact & Mass Production | | | |

High Medium Low

5.2 Germany Handicraft Market Dynamics

Germany Handicraft Market Drivers

Rising Household Income

- Germany is expected to witness a growth of 7% in the Real household spending in 2022 owing to the rising consumption growth, greater economic activity and increasing retail sales. Moreover, disposable income is also expected to grow by 3.7% during the year 2022, supported by government stimulus measures for the country's economic recovery after Covid-19 pandemic.
- The minimum wage in Germany is also expected to be raised to €10.45 per hour by mid-2022 from €8.50 in 2015, an increase of 23%, as proposed by the government in June 2020, marking the fourth increase of the national minimum wage benefitting 2 million people. This will put more money in consumers pocket and would help in enabling a large part of German population in buying aesthetic products such as handicrafts.
- Events such as the Euro Football tournament scheduled for 2024 will also provide a great economic stimulus for the country aided by increased tourism & spending by foreign visitors.

Figure 5: Germany GDP Per Capita, 2016-2020, (\$)

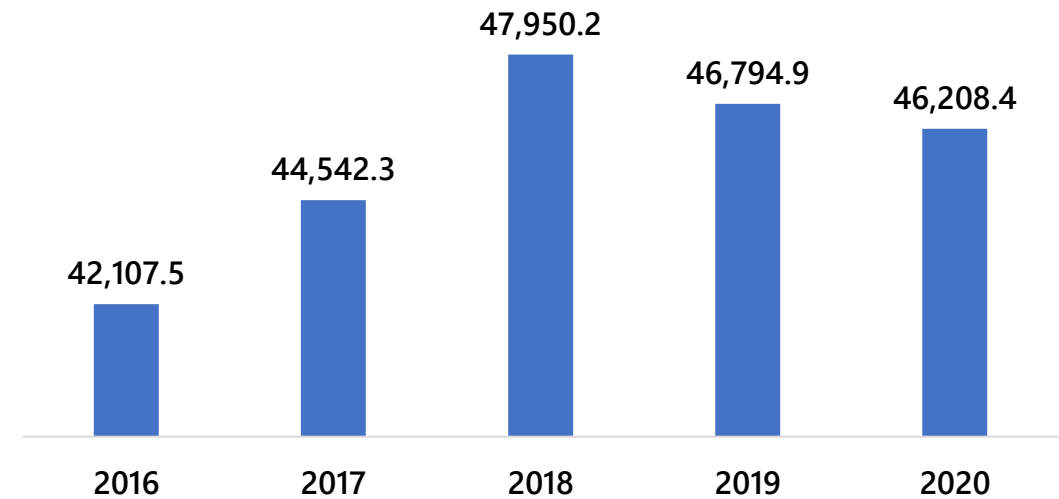
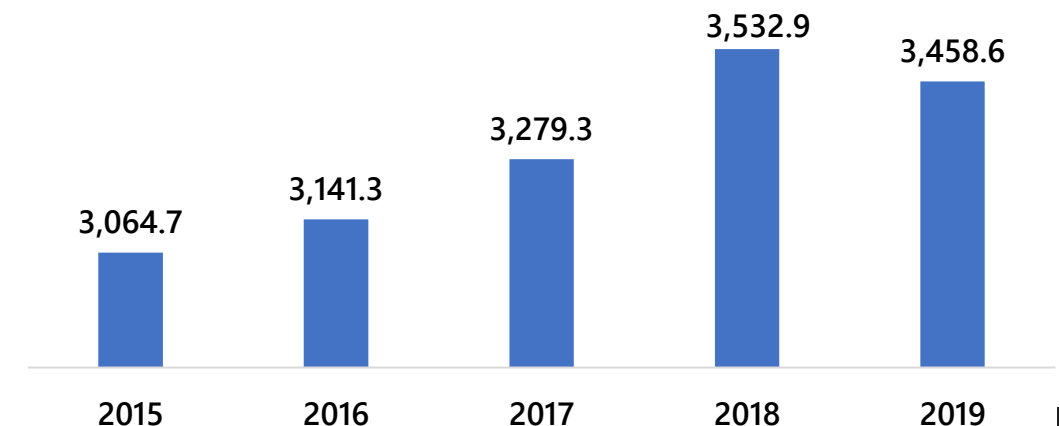


Figure 6: Germany Nominal Wages Per Month, 2015-2019, (\$)



5.2 Germany Handicraft Market Dynamics

Germany Handicraft Market Drivers

Growing E-commerce

- E-commerce sector in Germany was valued at €83.3 billion witnessing a rise of 14.6% in 2020 owing to retail stores being shut during the lockdown leading to shift in consumer preferences from traditional retailers to e-commerce platforms. This is a significant increase in its average growth over the previous 3 years which stood at 11.3%.
- The market is further expected to reach a turnover of €84.6 billion by the year 2023, aided by the large internet user base of Germany. E-commerce represents huge untapped potential for local artisans if they can move their stock towards e-commerce platforms.
- According to a study by the bitkom digital association, 52% of consumers indicated that they have used delivery methods that do not require direct contact since the start of the pandemic in Germany. This change in consumer preference can benefit the handicraft market in getting new age consumers who prefer home delivery of products without any physical contact.
- In January 2019, there were around 38 million social media users in Germany, social media is clearly having an undeniable influence on e-commerce which the handicraft manufacturers can leverage to boost sales.

Figure 7: Germany E-Commerce Market Size, 2015 & 2024F (\$ Billion)

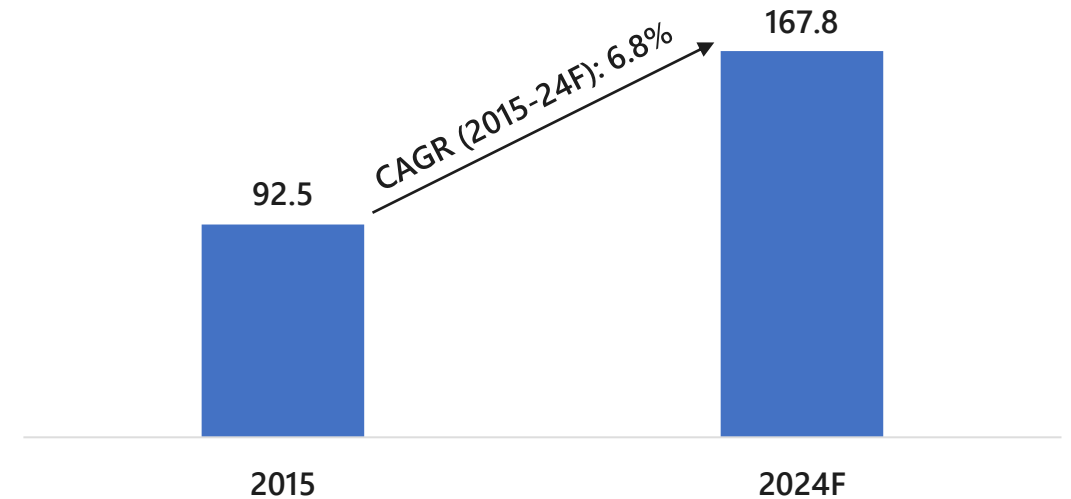
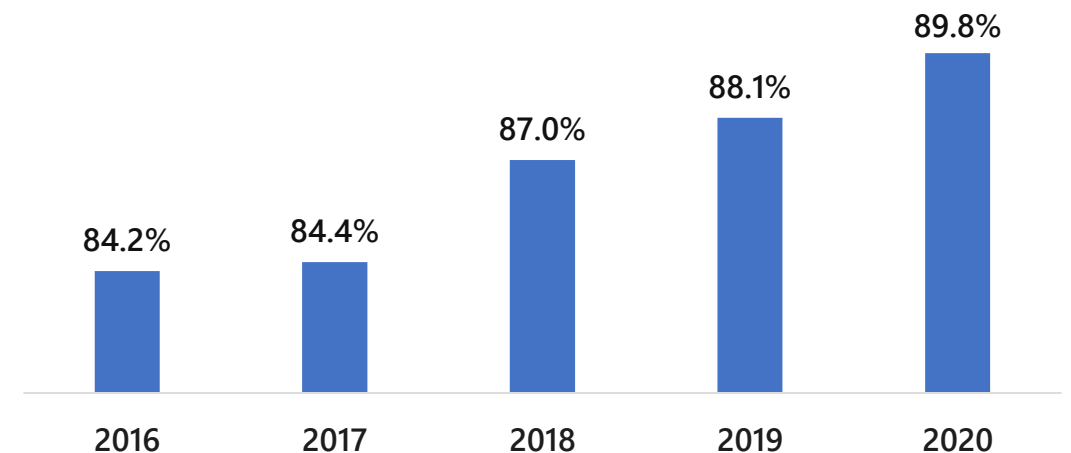


Figure 8: Germany Individuals using Internet (% of population)



5.3 Germany Handicraft Market Dynamics

Germany Handicraft Market Restraint

Covid-19 Impact & Mass Production

- The Handicraft industry has also been severely impacted by the Covid-19 pandemic bringing many manufacturing and handmade businesses to a standstill and leading to cancelled orders, supply chain disruptions and pile up of huge unsold inventory. There have also been no sales through exhibitions and trade fairs with most events not taking place during lockdown, consumers staying indoors and limited spending leading to lack of sales. This has led to artisans not having enough capital to manufacture for future orders or reinvest into their business.
- Industrialization & mass production of art & crafts goods has made them more accessible and affordable. Factory made items are time-effective, have a higher production capacity as the mechanized manufacturing process is more efficient, shortening the production cycle whereas craftsmanship requires a good amount of detail & length of time spent in making a product. Retail buyers who source handmade goods are increasingly doing so from assembly-line factories due to lower cost when purchased at a mass-marketed store.



A photograph of a handicraft market stall. The stall is filled with various items, including colorful beaded necklaces, bracelets, and bags. The items are displayed on wooden shelves and hanging from the ceiling. The stall is covered with a thatched roof. The background shows other stalls and people, suggesting a busy market environment.

CHAPTER 6

Germany Handicraft Market Overview, By Product Type

Germany Handicraft Market Overview, By Product Type

Germany Handicraft Market Revenues, By Product Type

Table 1: Germany Handicraft Market Revenues, By Product Type, 2017-2027F (\$ Million)

| Product Type | 2017 | 2018 | 2019 | 2020 | CAGR (2017-2020) | 2021E | 2022F | 2023F | 2024F | 2025F | 2026F | 2027F | CAGR (2021E-2027F) |
|-----------------------------------|----------------|----------------|----------------|----------------|------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------------|
| Embroidered and Crocheted Goods | 359.0 | 343.5 | 351.2 | 348.7 | (1.0%) | 357.2 | 365.5 | 373.2 | 380.8 | 388.3 | 395.6 | 402.7 | 2.0% |
| Art Metal Ware | 325.3 | 308.5 | 312.7 | 307.8 | (1.8%) | 315.4 | 320.1 | 324.1 | 328.0 | 331.7 | 335.2 | 338.5 | 1.2% |
| Hand printed Textiles and Scarves | 225.8 | 212.5 | 213.7 | 208.7 | (2.6%) | 213.2 | 215.1 | 216.6 | 217.9 | 219.0 | 220.0 | 220.8 | 0.6% |
| Imitation Jewellery | 146.7 | 139.9 | 142.0 | 140.0 | (1.5%) | 143.5 | 145.9 | 148.1 | 150.1 | 152.1 | 154.1 | 155.9 | 1.4% |
| Woodware | 114.1 | 108.8 | 110.8 | 109.6 | (1.3%) | 112.3 | 114.5 | 116.5 | 118.4 | 120.3 | 122.2 | 123.9 | 1.7% |
| Zari and Zari Goods | 109.8 | 103.8 | 105.0 | 103.0 | (2.1%) | 105.7 | 107.0 | 108.1 | 109.1 | 110.1 | 111.0 | 111.9 | 1.0% |
| Others | 121.6 | 110.9 | 108.5 | 103.0 | (5.4%) | 104.1 | 103.6 | 102.9 | 102.1 | 101.2 | 100.2 | 99.1 | (0.8%) |
| Total | 1,402.2 | 1,327.9 | 1,343.8 | 1,321.0 | (2.0%) | 1,351.4 | 1,371.7 | 1,389.5 | 1,406.5 | 1,422.8 | 1,438.2 | 1,452.7 | 1.2% |

A photograph of a handicraft market stall. The stall is filled with various items, including colorful beaded necklaces, bracelets, and other jewelry hanging from the ceiling. There are also colorful woven textiles, bags, and hats displayed on tables and hanging from the ceiling. The stall is set up under a wooden structure with a thatched roof. The lighting is warm and the overall atmosphere is that of a traditional market.

CHAPTER 7

**Germany Handicraft Market
Overview,
By Distribution Channel**

Germany Handicraft Market Overview, By Distribution Channel

Germany Handicraft Market Revenues, By Distribution Channel

Table 2: Germany Handicraft Market Revenues, By Distribution Channel, 2017-2027F (\$ Million)

| Distribution Channel | 2017 | 2018 | 2019 | 2020 | CAGR (2017-2020) | 2021E | 2022F | 2023F | 2024F | 2025F | 2026F | 2027F | CAGR (2021E-2027F) |
|-----------------------|---------|---------|---------|---------|------------------|---------|---------|---------|---------|---------|---------|---------|--------------------|
| Mass Retailers | 475.4 | 451.5 | 458.3 | 451.8 | (1.7%) | 462.6 | 469.7 | 475.9 | 482.0 | 487.7 | 493.1 | 498.3 | 1.2% |
| Specialty Stores | 367.4 | 350.1 | 356.6 | 352.7 | (1.3%) | 361.4 | 368.4 | 374.8 | 381.0 | 387.1 | 393.0 | 398.6 | 1.6% |
| Online Stores | 294.2 | 282.7 | 290.2 | 289.3 | (0.6%) | 296.9 | 304.6 | 311.9 | 319.1 | 326.2 | 333.1 | 339.9 | 2.3% |
| Independent Retailers | 129.0 | 120.0 | 119.2 | 114.9 | (3.8%) | 116.8 | 117.3 | 117.6 | 117.7 | 117.8 | 117.8 | 117.7 | 0.1% |
| Departmental Stores | 93.9 | 85.9 | 83.8 | 79.3 | (5.5%) | 80.8 | 80.2 | 79.5 | 78.6 | 77.7 | 76.7 | 75.5 | (1.1%) |
| Others | 42.3 | 37.8 | 35.9 | 33.0 | (8.0%) | 33.0 | 31.5 | 29.8 | 28.1 | 26.4 | 24.5 | 22.7 | (6.1%) |
| Total | 1,402.2 | 1,327.9 | 1,343.8 | 1,321.0 | (2.0%) | 1,351.4 | 1,371.7 | 1,389.5 | 1,406.5 | 1,422.8 | 1,438.2 | 1,452.7 | 1.2% |

A photograph of a handicraft market stall. The stall is filled with various items, including colorful textiles, jewelry, and bags. The items are displayed on tables and hanging from the ceiling. The background shows a wooden structure, possibly part of the market building. The overall scene is vibrant and busy.

CHAPTER 8

Germany Handicraft Market Overview, By End Users

8.1 Germany Handicraft Market Overview, By End Users

Germany Handicraft Market Revenues, By End Users

Figure 9: Germany Residential Handicraft Market Revenues, 2017-2027F (\$ Million)

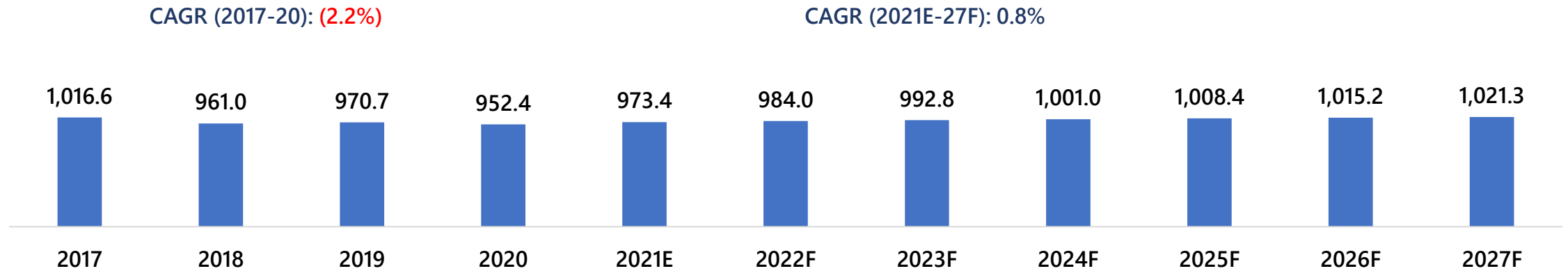
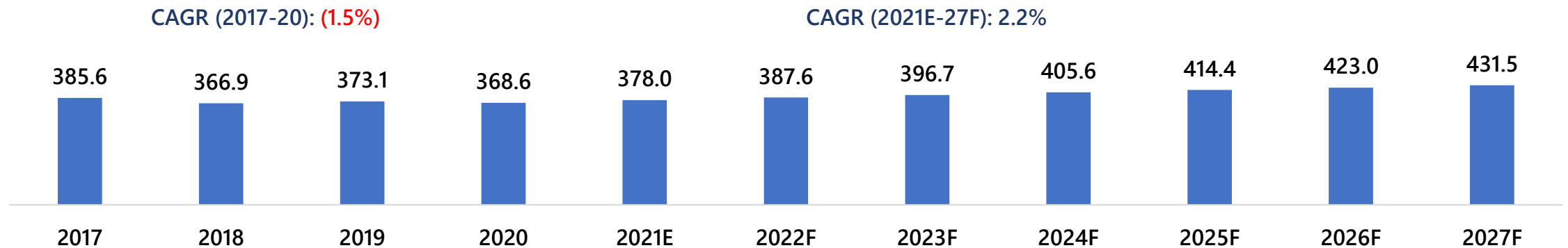


Figure 10: Germany Commercial Handicraft Market Revenues, 2017-2027F (\$ Million)



A photograph of a handicraft market stall. The stall is filled with various items, including colorful textiles, jewelry, and other handmade goods. The items are displayed on tables and hanging from the ceiling. The background shows a wooden structure, possibly part of the market building. The overall atmosphere is warm and inviting.

CHAPTER 9

**Germany Handicraft Market
Import-Export Trade Statistic**

Germany Handicraft Market, Import Statistics

Table 3: Germany Handicraft Market Imports from Countries, 2018-2020 (\$ Thousand) (Contd.)

| HS Code | Country | 2018 | 2019 | 2020 |
|------------------------------|----------------|--------|--------|--------|
| 442090 | China | 42,792 | 45,336 | 41,775 |
| Wood marquetry & inlaid wood | Poland | 8,435 | 10,630 | 12,975 |
| | Czech Republic | 3,184 | 3,111 | 3,367 |
| | Latvia | 3,041 | 2,938 | 2,759 |
| | Thailand | 3,617 | 5,626 | 2,136 |
| | India | 1,345 | 1,590 | 1,864 |
| | Netherlands | 1,548 | 1,718 | 1,026 |
| | Taipei | 1,072 | 1,082 | 935 |
| | Italy | 1,152 | 979 | 884 |
| | Others | 9,275 | 9,946 | 10,785 |
| | Total | 75,461 | 82,956 | 78,506 |

| HS Code | Country | 2018 | 2019 | 2020 |
|--|----------------|--------|--------|--------|
| 441400 | China | 42,996 | 35,029 | 31,816 |
| Wooden frames for painting, photograph, mirrors or similar Objects | Poland | 24,849 | 25,588 | 22,901 |
| | Czech Republic | 3,832 | 4,600 | 5,254 |
| | Latvia | 153 | 186 | 4,993 |
| | Netherlands | 2,813 | 3,056 | 4,265 |
| | Belgium | 3,486 | 2,712 | 3,661 |
| | Italy | 3,272 | 3,470 | 3,377 |
| | Denmark | 390 | 1,626 | 2,400 |
| | France | 1,494 | 1,668 | 2,282 |
| | Others | 3,696 | 3,169 | 3,300 |
| | Total | 86,981 | 81,104 | 84,249 |

Germany Handicraft Market, Import Statistics

Table 3: Germany Handicraft Market Imports from Countries, 2018-2020 (\$ Thousand) (Contd.)

| HS Code | Country | 2018 | 2019 | 2020 |
|--|----------------|---------------|---------------|---------------|
| 581092 | Romania | 4,700 | 5,630 | 4,273 |
| Embroidery badges, motifs and the like | China | 5,056 | 4,564 | 3,727 |
| | Turkey | 5,056 | 4,564 | 3,727 |
| | Czech Republic | 1,979 | 1,922 | 1,923 |
| | Taipei | 1,684 | 1,487 | 1,029 |
| | India | 2,018 | 1,165 | 864 |
| | Others | 4,287 | 3,926 | 2,879 |
| | Total | 24,780 | 23,258 | 18,422 |

| HS Code | Country | 2018 | 2019 | 2020 |
|---|------------------------|----------------|----------------|----------------|
| 64061010 | India | 69,257 | 62,647 | 50,924 |
| Embroidered uppers of textile materials | Bosnia and Herzegovina | 19,014 | 20,076 | 17,697 |
| | Croatia | 11,740 | 11,519 | 11,981 |
| | Spain | 15,986 | 15,602 | 9,735 |
| | Brazil | 7,239 | 7,135 | 5,288 |
| | Romania | 8,378 | 6,598 | 4,219 |
| | Hungary | 4,888 | 5,517 | 4,062 |
| | Albania | 110 | 1,627 | 1,527 |
| | Vietnam | 185 | 1,207 | 1,345 |
| | Others | 7,866 | 5,064 | 2,756 |
| | Total | 144,663 | 136,992 | 109,534 |

Germany Handicraft Market, Import Statistics

Table 3: Germany Handicraft Market Imports from Countries, 2018-2020 (\$ Thousand)

| HS Code | Country | 2018 | 2019 | 2020 |
|----------|----------------|--------|--------|--------|
| 70181010 | Austria | 3,703 | 3,071 | 2,804 |
| Bangles | Czech Republic | 3,047 | 2,472 | 2,240 |
| | China | 2,145 | 2,117 | 1,989 |
| | Poland | 1,371 | 1,262 | 1,145 |
| | Turkey | 492 | 695 | 721 |
| | Switzerland | 291 | 254 | 338 |
| | France | 226 | 163 | 181 |
| | Netherlands | 226 | 262 | 161 |
| | USA | 90 | 154 | 154 |
| | Others | 1,920 | 1,470 | 993 |
| | Total | 13,511 | 11,920 | 10,726 |

| HS Code | Country | 2018 | 2019 | 2020 |
|--|----------------|--------|--------|--------|
| 630491 | China | 22,069 | 23,241 | 26,018 |
| Other - furnishing articles, knitted/crocheted | Poland | 226 | 716 | 3,207 |
| | Macedonia | 1,058 | 2,042 | 2,656 |
| | Turkey | 8,804 | 3,170 | 2,501 |
| | France | 1,999 | 1,748 | 1,264 |
| | Czech Republic | 1,744 | 1,437 | 1,128 |
| | India | 733 | 713 | 1,025 |
| | Netherlands | 785 | 1,647 | 967 |
| | UK | 715 | 1,074 | 900 |
| | Others | 3,625 | 3,225 | 2,923 |
| | Total | 41,758 | 39,013 | 42,589 |

Germany Handicraft Market, Export Statistics

Table 4: Germany Handicraft Market Exports to Countries, 2018-2020 (\$ Thousand) (Contd.)

| HS Code | Country | 2018 | 2019 | 2020 |
|---------------------------------------|-------------------|--------|--------|--------|
| 44209010 | Austria | 5,033 | 5,691 | 6,343 |
| Wood marquetry & inlaid wood | Switzerland | 4,152 | 5,139 | 6,302 |
| | France | 4,769 | 6,428 | 6,035 |
| | UK | 6,910 | 6,707 | 5,807 |
| | Poland | 2,530 | 2,524 | 3,691 |
| | Czech Republic | 1,766 | 2,188 | 2,566 |
| | Spain | 2,072 | 1,897 | 2,470 |
| | Netherlands | 1,666 | 1,622 | 2,278 |
| | Sweden | 1,674 | 1,406 | 1,816 |
| | Others | 15,587 | 13,971 | 12,716 |
| | Total | 46,159 | 47,573 | 50,024 |

| HS Code | Country | 2018 | 2019 | 2020 |
|--|-------------|--------|--------|--------|
| 441400 | Austria | 5,990 | 6,325 | 6,148 |
| Wooden frames for painting, photograph, mirrors or similar Objects | UK | 3,138 | 3,418 | 3,500 |
| | Switzerland | 2,151 | 2,687 | 3,279 |
| | France | 3,549 | 3,572 | 3,269 |
| | Sweden | 3,719 | 3,648 | 2,343 |
| | Poland | 2,718 | 2,121 | 2,231 |
| | Spain | 1,806 | 1,829 | 1,787 |
| | Netherlands | 1,513 | 1,623 | 1,488 |
| | Belgium | 1,059 | 1,113 | 987 |
| | Others | 6,656 | 6,321 | 5,765 |
| | Total | 32,299 | 32,657 | 30,797 |

Germany Handicraft Market, Export Statistics

Table 4: Germany Handicraft Market Exports to Countries, 2018-2020 (\$ Thousand) (Contd.)

| HS Code | Country | 2018 | 2019 | 2020 |
|--|----------------|--------|--------|--------|
| 581092 | France | 3,980 | 4,248 | 3,578 |
| Embroidery badges, motifs and the like | Switzerland | 3,526 | 3,934 | 2,802 |
| | Austria | 1,858 | 1,567 | 1,438 |
| | Poland | 3,003 | 2,453 | 1,293 |
| | Czech Republic | 319 | 332 | 317 |
| | Belgium | 439 | 377 | 307 |
| | Netherlands | 288 | 355 | 266 |
| | Romania | 1,452 | 1,482 | 265 |
| | Hungary | 286 | 282 | 247 |
| | Others | 5,552 | 4,757 | 3,121 |
| | Total | 20,703 | 19,787 | 13,634 |

| HS Code | Country | 2018 | 2019 | 2020 |
|---|-------------|--------|--------|--------|
| 64061010 | Portugal | 25,931 | 20,092 | 18,916 |
| Embroidered uppers of textile materials | Slovakia | 17,277 | 19,103 | 14,903 |
| | Romania | 7,202 | 5,800 | 5,342 |
| | Italy | 4,395 | 4,050 | 4,078 |
| | Austria | 1,078 | 1,105 | 946 |
| | France | 1,180 | 1,052 | 765 |
| | Hungary | 747 | 1,339 | 579 |
| | Tunisia | 351 | 90 | 462 |
| | Switzerland | 361 | 442 | 328 |
| | Others | 2,562 | 2,311 | 972 |
| | Total | 61,084 | 55,384 | 47,291 |

Germany Handicraft Market, Export Statistics

Table 4: Germany Handicraft Market Exports to Countries, 2018-2020 (\$ Thousand)

| HS Code | Country | 2018 | 2019 | 2020 |
|--|-------------------|--------|--------|--------|
| 630491 | Austria | 3,236 | 3,745 | 3,658 |
| Other - furnishing articles, knitted/cro- cheted | Poland | 3,641 | 3,492 | 3,508 |
| | France | 10,329 | 3,480 | 2,467 |
| | Netherlands | 991 | 1,020 | 1,753 |
| | Switzerland | 1,025 | 1,229 | 1,648 |
| | Belgium | 746 | 1,394 | 1,364 |
| | Italy | 1,637 | 1,282 | 1,191 |
| | Czech Republic | 896 | 900 | 99 |
| | UK | 1,313 | 1,368 | 970 |
| | Others | 3,718 | 3,590 | 5,072 |
| | Total | 27,532 | 21,500 | 21,730 |

A photograph of a handicraft market stall. The stall is filled with various items, including colorful textiles, jewelry, and woven goods. The background shows a wooden structure with a thatched roof, suggesting a traditional market setting. The lighting is warm and natural, highlighting the textures and colors of the goods.

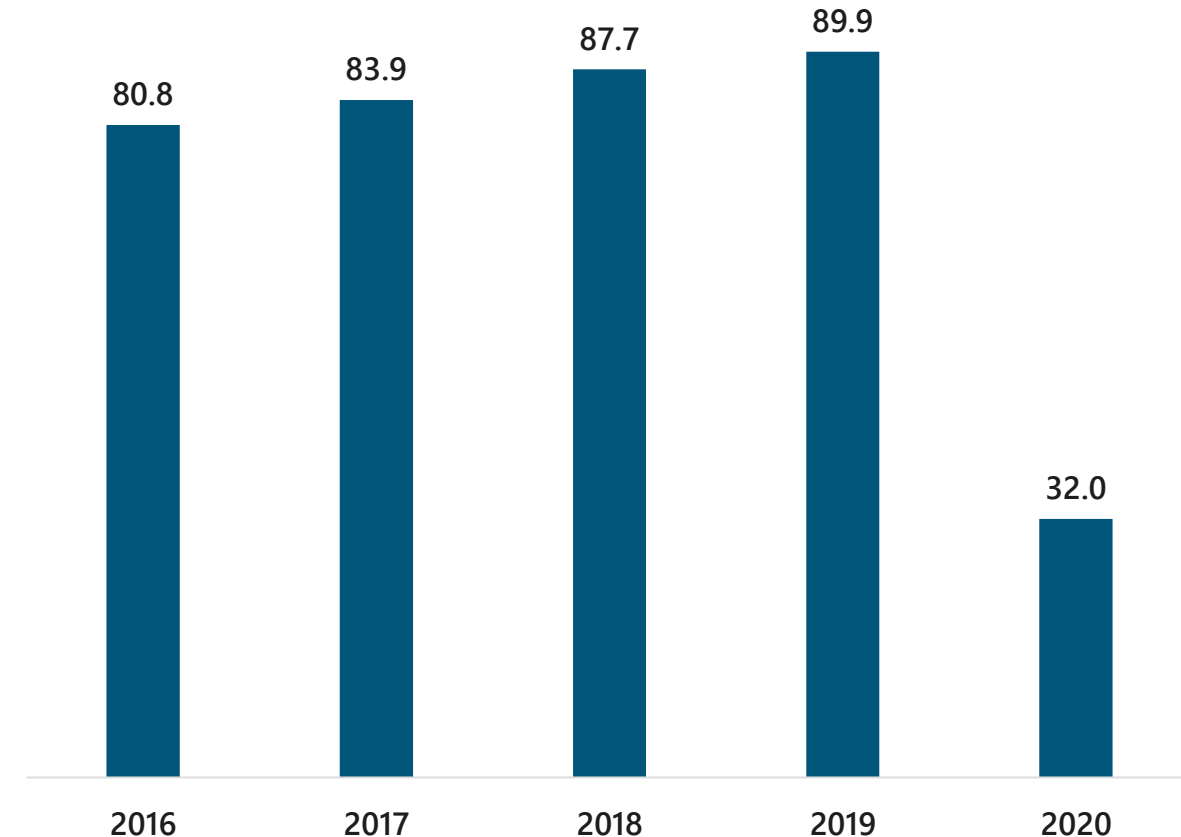
CHAPTER 10

Germany Handicraft Market- Key Performance Indicators

Germany Travel & Tourism Sector Outlook

Figure 11: Overnight stays by foreign visitors in Germany, 2016-2020, (Million)

- 1** *23.5 million trips in 2020 in Germany*
In 2020, Germany became the most popular destination for Europeans.
- 2** *54% of trips to Germany*
Were made for holidays, followed by business trips which accounted for 21% of the total trips in 2020.
- 3** *46% of the trips*
Were made to cities in Germany which had more than 100,000 inhabitants
- 4** *5.5% of the total GDP*
Was contributed by the travel & tourism sector in 2020



Germany Trade Fairs & Events

▪ Creative World, 2022

Creativeworld is the world's largest and most important trade fair for the DIY sector. The key players and newcomers of the sector meet in Frankfurt am Main, Germany. They present their innovations in the product groups hobby and handicrafts, graphic arts and artists' requisites, handiwork, textile design and graffiti and street art. The event would be organized from 29th January, 2022 – 1st February, 2022. This event would help in the recovery of Germany handicraft market as thousands of customers and handicraft enthusiasts would mark their presence in the event, generating a high demand for handicraft goods.

TRADE FAIRS & EVENTS FOR GERMANY HANDICRAFT INDUSTRY

▪ Central German Handicrafts Fair (MITTELDEUTSCHE HANDWERKSMESSE)

The mitteldeutsche handwerksmesse in Leipzig shows the craft and the quality of individual services and fabrications. Their priorities are the construction and development industry, housing, arts and crafts, health and lifestyle, food, crafts, vehicles and rare craft. The mitteldeutsche handwerksmesse is the largest transstate forum of crafts. The event would be organized from 19th Feb, 2022 – 27th Feb, 2022

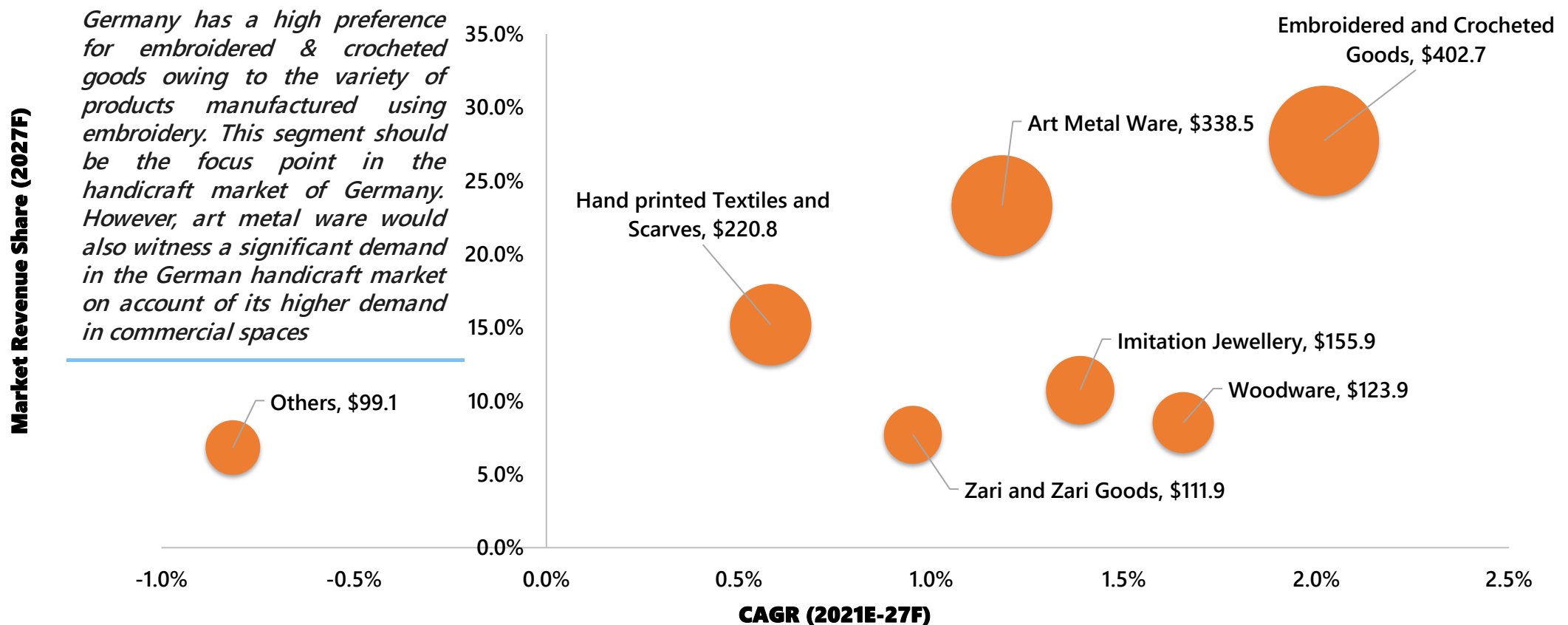
A photograph of a handicraft market stall. The stall is filled with various items, including colorful beaded necklaces, bracelets, and bags. The items are displayed on wooden shelves and hanging from the ceiling. The stall is covered with a thatched roof. The background shows other stalls and people, suggesting a busy market environment. The lighting is warm and natural, highlighting the textures and colors of the handicrafts.

CHAPTER 11

**Germany Handicraft
Market- Opportunity
Assessment**

Germany Handicraft Market Opportunity Assessment, By Product Type

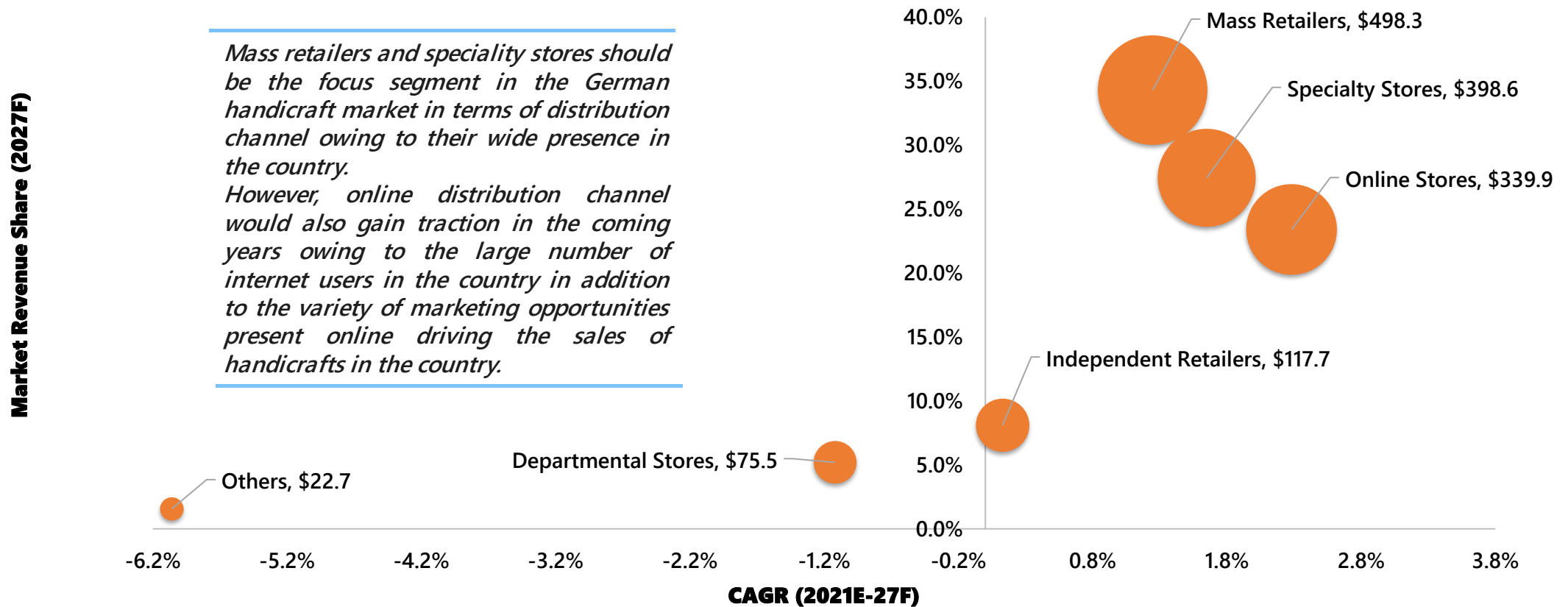
Figure 12: Germany Handicraft Market Opportunity Assessment, By Product Type, 2027F



Note: Values around the bubbles represent market revenues in 2027F (\$ Million)

Germany Handicraft Market Opportunity Assessment, By Distribution Channel

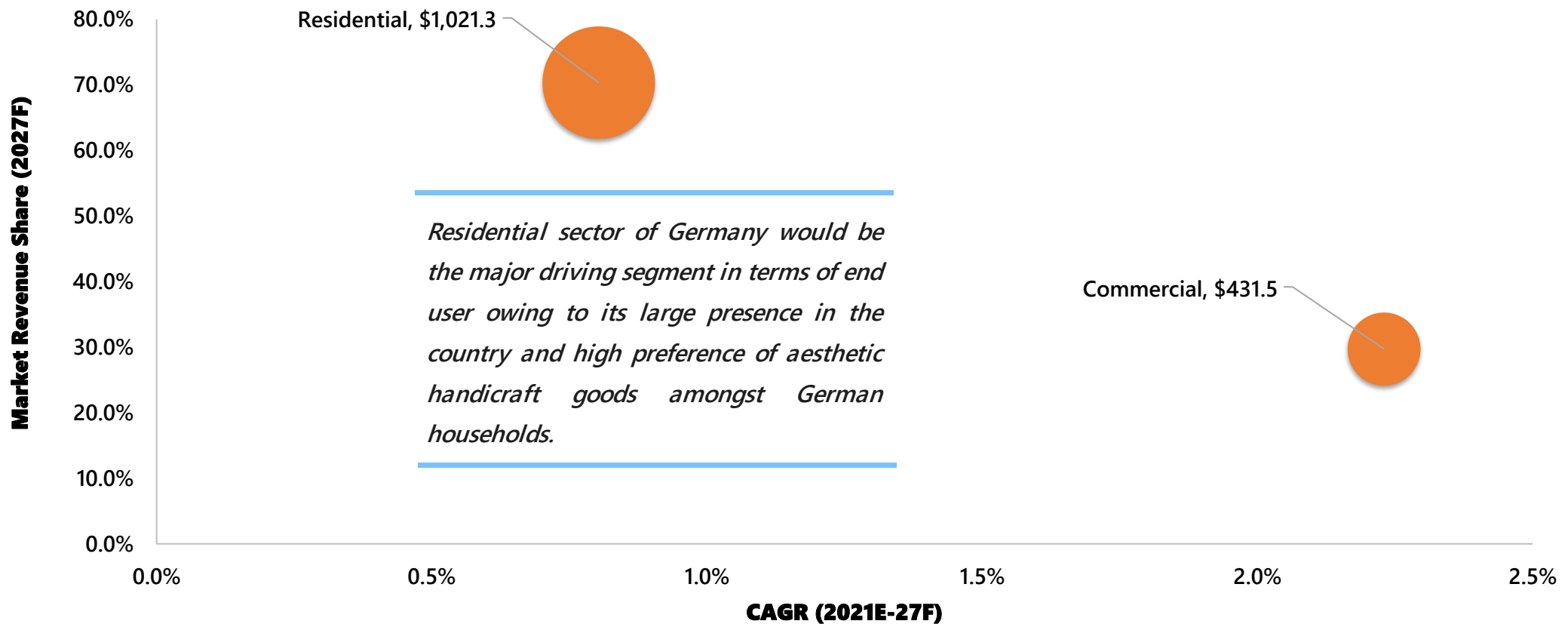
Figure 13: Germany Handicraft Market Opportunity Assessment, By Distribution Channel , 2027F



Note: Values around the bubbles represent market revenues in 2027F (\$ Million)

Germany Handicraft Market Opportunity Assessment, By End Users

Figure 14: Germany Handicraft Market Opportunity Assessment, By End Users, 2027F



Note: Values around the bubbles represent market revenues in 2027F (\$ Million)

A photograph of a handicraft market stall. The stall is filled with various items, including colorful textiles, jewelry, and bags. The items are displayed on tables and hanging from the ceiling. The stall is covered with a thatched roof. The background shows other stalls and people, suggesting a busy market environment. The lighting is warm and natural, highlighting the textures and colors of the handicrafts.

CHAPTER 12

**Germany Handicraft
Market Competitive
Landscape**

Germany Handicraft Market Competitive Benchmarking, By Technical Parameters

| Companies | Woodware | Art Metal Ware | Hand printed Textiles and Scarves | Embroidered and Crocheted Goods | Zari and Zari Goods | Imitation Jewellery |
|--------------------|----------|----------------|-----------------------------------|---------------------------------|---------------------|---------------------|
| Sandner GmbH | ✗ | ✓ | ✗ | ✗ | ✗ | ✗ |
| Krebs Glas Lauscha | ✓ | ✓ | ✗ | ✗ | ✗ | ✗ |
| Rug Star | ✗ | ✗ | ✓ | ✓ | ✗ | ✗ |
| MK Handicraft Co | ✓ | ✗ | ✗ | ✗ | ✗ | ✗ |
| Trautz GmbH | ✓ | ✓ | ✗ | ✗ | ✗ | ✗ |
| Orient Handicraft | ✗ | ✓ | ✗ | ✗ | ✗ | ✗ |

✓ Available ✗ Not Available

Source: 6Wresearch

12.2 UAE Handicraft Market Competitive Landscape

UAE Handicraft Market Competitive Benchmarking, By Operating Parameters

| Companies | Establishment Year | Headquarter | Number of Employees | Product Portfolio | Outlet location |
|--------------------|--------------------|------------------|---------------------|---|------------------|
| Sandner GmbH | 2016 | Munich, Germany | N.A. | <ul style="list-style-type: none"> ▪ Accessories for candles ▪ Church supplies ▪ Incense burners & incense | Munich, Germany |
| Krebs Glas Lauscha | 1992 | Lauscha, Germany | N.A. | <ul style="list-style-type: none"> ▪ Christmas tree decorations | Lauscha, Germany |

*Note: The aforementioned "Product Portfolio" list is not exhaustive
N.A. - Not Available*

12.2 UAE Handicraft Market Competitive Landscape

UAE Handicraft Market Competitive Benchmarking, By Operating Parameters

| Companies | Establishment Year | Headquarter | Number of Employees | Product Portfolio | Outlet location |
|------------------|--------------------|------------------|---------------------|--|-----------------|
| Rug Star | 2002 | Berlin, Germany | 1,600 (2020) | <ul style="list-style-type: none"> ▪ Rugs ▪ Carpets | Berlin, Germany |
| MK Handicraft Co | N.A. | Da Nang, Vietnam | N.A. | <ul style="list-style-type: none"> ▪ Home décor ▪ Household accessories ▪ Kitchen- Bath accessories | N.A. |

*Note: The aforementioned "Product Portfolio" list is not exhaustive
N.A. - Not Available*

12.2 UAE Handicraft Market Competitive Landscape

UAE Handicraft Market Competitive Benchmarking, By Operating Parameters

| Companies | Establishment Year | Headquarter | Number of Employees | Product Portfolio | Outlet Location |
|-------------------|--------------------|-------------------------------|---------------------|---|-------------------------------|
| Trautz Gmbh | 1929 | Rhineland-Palatinate, Germany | N.A. | <ul style="list-style-type: none"> ▪ Decorations ▪ Precious metals ▪ Zinc & metal items ▪ Glass ▪ Ceramics | Rhineland-Palatinate, Germany |
| Orient Handicraft | 2008 | HCMC, Vietnam | N.A. | <ul style="list-style-type: none"> ▪ Decorative Storage ▪ Woven Furniture ▪ Bamboo accessories | N.A. |

*Note: The aforementioned "Product Portfolio" list is not exhaustive
N.A. - Not Available*



CHAPTER 13

Company Profiles

→ Sandner GmbH
 Krebs Glas Lauscha
 Rug Star
 MK Handicraft Co
 Trautz GmbH
 Orient Handicraft

| Parameter | Description |
|------------------------------|--|
| Company Overview | Sandner GmbH, headquartered at Munich, Germany deals in manufacturing, trading and exporting souvenirs, church supplies, handicrafts, candle stands and decorative items. |
| Establishment Date (Global) | 2016 |
| Number of Employees (Global) | N.A. |
| Key Executives (Global) | <ul style="list-style-type: none"> Managing Director- Alois Maichel |
| Trade Shows | <ul style="list-style-type: none"> N.A. |
| Geographical Presence | <ul style="list-style-type: none"> Germany Europe |
| Contact Details | <ul style="list-style-type: none"> Address: Weidachstrasse 6th 85609 Aschheim near Munich, Munich, Germany Contact number: +49 8998104036 Email: info@sandner-gmbh.de Website: www.sandner-kollektion.de |

*Note: The aforementioned "Geographical Presence" list is not exhaustive
 N.A. - Not Available*

Sandner GmbH
 Krebs Glas Lauscha
 Rug Star
 MK Handicraft Co
 Trautz GmbH
 Orient Handicraft

| Parameter | Description | | |
|------------------------------|---|---|---|
| Company Overview | Krebs Glas Lauscha, headquartered at Lauscha, Germany deals in Christmas decorations including glass jewellery. The company comes under the Krebs Group which is spread across Germany, USA and Hong Kong | | |
| Establishment Date (Global) | 1992 | | |
| Number of Employees (Global) | N.A. | | |
| Key Executives (Global) | <ul style="list-style-type: none"> CEO - Michael Krebs & Roger Müller | | |
| Trade Shows | <ul style="list-style-type: none"> Christmasworld, Frankfurt am Main | | |
| Geographical Presence | <ul style="list-style-type: none"> Germany | <ul style="list-style-type: none"> USA | <ul style="list-style-type: none"> Hong Kong |
| Contact Details | <ul style="list-style-type: none"> Address: Krebs Glas Lauscha GmbH, Am Park 1,98724 Lauscha Contact number: +49 36702288-0 Email: service@krebslauscha.de Website: www.krebslauscha.de | | |

*Note: The aforementioned "Geographical Presence" list is not exhaustive
 N.A. - Not Available*

Sandner GmbH
 Krebs Glas Lauscha
 Rug Star
 MK Handicraft Co
 Trautz GmbH
 Orient Handicraft

| Parameter | Description |
|------------------------------|--|
| Company Overview | Rug Star, headquartered at Berlin, Germany deals in Rugs & carpets. The company manufactures handcrafted rugs and carpets in Rajasthan, Nepal and Afghanistan. |
| Establishment Date (Global) | 2002 |
| Number of Employees (Global) | 1,600 (2020) |
| Key Executives (Global) | N.A. |
| Trade Shows | <ul style="list-style-type: none"> Domotex Fair |
| Geographical Presence | <ul style="list-style-type: none"> Germany |
| Contact Details | <ul style="list-style-type: none"> Address: Rosa-Luxemburg-Straße 27, 10178, Berlin, Germany Contact number: +49 (0)30 308 75447 Email: sales@rugstar.com Website: www.rugstar.com |

*Note: The aforementioned "Geographical Presence" list is not exhaustive
 N.A. - Not Available*

Sandner GmbH
 Krebs Glas Lauscha
 Rug Star
 MK Handicraft Co
 Trautz GmbH
 Orient Handicraft

| Parameter | Description |
|------------------------------|--|
| Company Overview | MK Handicraft Co, headquartered at Da Nang, Vietnam is a manufacturer and exporter of vase, picture frame, lampshade, carpets, mats, decorative items & small furniture of materials ranging from bamboo, seagrass, rubber etc. The company deals in Germany through their importers and retailers in the country. |
| Establishment Date (Global) | N.A. |
| Number of Employees (Global) | N.A. |
| Key Executives (Global) | N.A. |
| Trade Shows | N.A. |
| Geographical Presence | <ul style="list-style-type: none"> ▪ Germany ▪ Vietnam ▪ Netherlands ▪ France ▪ Italy ▪ Spain ▪ Sweden ▪ Denmark ▪ Turkey |
| Contact Details | <ul style="list-style-type: none"> ▪ Address: Lot A5-5 + A5-6 Green Island Villas, Hoa Cuong Bac Ward, Hai Chau Dist, Da Nang City, Vietnam ▪ Contact number: +84-918-681-991 ▪ Email: sales@mkhandicrafts.com ▪ Website: www.mkhandicrafts.com |

*Note: The aforementioned "Geographical Presence" list is not exhaustive
 N.A. - Not Available*

Sandner GmbH
 Krebs Glas Lauscha
 Rug Star
 MK Handicraft Co
 Trautz GmbH
 Orient Handicraft

| Parameter | Description |
|------------------------------|---|
| Company Overview | Trautz GmbH, headquartered at Berlin, Germany is a wholesaler of wide variety floristry, furnishing and decoration products comprising of decorative item, ceramic tableware, aluminum accessories, glass & ceramic items. |
| Establishment Date (Global) | 1929 |
| Number of Employees (Global) | N.A. |
| Key Executives (Global) | <ul style="list-style-type: none"> Christine Kahmann, Uwe Kahmann & Anja Hüttl |
| Trade Shows | N.A. <ul style="list-style-type: none"> Natural products Fibreclay, Ficonstone, Stone Casting & Plastic |
| Geographical Presence | <ul style="list-style-type: none"> Germany |
| Contact Details | <ul style="list-style-type: none"> Address: Lilienthalstrasse 41b, 67435 Neustadt an der Weinstraße, Germany Contact number: +49 6327 9777-0 Email: neustadt@trautz.de Website: www.trautz.de |

*Note: The aforementioned "Geographical Presence" list is not exhaustive
 N.A. - Not Available*

Sandner GmbH
 Krebs Glas Lauscha
 Rug Star
 MK Handicraft Co
 Trautz GmbH
 Orient Handicraft

| Parameter | Description | |
|------------------------------|---|--|
| Company Overview | Orient Handicraft, headquartered at HCMC, Vietnam is a manufacturer, exporter & trader of handicraft items, decorative storage products, hand woven furniture with presence in multiple countries including Germany. | |
| Establishment Date (Global) | 2008 | |
| Number of Employees (Global) | N.A. | |
| Key Executives (Global) | N.A. | |
| Trade Shows | N.A. | <ul style="list-style-type: none"> ▪ Bamboo products ▪ House utensils |
| Geographical Presence | <ul style="list-style-type: none"> ▪ Germany ▪ USA ▪ France | <ul style="list-style-type: none"> ▪ Australia ▪ South Korea ▪ Thailand |
| Contact Details | <ul style="list-style-type: none"> ▪ Address: #1.08, 2nd Floor, Riviera Point, Nguyen Van Tuong Street, Tan Phu Ward, District 7, HCMC, Vietnam ▪ Contact number: +84 90 359 2466 ▪ Email: sales@orienthandicraft.com ▪ Website: www.orienthandicraft.com | |

*Note: The aforementioned "Geographical Presence" list is not exhaustive
 N.A. - Not Available*



CHAPTER 14

Key Strategic Recommendations

14 Key Strategic Recommendations

Key Strategic Recommendations

Motivate local artisans

The local handicraft market of Germany is also facing a threat from factory made products which are becoming highly profitable for manufacturers owing to their time efficiency. Artisans should be motivated with incentives and good living conditions, so they enjoy creating new handicrafts with all of their time and efforts.

Trade Fairs & Events

Companies should participate in trade fairs and events to showcase their handmade products. Events like Creative World and Central German Handicrafts Fair attract thousands of customers and handicraft enthusiasts. These events can be a very big opportunity for handicraft companies to display their creative products. Companies can also come up with initiatives where they can let the customers directly meet the original handicraft manufacturers for creating interest amongst the enthusiasts.



Collaboration with Hospitality Industry

In the coming years, Germany would be witnessing 364 new hotels with 57,926 rooms. This would generate a huge demand for aesthetic goods including handicrafts. Companies can collaborate with large hotel chains to fulfil their demand for handicrafts. Art metal ware and embroidered goods are the most demanded handicrafts in Germany.

Creating Awareness

Companies should create awareness about handicraft products. People now a days are more inclined towards factory made goods owing to their availability and lower pricing in the market. SO, companies should explain the customers about the difference between handmade items and factory made. Companies can organize exhibitions to generate awareness about their products and how they are made.

CHAPTER 15

Disclaimer



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