

**Germany Power Tools Market Assessment, By Tool Type [Drills, Screwdrivers, Impact Drivers, Angle Grinders, Air Compressors, Nail Guns, Others], By Application [Fasteners, Cutting, Shaping, Sanding, Grinding, Routing, Polishing, Painting, Others], By Portability [Stationary, Portable], By End-user [DIY, Commercial, Industrial], By Sales Channel [Online Sales, Retail Sales, Distributor Sales], By Region, Opportunities and Forecast, 2017-2031F**

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**Report description:**

Germany power tools market is projected to witness a CAGR of 3.71% during the forecast period 2024-2031, growing from USD 2.56 billion in 2023 to USD 3.42 billion in 2031. Germany's strong hold over manufacturing sector including automotive and aerospace industry makes it a potential market for power tools. The presence of major power tool manufacturers, such as Robert Bosch GmbH and Einhell AG, makes it technologically advanced. Germany's strong manufacturing sector, particularly in the automotive industry, significantly drives the demand for power tools. These industries rely heavily on power tools for assembly and production processes, contributing to the market's expansion. Innovations such as brushless motors and lithium-ion batteries enhance the efficiency and performance of power tools. These advancements attract consumers looking for high-quality and durable tools suited for industrial applications.

The rise of online shopping platforms facilitates easy access to a wide range of power tools. This trend allows consumers to compare products and prices, thereby expanding the market reach and increasing sales opportunities. The cordless technology is penetrating along with the integration of artificial intelligence and machine learning. Companies in German market are focusing on cordless power tools.

For instance, in September 2022, Andreas Stihl AG & Co. announced the start of the production of cordless products in Germany in

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2024. The company started the production of these products at its Waiblingen facility in Germany. By establishing a new cordless product manufacturing facility, the company laid the groundwork to remain a leading player in the cordless market.

#### Technological Advancements and Expansion of Product Portfolio to Fuel Market Growth

Smart tools with sensors, internet connectivity, and data analytics are becoming more popular in Germany. By monitoring tool performance and usage in real time, manufacturers can provide predictive maintenance and better customer service. The power tools industry in Germany is adopting Industry 4.0, also known as the fourth industrial revolution. Germany's start-up culture is contributing to the technological advancements in the power tools market. Companies such as Einhell, MagForce, Wurth Elektronik eiSos, and Flex Power Tools are developing innovative cordless tools, components, and ergonomic power tools.

Companies focus on expanding their portfolio by adding products that support latest technology and design.

For instance, in July 2024, Einhell AG expanded its cordless power X-change product range with its first cordless angle drill. The drill comes with higher flexibility in challenging DIY projects. The angle drill joins the large battery family of 300 products by being compatible with all of the series' batteries as a member of the Power X-Change platform.

#### Higher Automotive Manufacturing to Fuel Market Growth

In Germany, demand for power tools from the automobile industry grows in line with the sector's continued expansion. Due to its dominance in automotive manufacturing, the nation has a substantial market for power tools used in industrial settings. Power tools are essential to the assembly lines and manufacturing processes of German automakers such as Daimler, BMW, and Volkswagen. During the manufacturing of vehicles, these instruments are necessary for operations including drilling, fastening, material removal, and polishing.

German power tool manufacturers, such as Bosch, Metabo, and Fein, are well known for their accuracy, robustness, and technological innovation. The fact that automakers frequently favor utilizing tools produced by these domestic producers increases demand for these products in the country. Germany has been exporting cars and parts to markets around the world, and these exports have been increasing rapidly. As production volumes rise to keep up with the global demand, this expansion in exports indirectly drive the demand for power tools utilized in the manufacturing process. It leads to companies launching new facility in the other parts of Europe for an expanded supply chain.

For instance, in April 2024, Andreas Stihl AG & Co. started production at its latest battery production facility in Romania. With production facilities spanning seven nations and four continents, the global manufacturing network is growing to incorporate a second strategic base in Europe.

#### Rising Automotive Manufacturing Facilities to Fuel the Industrial Segment's Growth

Industrial segment dominate the share of Germany power tools market. Germany's wide automotive and aerospace sectors are likely to keep the momentum going for its power tool market. Since Germany is a leader in this sector and the automobile industry depends heavily on power tools, there is a significant demand for industrial power tools in Germany. German automakers frequently choose employing domestically produced equipment from companies such as Fein, Bosch, and Metabo, which are renowned for their accuracy, robustness, and technological innovation.

Germany has been exporting automobiles, parts, and aircraft all over the world, with a steady increase in these exports. As production volumes rise to keep up with global demand, this expansion in exports indirectly drive the demand for power tools utilized in the manufacturing process. Global recognition for German power tool brands stems from their reputation for excellence, accuracy, and technological innovation. Manufacturers in the automotive and aerospace sectors often prefer using tools made by domestic brands, further boosting demand in the country.

For instance, in December 2022, Metabowerke GmbH, formally known as Metabo launched four new products. Metabo HPT released the next generation 5 inch 12 Amp Variable Speed Angle Grinder (G13VE2) with brushless motor, updated variable speed grinder named 4-1/2 inch 12 Amp Paddle Switch Disc Grinder, 3-1/4 inch 21 degrees Framing nailer model NR83A5(S1)M, and 18V MultiVolt Cordless Triple Hammer BOLT Impact Driver.

#### Future Market Scenario (2024 - 2031F)

-□Demand for power tools through automotive and aerospace industry is likely to positively impact the growth of market in the country.

-□Higher innovations and technological integration are projected to add value to Germany power tools market.

-□New German companies are expanding their facilities in other parts of the world to strengthen market growth.

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## Key Players Landscape and Outlook

Power tool manufacturers in Germany are progressively adding smart features, such as Bluetooth connectivity for safety and tracking their products. This invention appeals to both professional and do-it-yourself (DIY) sectors by improving user experience and operational efficiency. The performance and mobility of cordless tools have increased with the switch to lithium-ion batteries. Longer battery life and quicker charging times are top priorities for manufacturers as they are essential for both home and commercial use. Businesses are diversifying their product offerings by adding more tools to meet a range of needs, including material removal, drilling, and cutting. Companies adopt strategies such as acquisition, collaboration, and partnerships to expand their business.

For instance, in February 2022, Andreas STIHL AG & Co declared a large investment in TinyMobileRobots, a Danish robotics business. The sophisticated, completely autonomous line-marking robots made by TinyMobileRobots, which are meant for use in sports fields, road construction, agriculture, and other areas, have a great technological similarity to STIHL's robotic lawn mowers. In March 2023, STIHL acquired a majority stake of 75.1 percent in Mogatec GmbH, a specialist in advanced garden technology, making it the majority shareholder of the Saxony-based company headquartered in Drebach, Germany.

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\*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work.

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