

Contact Inga Kelkenberg
Phone +49 69 66 03-1549
Email inga.kelkenberg@vdma.org
Date 22.01.2024

Sanitary technology and installation sector defies difficult market environment

- Decline in sales expected in the first half of the year
- Industry offers long-term solutions for tomorrow's issues

Frankfurt, 22 January 2024 – For the German sanitary technology and installation industry the past year was characterised by the effects of the sluggish construction sector in Germany and Europe. The outlook for the coming months also remains gloomy at present.

According to a survey of members of the industry association at the end of December 2023, a year-on-year decline of 4.7 per cent is expected for the first half of 2024 in the area of sanitary products in front of the wall in Germany, while a decline of 3.4 per cent is forecasted abroad. For installation technology behind the wall, the expected decline in Germany is 2.8 per cent. A smaller decline of 1.4 per cent is assumed abroad.

Despite the current gloomy economic outlook, Thilo Pahl, Chairman of the VDMA Sanitary Technology and Design Industry Association and Managing Director of Bette GmbH & Co. KG, is positive: "As sanitary industry and installation technology sector, we are looking ahead with confidence despite the difficult conditions. We are firmly convinced that we have the right solutions for future challenges such as clean drinking water and sustainable construction. In addition, our companies have once again impressively demonstrated their resilience and crisis resistance in recent months."

Laura Dorfer, Managing Director of the new Industrial Association for Sanitary Technology and Design, emphasises: "The general conditions for the industry are currently challenging. This makes it all the more important, especially in times of crisis, to focus on one's strengths and stick together. With the new industry association, we are offering the sanitary industry and installation technology a platform to loudly communicate their industry interests to the

outside world in future and to speak with one voice in dialogue with politicians and key stakeholders."

To date, the members of the sanitary association include 20 renowned manufacturers of taps and showers, sanitaryware such as bathtubs and shower surfaces, bathroom furniture, mirror cabinets and washbasins through to shower enclosures and installation components for the bathroom. The VDMA Sanitary Technology and Design industry association represents a branch of industry that includes almost 150 companies in Germany with around 43,000 employees and a turnover of around 9 billion euros.

Photos can be found [here](#).

Do you have any questions? Inga Kelkenberg, VDMA Sanitary Technology and Design, will be happy to answer them: 069 6603 1549, inga.kelkenberg@vdma.org.

The VDMA represents 3600 German and European mechanical and plant engineering companies. The industry stands for innovation, export orientation and SMEs. The companies employ around 3 million people in the EU-27, more than 1.2 million of them in Germany alone. This makes mechanical and plant engineering the largest employer among the capital goods industries, both in the EU-27 and in Germany. In the European Union, it represents a turnover volume of an estimated 860 billion euros. Around 80 percent of the machinery sold in the EU comes from a manufacturing plant in the domestic market.