

### Survey on behalf of Bosch Power Tools: **Germany values the skilled trades** Sustainability and digitalization gaining in importance

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- ▶ Study shows widespread appreciation for the industry
- ▶ Younger generation more optimistic about future of the skilled trades
- ▶ Shortage of tradespeople varies from region to region
- ▶ Sustainability and digitalization are gaining in importance – this is where the OfficeOn software for tradespeople from Bosch Power Tools comes in

The skilled trades are a cornerstone of our society and enjoy a widespread recognition despite the many challenges they face – as shown by a representative survey conducted by Appinio on behalf of Bosch Power Tools. 1,008 participants in Germany were asked about their view of the skilled trades. The study sheds light on key aspects such as the impact of the shortage of tradespeople, deciding criteria when selecting tradespeople, and the influence of sustainability on the industry. It also examined public perception of the prospects of the skilled trades sector and possible measures to increase its attractiveness for young talent.

The complete finding can be viewed at the following link (German only):

[www.bosch-officeon.com/de/de/wissen/blog/umfrage-deutsches-handwerk/](http://www.bosch-officeon.com/de/de/wissen/blog/umfrage-deutsches-handwerk/)

#### **Germany values the skilled trades – despite waiting times and high costs**

The German skilled trades sector enjoys an excellent reputation among the public. Nine out of ten respondents – 89.5 percent, to be precise – consider skilled trades to be important or even very important for our society. This appreciation runs across all age groups and regions in Germany. Nevertheless, customers also face certain challenges, including long waiting times (55.3 percent), high costs (49.8 percent), and a lack of available tradespeople (45 percent).

### **Younger generation more optimistic about future of skilled trades**

Regarding the shortage of young talent, the survey paints a confident picture. Some 40.9 percent of 18–24-year-olds are confident that the skilled trades sector will be able to attract young talent in the coming years. By contrast, this optimism decreases in the older age groups. Interestingly, two thirds of all respondents would advise young people to train in a skilled trade. The respondents see clear priorities when it comes to making the skilled trades more attractive for young people: Better pay and working conditions (61.9 percent), improved prospects for promotion and further training opportunities (43.3 percent) and fostering creativity and innovation in the skilled trades (39.4 percent).

### **Shortage of tradespeople varies from region to region**

The shortage of tradespeople is perceived differently in different regions of Germany. The area most severely affected nationwide is plumbing and heating, where 58.7 percent of respondents perceive there to be a shortage. There are clear regional differences: While 69.2 percent of participants in Mecklenburg-Western Pomerania report a shortage in this area, the figure is only 35.5 percent in Hamburg. The situation is particularly striking in Berlin, where an above-average shortage is perceived in almost all trades, especially in electrical installations at 62.1 percent, compared to the national average of 50 percent.

### **Sustainability and digitalization gaining in importance**

The most important aspects for customers are quality (86.7 percent), adherence to deadlines (86 percent), and transparent costs (83.3 percent). In times of climate change, however, customers are also placing increasing importance on sustainability. A total of 55.5 percent of respondents consider the use of sustainable materials and working methods to be important or very important. At the same time, other topical considerations are increasingly part of the equation. Digital communication, such as via WhatsApp, is now valued by a considerable proportion of respondents (46.6 percent). This development shows that while consumers want the values of traditional tradesmanship they also expect the service to adapt to the spirit of the times and modern communication methods.

The urgent need for digitalization requires new solutions. This is where the [OfficeOn software for tradespeople](#) from Bosch Power Tools comes in. It makes life easier for people in the skilled trades. You can find the related press release [here](#).

**Press photos and infocharts are available on the Bosch Media Service at [www.bosch-press.com](http://www.bosch-press.com).**

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*The Robert Bosch Power Tools GmbH, a division of the Bosch Group, is one of the world's leading providers for power tools, garden tools, power tool accessories and measuring tools. In 2023, its roughly 19,500 associates generated sales of 5.6 billion euros, about 90 percent of which outside of Germany. With brands such as Bosch and Dremel, the division stands for customer focus and great engineering progress. The core success factors are innovative strength and pace of innovation. In 2024, Bosch Power Tools will again launch more than 100 new products onto the market in its four business segments power tools, outdoor and garden tools, accessories and measuring tools.*

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