

2025 Market Periscope:

German Home Improvements and Fastening Tool Market Demand

市場潛望鏡：
2025德國居家
修繕及緊固工具
市場需求



Introduction

Germany's home improvement market in 2025 stayed large, but demand was uneven and selective. The most reliable near-term demand proxy for fastening tools is the DIY and home improvement retail channel's reported turnover. Through January to September 2025, that channel reported EUR 16.08 billion, down 1.4% year on year (like-for-like down 1.2%). The year did not deliver a clean rebound: Q2 turned positive, while Q1 and Q3 were negative.

For fastening tools, this pattern usually means essentials and consumables stay comparatively resilient, while discretionary upgrades and "nice-to-have" purchases remain under pressure. In parallel, official housing and construction indicators show early signs of improvement on permits and construction turnover toward late 2025. Those signals tend to influence fastening demand with a lag, meaning they are more relevant for 2026 planning than for explaining 2025 retail performance.

What the DIY Channel Reported in 2025

Retail sell-through matters because it captures what households and small trades are buying in real time. The latest publicly available 2025 update covers January to September.

The quarterly breakdown is the best way to understand how demand behaved:

- Q1 2025: EUR 4.57 billion, -4.0% year on year (like-for-like -3.5%).
- Q2 2025: EUR 6.47 billion, +1.2% year on year (like-for-like +1.4%).
- Q3 2025: EUR 5.04 billion, -2.3% year on year (like-for-like -2.2%).
- Jan–Sep 2025 total: EUR 16.08 billion, -1.4% year on year (like-for-like -1.2%).

This tells a practical story: **demand activated in spring, but the market did not sustain momentum through late summer.**

Table 1. German DIY and Home Improvement Retail Turnover
(latest available at publication) (all values: gross turnover)

Period	Turnover (EUR bn)	YoY change	Like-for-like YoY
Full-year 2024 (baseline)	20.92	-1.5%	n/a
Q1 2025	4.57	-4.0%	-3.5%
Q2 2025	6.47	+1.2%	+1.4%
Q3 2025	5.04	-2.3%	-2.2%
Jan–Sep 2025	16.08	-1.4%	-1.2%



How to Interpret These Signals for Fastening Tools

Fastening tool demand is not a single category. It is a chain of purchases that shifts depending on whether people are doing large renovations or small fixes. **In a year like 2025, three demand layers matter:**

Layer A:

Maintenance and replacement (most stable)

This is the everyday layer. People still need to mount, repair, replace, secure, and reinforce. Even when budgets tighten, this work does not disappear. This supports steady demand for:

- core screws, anchors, plugs, washers, brackets
- basic hand tools and small kits
- consumables such as bits, blades, and abrasives

Layer B:

Small projects and seasonal work (highly seasonal)

These are weekend and household projects that often activate in spring and early summer. Typical examples include fencing repairs, garden structures, outdoor fixtures, storage upgrades, and small carpentry. This layer supports demand for outdoor-rated fixings and corrosion-resistant hardware, plus the accessories that make work faster.

Layer C:

Big renovations and upgrade purchases (most volatile)

This layer drives the bigger baskets: multi-room upgrades, kitchens and bathrooms, flooring refits, large drywall work, and heavy structural improvements. It is also where discretionary power-tool upgrades happen. When the retail channel is down and choppy, this layer usually becomes selective. Many consumers either postpone, narrow scope, or trade down.

So the 2025 takeaway is that the mix likely leaned more toward Layers A and B, while Layer C remained cautious.

Housing and Construction: The Real Drivers Behind Project-Led Demand

Fasteners and fastening tools are downstream of housing and construction. The official indicators help explain why 2025 looked selective at retail even as some upstream signs improved.

Housing completions weakened in 2024

Germany completed 251,900 dwellings in 2024, down 14.4% year on year. Completions matter because they trigger downstream spending: fit-outs, move-ins, and a wave of installation work.

Backlog remained substantial

At end-2024, the official backlog of approved but incomplete dwellings was 759,700, including 330,000 already under construction. A large backlog supports medium-term activity, but it can also signal that delivery is stretched and demand is spread out.

Permits improved in late 2025

Permits are a leading indicator. In October 2025, permits were 19,900 dwellings, up 6.8% year on year. **Over January to October 2025, permits totalled 195,400, up 11.2% year on year.** This is constructive, but the demand impact typically arrives later via starts, completions, and trades activity.

Construction turnover turned positive

For October 2025, nominal turnover in the main construction industry was reported at EUR 11.6 billion, up 7.0% year on year, with real turnover up 4.5%. For January to October 2025, real turnover was up 1.8% versus the prior-year period.

These indicators help separate two realities:

- **Retail demand in 2025 stayed cautious and seasonal.**
- **Upstream signals began to improve, supporting a more stable planning case for 2026.**

Table 2. Housing and Construction Indicators Relevant to Fastening Demand

Indicator	Period	Value	Change/Note
Dwellings completed	2024	251,900	-14.4% YoY
Backlog of approved but incomplete dwellings	End-2024	759,700	pipeline indicator
Backlog already under construction	End-2024	330,000	active pipeline
Dwellings permitted	Oct 2025	19,900	+6.8% YoY
Dwellings permitted	Jan-Oct 2025	195,400	+11.2% YoY
Main construction turnover (nominal)	Oct 2025	EUR 11.6 bn	+7.0% YoY
Main construction turnover (real)	Oct 2025	n/a	+4.5% YoY
Main construction turnover (real)	Jan-Oct 2025	n/a	+1.8% vs prior-year period

Channel Dynamics: Why 2025 Was a "Precision Year"

When growth is not broad-based, execution matters more than messaging.

Availability beats variety

In selective markets, shoppers are less patient. They want

