

German furniture brands: Reports

Growing demand for furniture „Made in Germany“

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Axel Schramm, President of the German Furniture Industry Association. Photo: VDM

The German furniture industry achieved an almost stable sales development in 2017. "Although sales declined by 0.6 percent last year to € 17.9 billion, this means that, after the good growth years of 2015 and 2016 - with a healthy 6.2 percent and 3.2 percent increase - this is the high level could almost be reached again," said the President of the Association of the German Furniture Industry (VDM), Axel Schramm.

Domestic demand declined by 1.1 percent, while foreign sales by German furniture manufacturers rose by

0.4 percent, so that the demand for "Made in Germany" furniture generally improved. "Even if export quotas vary greatly from one company to another, foreign trade is developing into an important pillar for our manufacturers," continued Schramm. The industry-wide export ratio rose to 32.4 percent last year. This means that almost every third piece of furniture "Made in Germany" is sold abroad. For the current year, the association expects sales of a similar magnitude - "with the potential for a small plus," says Schramm. Last year, the German furniture industry employed 83,987 people in 492 companies.

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