PRESS RELEASE

CMS Berlin 2017:

Germany is Europe’s biggest cleaning industry market

Turnover in the building cleaning trade equals 17 billion euros – Export share of German cleaning machine makers at 73 per cent – Cleaning agent manufacturers invest significant sums in R&D

Berlin, 18 September 2017 – With only a short time to go before CMS Berlin 2017 – Cleaning.Management.Services. opens its doors, the non-commercial sponsors of the international cleaning trade fair have emphasised the economic importance of the cleaning industry. Figures published by the National Guild Association of the Building Cleaning Trade (BIV), Bonn, the VDMA Cleaning Systems Trade Association, Frankfurt/Main, and the Industrial Association for Hygiene and Surface Protection (IHO), Frankfurt/Main, reveal that Germany remains Europe’s strongest market for the cleaning industry.

No other sector in Germany has more employees than the building cleaning trade. Nationwide, about 1 per cent of the workforce is employed in building cleaning. According to the latest calculations by the BIV around 643,000 people work in this sector. In 2016 over 21,500 companies achieved an estimated turnover of close to 17 billion euros.

According to industry figures for cleaning machines calculated by the VDMA Cleaning Systems Trade Association, in 2016 around 50 companies selling cleaning systems for industrial and commercial purposes achieved a turnover of more than 900 million euros on the German market. Their workforce numbered approximately 5,250. The export share of German manufacturers was around 73 per cent. German companies accounted for about 20 per cent of the world market and around 50 per cent of the European market.

According to figures released by the IHO, in 2016 turnover in Germany in the commercial market for cleaning agents, care products and disinfectants exceeded one billion euros. The workforce in this sector numbered over 7,000. Building cleaning products accounted for around 25 per cent of the above figure. At 4.7 per cent, the industry’s spending on research and development last year was significantly above the average for the other branches of the chemical industry.
Turnover in Europe equals around 74 billion euros

Overall turnover in Europe equals around 74 billion euros. The German cleaning industry tops the national rankings at €14.7 billion, followed by France (€12.6 bi.), the UK (€10.6 bi.), Italy (€8.4 bi.) and Spain (€7.5 bi.). In its last publication in 2016, the European Federation of Cleaning Industries (EFCI) listed 171,000 companies, with a workforce totalling around 3.4 million in 20 European countries.

Facility management: 130 billion euros GVA

According to the German Facility Management Association (GEFMA), facility management is a key sector of the German economy. At 130 billion euros GVA, the facility and management services delivered by company-owned organisations and service providers represent a substantial economic factor and account for over five per cent of GDP. According to the latest GEFMA industry report from 2014, around ten per cent of the German workforce are employed in facility management.

In 2016, Germany’s facility services market grew by 4.2 per cent. The current turnover figure is 52.6 billion euros. These are the findings of the 2017 Lünendonk® survey of ‘Facility Services Providers in Germany’. A buoyant economy and an increasing demand for facility services packages are driving market growth. In 2016 the top ten facility services providers achieved a record turnover of 8.6 billion euros. According to Thomas Ball, senior consultant at Lünendonk and author of the survey, "there are initial signs that the fragmented market is evolving into a small group of larger multi-service providers on the one hand, and SMEs specialising in individual services, sectors and regions on the other. The biggest challenge going forward will be a lack of staff. Automation and digitisation will not noticeably impact on the market for a while, but in the medium term will lessen the negative effects of demographic change on Germany’s economic role in business."

About CMS Berlin 2017

CMS Berlin 2017 is organised by Messe Berlin GmbH. Most of the display area at CMS Berlin is occupied by manufacturers of cleaning machines and cleaning agents. The building cleaning trade is one of the most important professional audiences at the fair. CMS Berlin 2017, the world’s leading event for this sector, will take place from 19 to 22 September on the Berlin Exhibition Grounds. Parallel with the cleaning trade fair, from 18 to 20 September, the Congress of the World Federation of Building Service Contractors (WFBSC) will take place, gathering over 500 senior executives from around the world in the German capital. The topic is ‘Cleaning in a Digital World – Processes, People, Technology’.

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