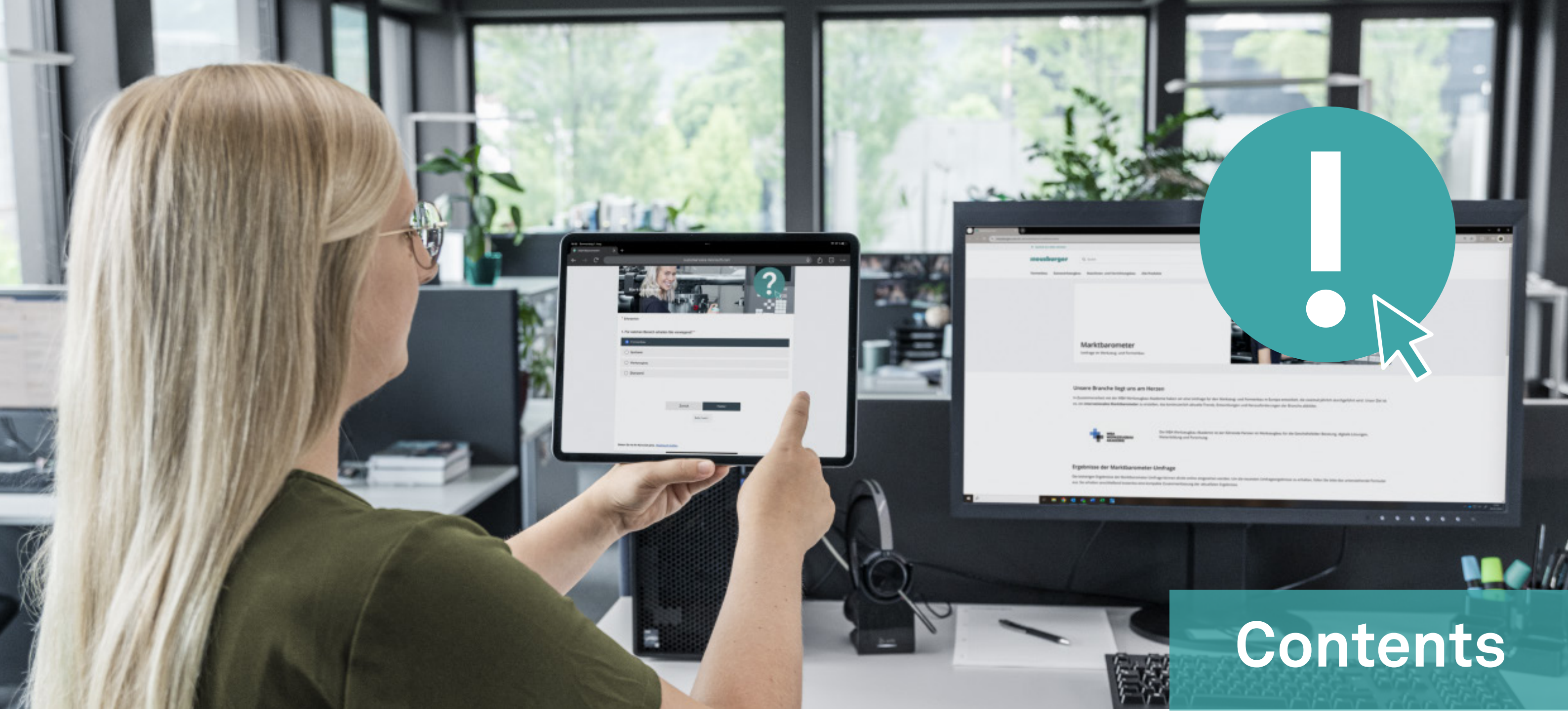
Market barometer evaluation

Survey period: October to November 2024

meusburger

WBA WERKZEUGBAU AKADEMIE



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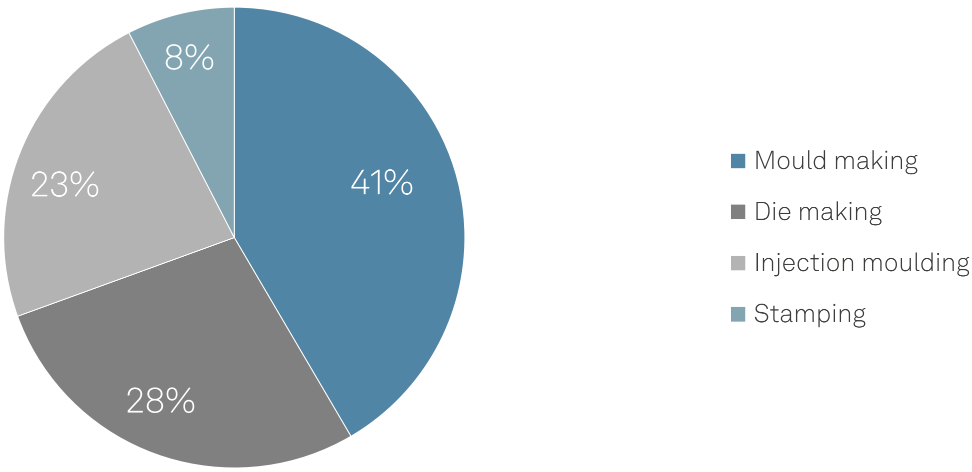
Market barometer Europe

A representative survey of the mould and die making industry in Europe

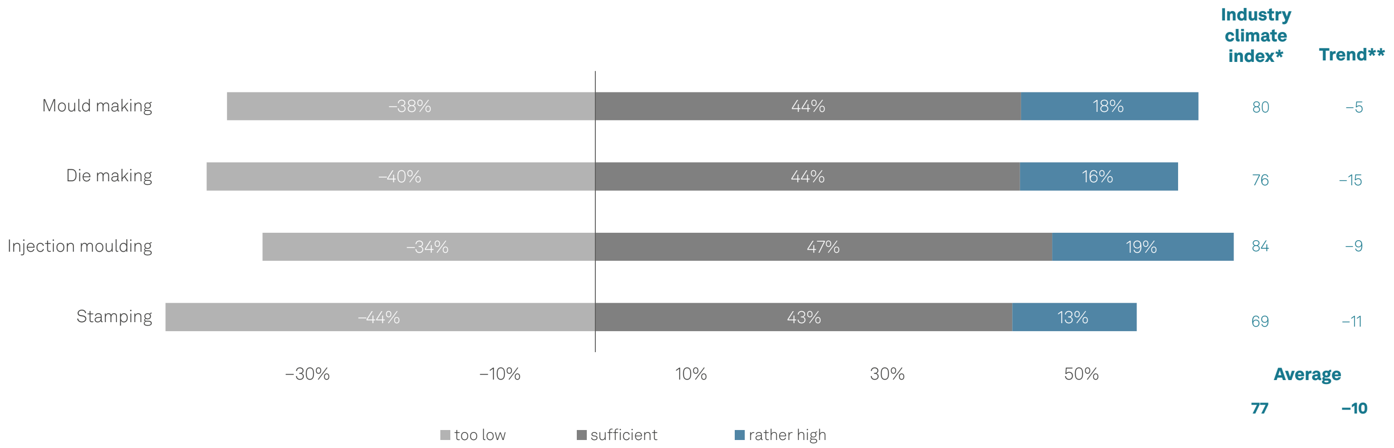
This survey has been developed and carried out together with the WBA Tooling Academy. The goal was to create an international market barometer of current trends, developments and challenges in our industry. Several thousand participants from all over Europe took part in the representative customer survey. The evaluation includes the results of the participants from the areas of mould making, die making, injection moulding and stamping. Percentages in the charts have been rounded to ensure better readability.

1. Which area do you primarily work in?



2. How is the current utilisation of your company?

Around two thirds of all respondents rate utilisation in their companies as sufficient or rather high. The latter option was chosen by 19% of respondents from injection moulding, while only 13% did so for stamping. At the same time, around a third of those surveyed for injection moulding state that utilisation is too low; in the other areas, this value is around 40%. These assessments are also reflected in the industry climate index, which ranges from 69 (stamping) to 84 (injection moulding), depending on the area. The overall low values indicate pessimism with regard to current utilisation. Compared to the last survey, the industry climate index has deteriorated in all areas.



* What is the industry climate index?

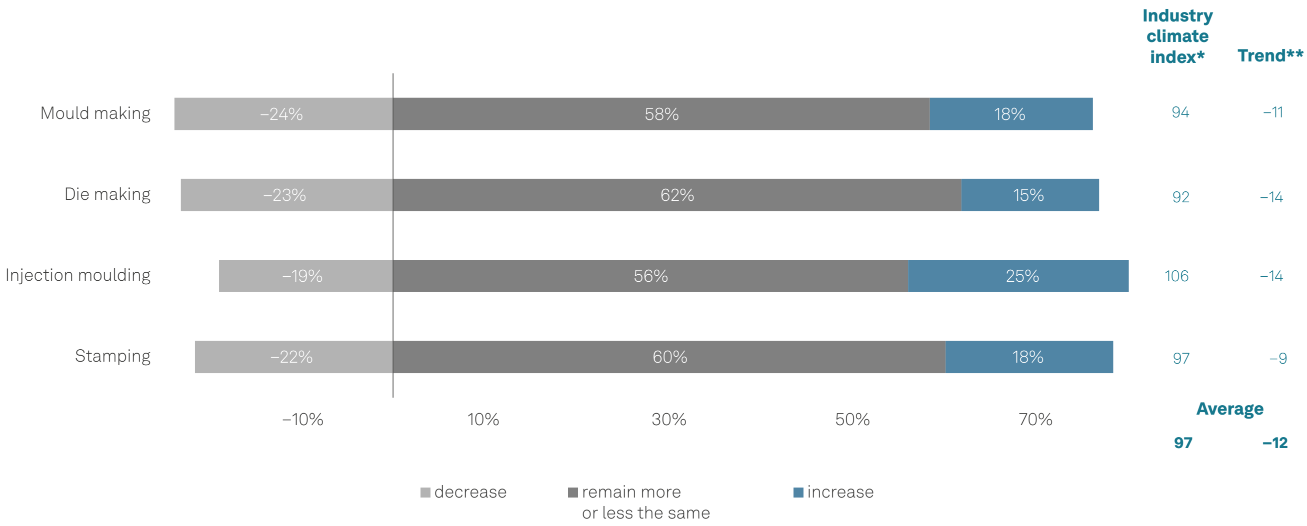
The responses from the survey were weighted and summarised to form an index value. A base value of 100 represents the average. Values above 100 indicate optimism, while values below 100 signal pessimism.

** What is the trend?

The trend describes the change in the industry climate index compared to the last survey, which was carried out in spring 2024.

3. In the next 12 months, is the total order intake in your company expected to ...

In the injection moulding area, around a quarter of respondents expect an increase in orders in the next 12 months, compared to only around a fifth in the other areas. Overall, around a fifth of all respondents expect a decline in incoming orders. However, the majority, around 60% per area, expect a stable order situation in their companies. The industry climate index ranges between 94 (mould making) and 106 (injection moulding), which indicates slight pessimism in most areas, except for injection moulding, where a slight optimism can be noted. Compared to the last survey, however, a negative trend can be seen in all areas.



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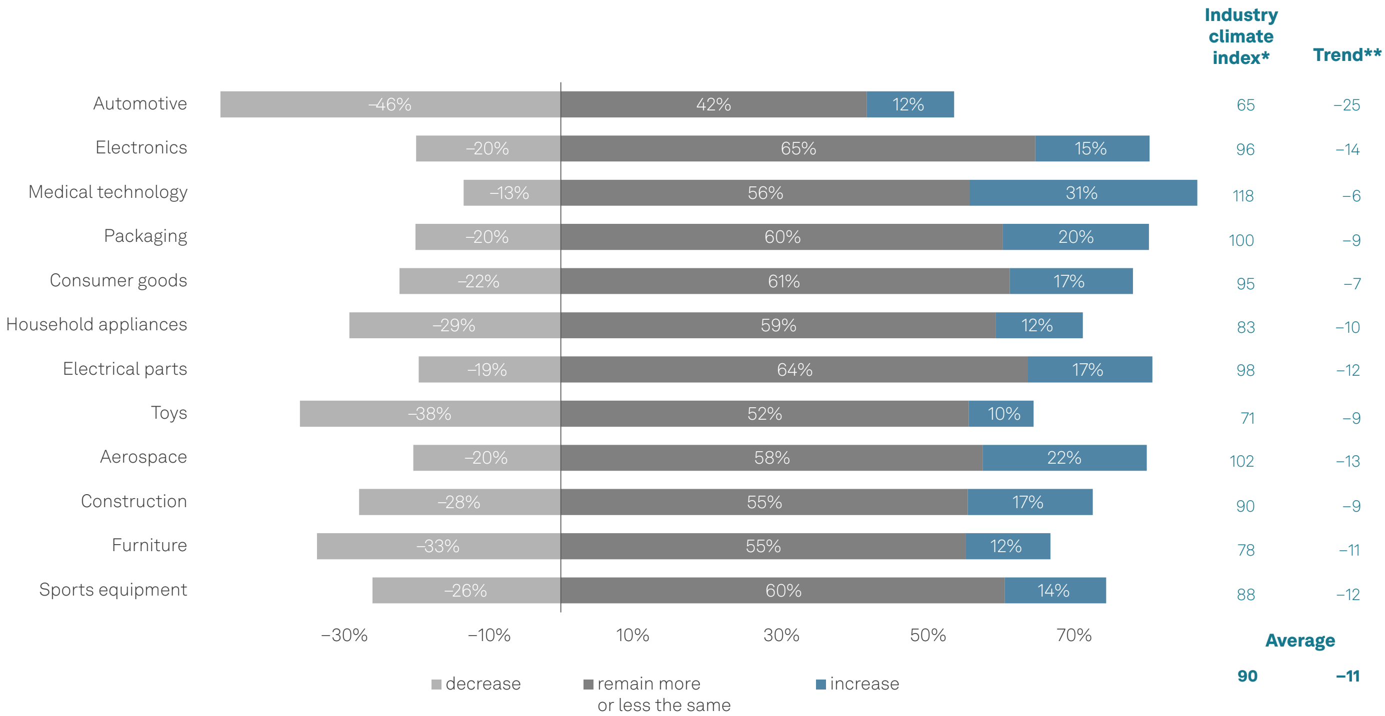
4. How do you expect incoming orders from the following industries to develop in your company in the next 12 months?

The negative expectations regarding the next 12 months are clearly reflected in the answers to this question: for 9 out of 12 customer industries, the industry climate index is below 100, which indicates pessimism regarding incoming orders. Respondents have particularly negative expectations regarding the automotive industry, from which almost half of those surveyed expect fewer orders in the coming year. The participants are much more optimistic about the medical technology industry: more than 85% expect incoming orders from this industry to remain stable or increase slightly. The aerospace and packaging industries also still show a narrowly positive industry climate index, but the trend for all industries is distinctly negative.



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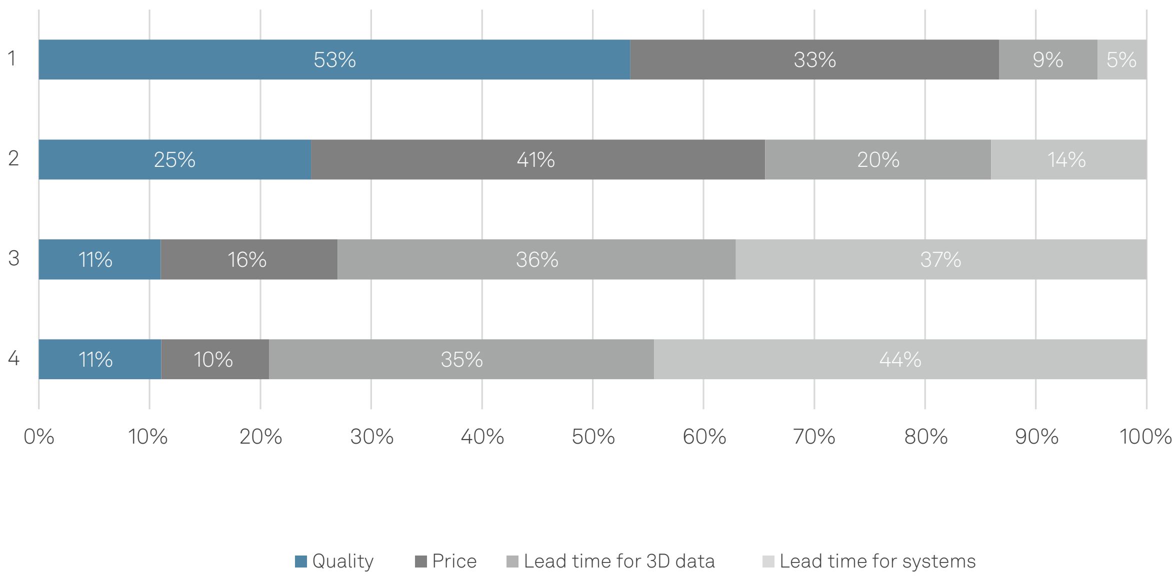
Additional questions

Depending on the answer to question 1, different additional questions were displayed: respondents from the areas of mould making and injection moulding answered two additional questions about hot runner systems (5a and 5b), while participants from the die making and stamping areas received an additional question about die making (5c).

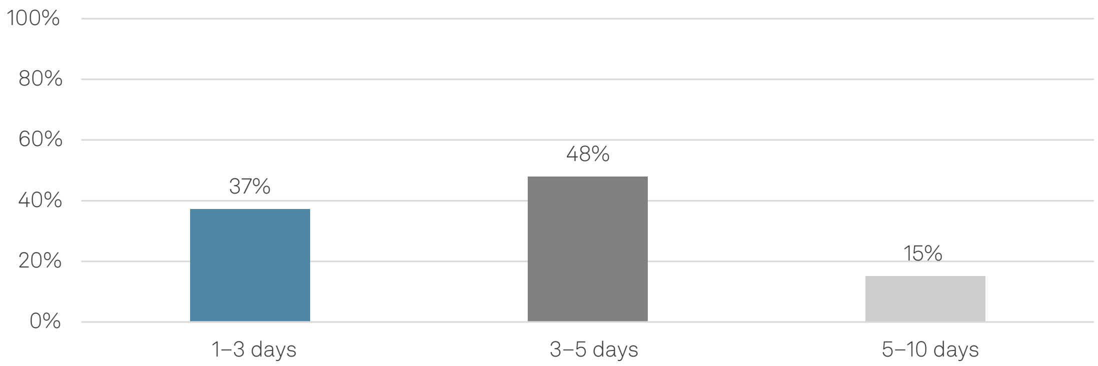
5a. What is most important to you when it comes to hot runner systems? Please rank the aspects in descending order of relevance (1–4).

The majority of respondents consider the quality of hot runner systems to be the most important aspect, followed by the price, which comes in second and is considered to be decisive by around a third of respondents. In comparison, the lead time for 3D data and for the systems themselves are considered less important.



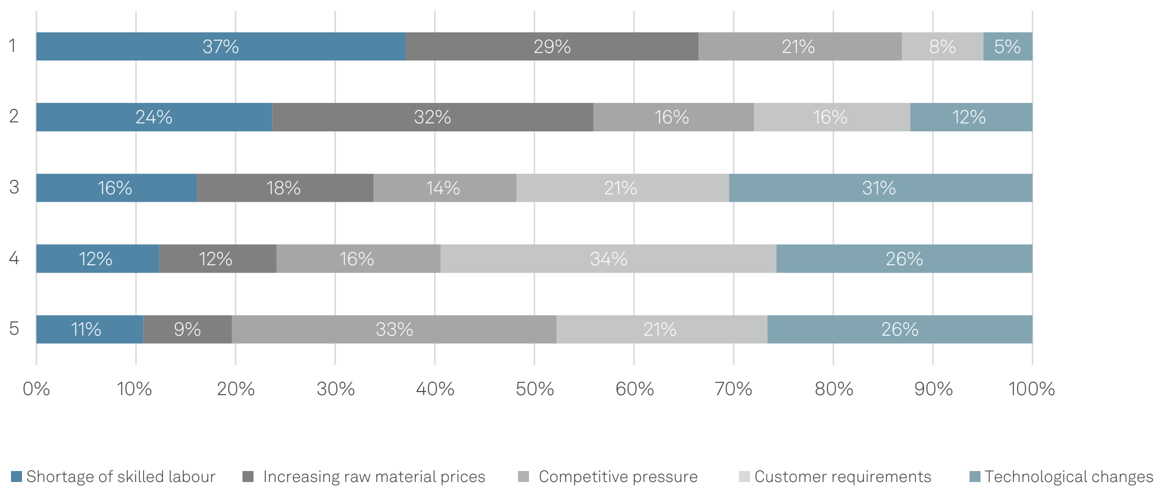
5b. In which time span do you expect to receive 3D data from hot runner system manufacturers?

Just under half of those surveyed expect 3D data to be available within 3 to 5 days, while around a third would like faster delivery within 1 to 3 days. Only 15% expect a longer lead time of 5 to 10 days.



5c. What do you currently see as the biggest challenges in die making? Please rank the following in descending order of relevance (1–5).

The result shows that the shortage of skilled labour and increasing raw material prices are the dominant challenges in die making. Competitive pressure is relevant, too, while customer requirements and technological changes are also perceived as challenges, but less heavily so than the other three factors.



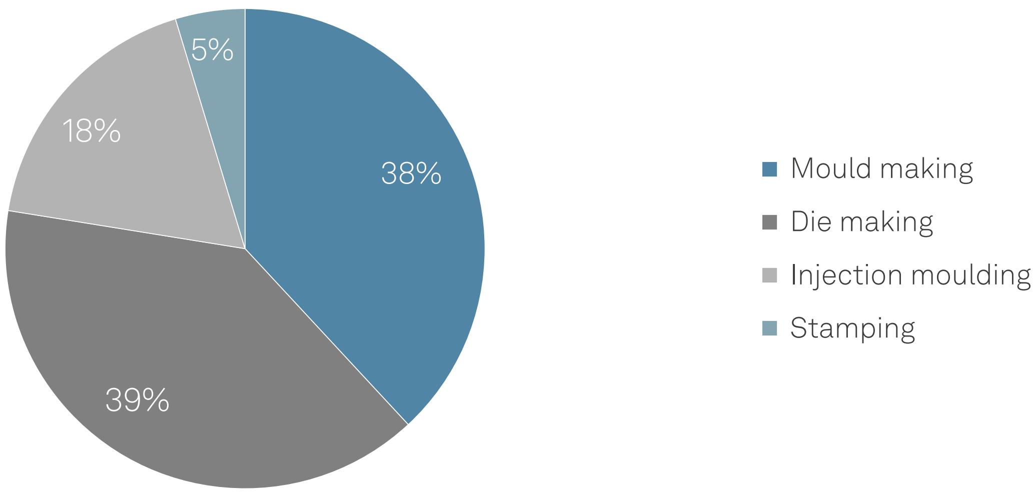
Conclusion Europe

Overall, the results of the European market barometer paint a pessimistic picture for mould and die making. The respondents predominantly rate current utilisation in all areas as too low or sufficient. This assessment is particularly strong for stamping, where 44% of companies report insufficient utilisation. Around 40% of respondents for die making and mould making also state that their utilisation is too low. In view of these assessments, expectations for incoming orders over the next 12 months are also cautious overall. Around 60% of companies expect the order situation to remain stable, while around 20% anticipate a decline in orders. Expectations for the automotive industry are particularly negative: almost half of those surveyed forecast a decline in incoming orders from this industry. The participants' expectations for the toy and furniture industries are also still characterised by pessimism. In contrast, respondents see a much more positive outlook for incoming orders from other industries, such as medical technology and aerospace, where around 80% of those surveyed expect incoming orders to remain stable or to increase. Despite these positive exceptions, the overall negative climate in the industry becomes even clearer when compared with previous surveys. A downward trend can be observed in all areas and sectors analysed, which underlines the ongoing challenges in the European market.

A representative survey of the mould and die making industry in D/A/CH

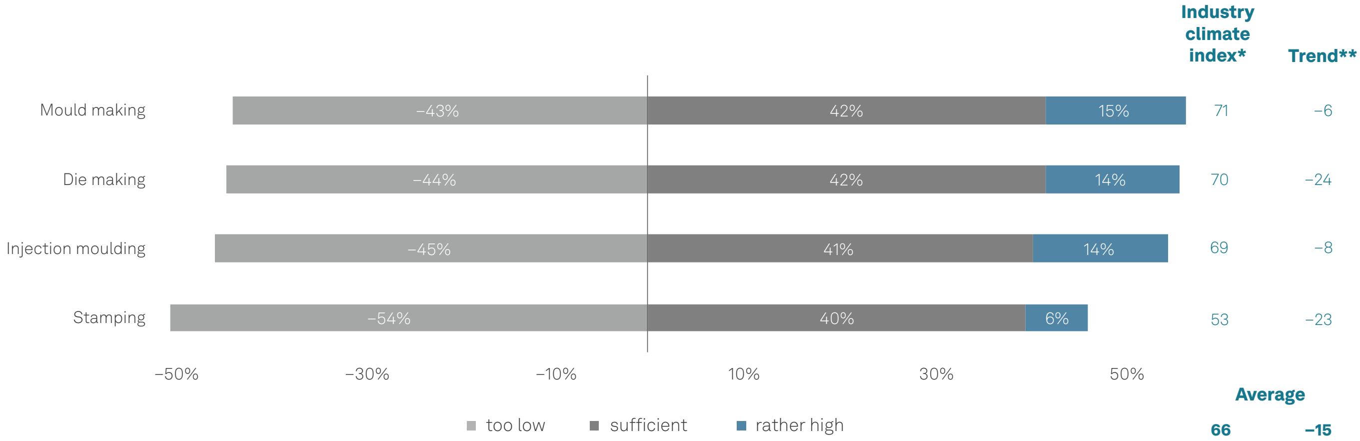
A significant percentage of the survey participants came from the D/A/CH region (Germany, Austria, Switzerland). The results for these three countries are presented separately below and compared with the overall European values.

1. Which area do you primarily work in?



2. How is the current utilisation of your company?

In the D/A/CH region, similar to Europe, more than half of respondents rate utilisation in their companies as sufficient or rather high. At the same time, around 45% of respondents from D/A/CH consider utilisation to be too low, which is slightly above the European average. For stamping, the percentage of D/A/CH respondents who rate utilisation as too low is an astonishing 10% above the respective European value. The industry climate shows values between 53 (stamping) and 71 (mould making) and, similar to Europe as a whole, indicates a strong pessimism regarding current utilisation. Compared to the last survey, the industry climate index in the D/A/CH region has worsened in all areas, particularly in die making and stamping.



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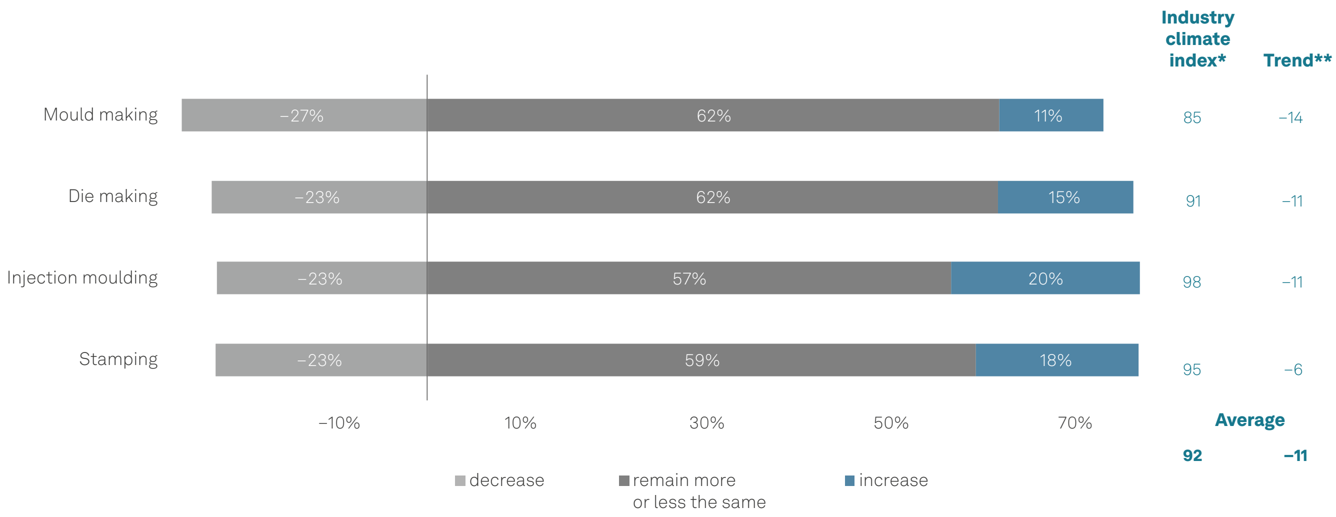
3. In the next 12 months, is the total order intake in your company expected to ...

Europe and the D/A/CH region have similar expectations regarding incoming orders in the next 12 months. Around a fifth of respondents in the injection moulding and stamping areas each expect an increase in orders, while the proportion of optimistic respondents in the other areas is slightly lower. Around a quarter of all respondents expect a decline in incoming orders, while the majority, around 60% per area, expect a stable order situation. This mirrors the overall European result. The industry climate index ranges between 85 (mould making) and 98 (injection moulding), which indicates slight pessimism. Compared to the last survey, a negative trend can be seen in all areas.



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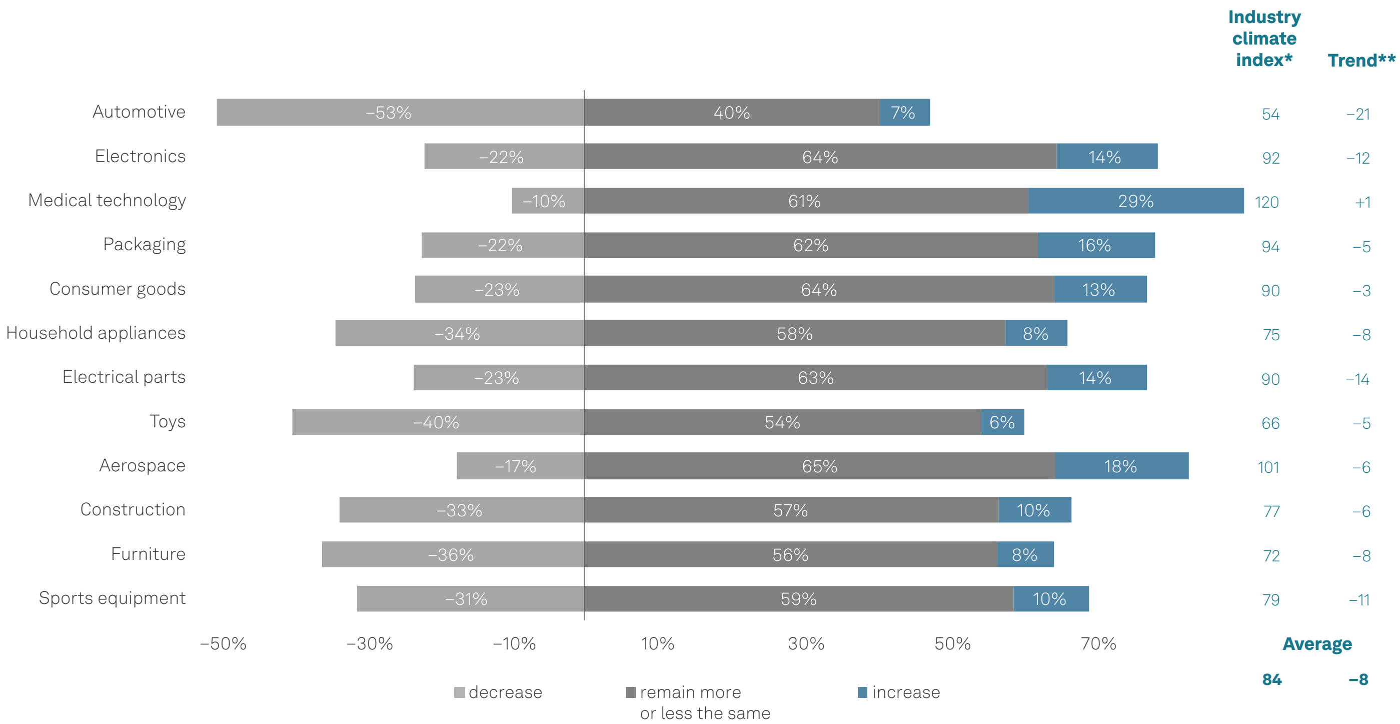
4. How do you expect incoming orders from the following industries to develop in your company in the next 12 months?

The negative industry climate across Europe for the next 12 months is also reflected in the D/A/CH region: for 10 out of 12 customer industries, the industry climate index is below 100, which indicates pessimism regarding incoming orders. Respondents have particularly negative expectations regarding the automotive industry, from which more than half of those surveyed expect fewer orders in the coming year. The participants are much more optimistic about the medical technology industry: 90% expect incoming orders from this industry to remain stable or increase slightly. The aerospace industry also still shows a narrowly positive industry climate index, but the trend for almost all industries is distinctly negative. This development is also reflected in the overall European result.



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Additional questions

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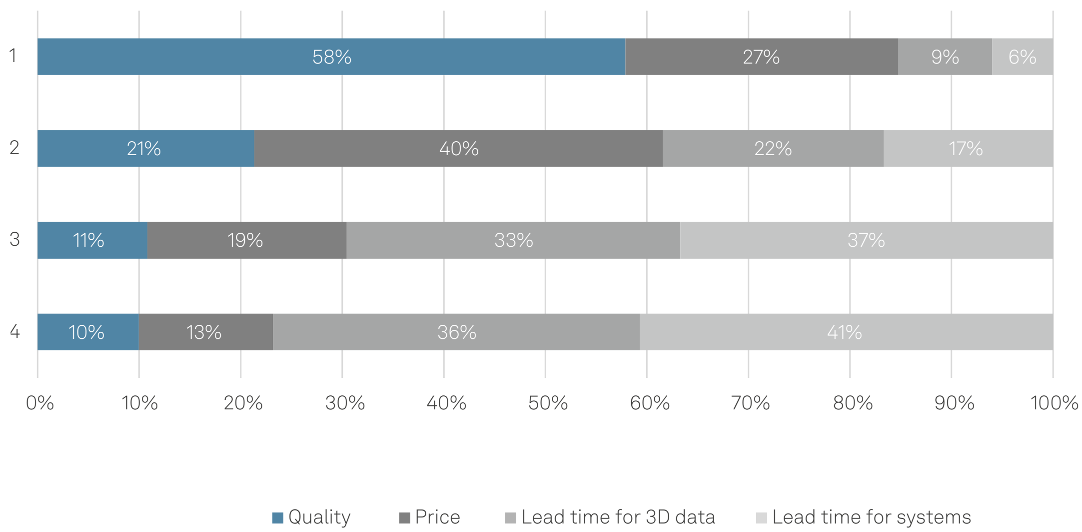
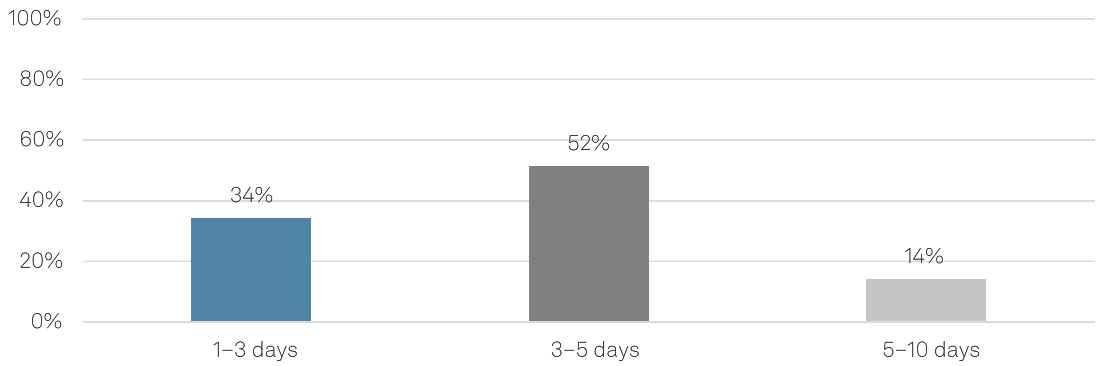
5a. What is most important to you when it comes to hot runner systems? Please rank the aspects in descending order of relevance (1–4).

A comparison between Europe and the D/A/CH region shows no differences in the prioritisation of aspects. In both regions, the quality of hot runner systems is seen as the most important aspect by the majority of respondents, even slightly more so by D/A/CH respondents. Price also ranks second in the D/A/CH region and is considered a decisive factor by around a quarter of respondents. In comparison, the lead time for 3D data and for the systems themselves are considered less important.



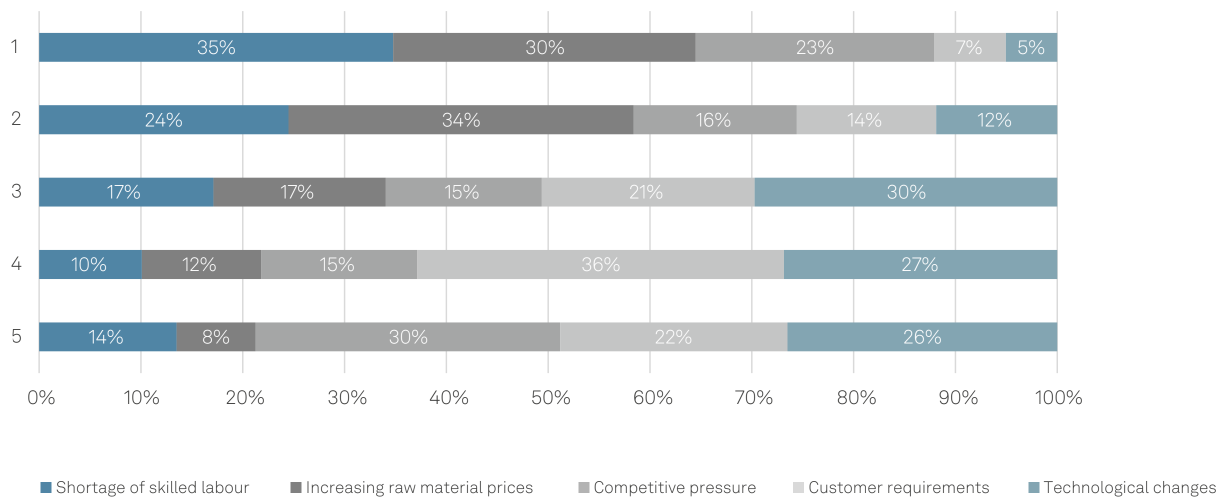
5b. In which time span do you expect to receive 3D data from hot runner system manufacturers?

The results for this question are almost identical in Europe and the D/A/CH region. More than half of those surveyed expect 3D data to be available within 3 to 5 days, while around a third would like faster delivery within 1 to 3 days. Only 14% expect a longer lead time of 5 to 10 days.



5c. What do you currently see as the biggest challenges in die making? Please rank the following in descending order of relevance (1–5).

A comparison between Europe and the D/A/CH region shows hardly any significant differences. Also in the D/A/CH region, the shortage of skilled labour and increasing raw material prices are the dominant challenges in die making. Competitive pressure is relevant, too, while customer requirements and technological changes are also perceived as challenges, but less heavily so than the other three factors.



Conclusion D/A/CH

The results and trends in the D/A/CH region are similar to those in the pan-European context. Current utilisation is predominantly rated as too low to sufficient in all areas. Particularly noteworthy is stamping, where more than half of those surveyed report insufficient utilisation. In the other three areas – die making, mould making and injection moulding –, this figure is around 45%, which impressively underlines the tense economic situation in the region. This assessment is also reflected in the expectations for incoming orders over the next 12 months, which remain subdued overall. As in Europe, around 60% of the companies surveyed expect the order situation to remain stable, while just under a quarter forecast a decline. Incoming orders from the automotive industry are viewed particularly negatively, with more than half of those surveyed expecting a decline. The outlook for the toy and furniture industries also remains very pessimistic. In contrast, respondents see a much more positive outlook for incoming orders from other industries, such as medical technology and aerospace, where more than 80% expect incoming orders to remain stable or to increase. Despite these positive exceptions, the difficult climate becomes even clearer when compared with previous surveys. All areas and sectors analysed show a downward trend, which illustrates the tense situation in the D/A/CH region and can be observed throughout Europe.