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Lennart de Vet is a member of the Board of Management of Robert Bosch Power Tools GmbH. He is responsible for Marketing and Sales, Organization and Global Process Excellence, Bosch Blue Industrialized Markets/Emerging Markets.



Strong growth in all markets and regions

Bosch Power Tools achieves sales record

Bosch Power Tools achieved sales of 5.8 billion euros in the fiscal year 2021. This corresponds to 16 percent adjusted for currency effects (14 percent nominally) compared to the previous year. “We achieved record sales for the second year in a row in a very dynamic environment – despite many challenges such as cost burdens due to supply bottlenecks or price increases for transport and raw materials,” says Henk Becker, President of Bosch Power Tools. In 2021, the company experienced a significant increase in demand and was able to satisfy the desires and expectations of users all over the world – with strong brands, innovative products, and digital solutions. The main growth driver was the online business, which amounted to almost 30 percent of sales.

sales in the fiscal year 2021

Significant growth impulses in all regions

In 2021, the company experienced double-digit sales growth in all regions for the first time. Following currency adjustments, Bosch Power

The future and growth are in holistic battery and eco systems

Cordless tools are still in high demand. Bosch Power Tools achieved significant growth both in the

Tools' turnover in Europe rose by a total of 19 percent in comparison to the previous year. The increase in Germany was 13 percent. In North America, Bosch Power Tools achieved a 10 percent sales increase, in Asia-Pacific 14 percent, in Africa 34 percent, and in Latin America even 37 percent. The brand is particularly well positioned in emerging markets with solutions tailored to the specific user needs.

'Power for All Alliance' designed for DIYers as well as in the 'Professional 18V System' designed for tradespeople. Compared to the previous year, sales generated in 2021 with the 'Power for All Alliance' increased by almost 150 percent, and two new partners were incorporated. With the 'Professional 18V System' turnover was doubled, and two new partners joined. As a result, the two battery platforms currently have offerings from seven and eleven brands respectively. To make the offering even more attractive, the company is continuously expand-ing its own battery product portfolio in parallel.

Henk Becker, President of Bosch Power Tools

