Location information

TRENDS AND FACTS 2021

BUSINESS PROMOTION

Trends and facts 2021

A nationwide comparison shows that the Hannover Region is an attractive business location offering a high quality of life.

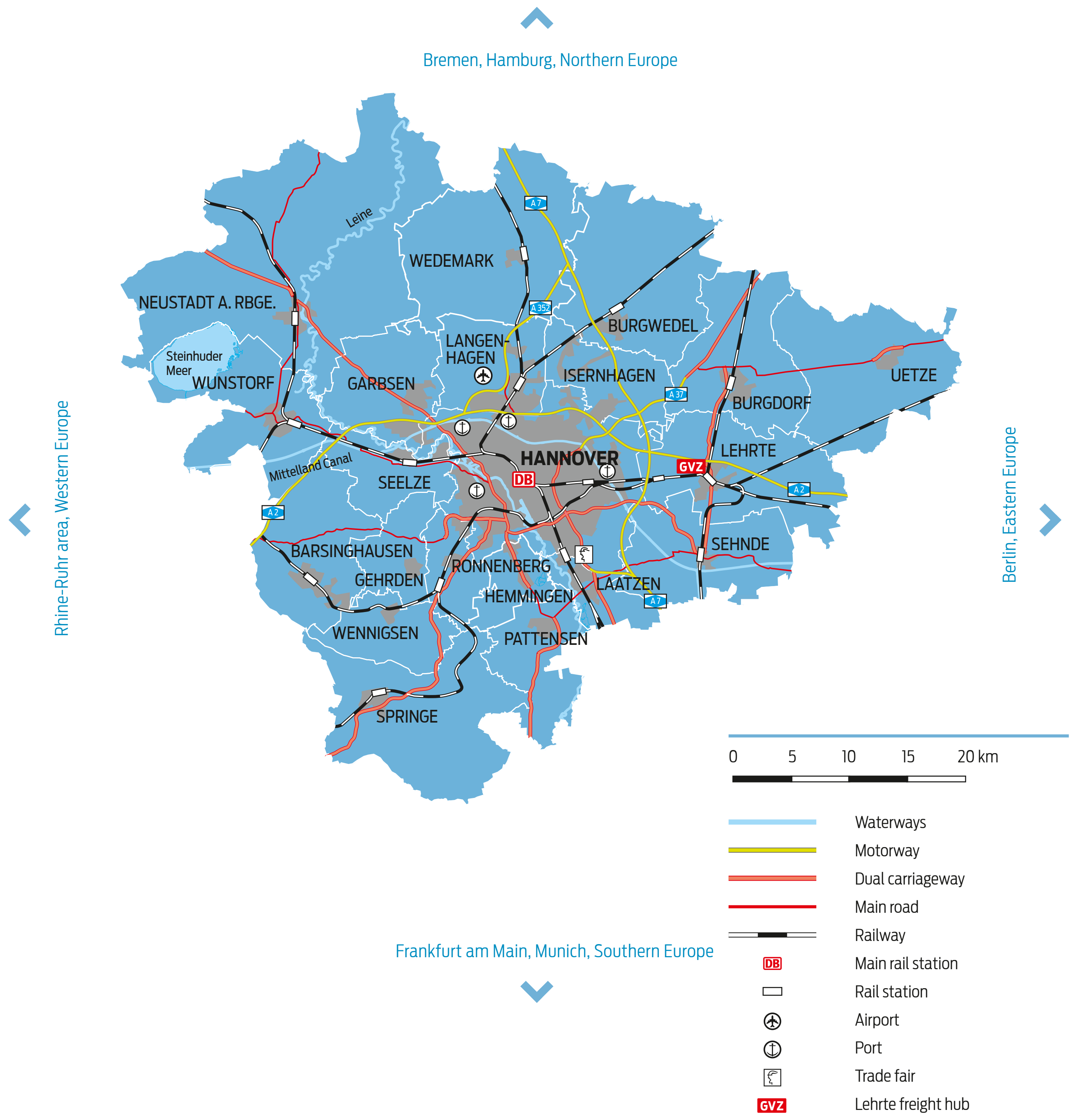
In this publication, Hannover Region's Business and Employment Promotion Department has updated the most important data on the location thereby keeping to the usual reporting timeline. The corona pandemic, which has been ongoing since spring 2020, has however left its mark, which can already be seen to some extent in the data. We are reliably monitoring and presenting how sustainable the developments are or whether they only represent short-term changes.

As a service provider to local and foreign businesses and we will be glad to advise you on any aspect of the location. So whether you have an inquiry to the local authorities, need information on financing and subsidy options for your business, are looking for land or property, or want to realise innovative projects in your company, we are available to assist you with advice and practical support.

Business and Employment Promotion, Hannover Region

Content

Location and transport links



The Hannover Region is a transport hub for European passengers and goods. It has ideal connections to national and international economic areas via road, rail, air and inland waterway.

Local public transport, one of the best local public transport rounds off the offerings: 170 bus lines, 12 light rail lines, 9 suburban railway lines and 9 regional lines with 1,900 stops provide excellent connections everywhere.

This close to ...

ICE travel time from Hannover to (in hours: minutes)	
Berlin	01:38
Bremen	01:05
Dortmund	01:38
Dresden	03:58
Essen	02:04
Frankfurt am Main	03:00
Hamburg	01:15
Cologne	02:38
Leipzig	02:40
Munich	05:11
Nuremberg	03:46
Stuttgart	04:38

Population

Currently, almost 1.15 million people, made up of 566,626 male and 590,489 female, live in an area spanning 2,290 m². Since 2012 the population of the State Capital Hannover has risen by 24,427, followed by Langenhagen (+3,557), Laatzen (+2,661), Seelze (+2,369) and Burgdorf (+1,922).

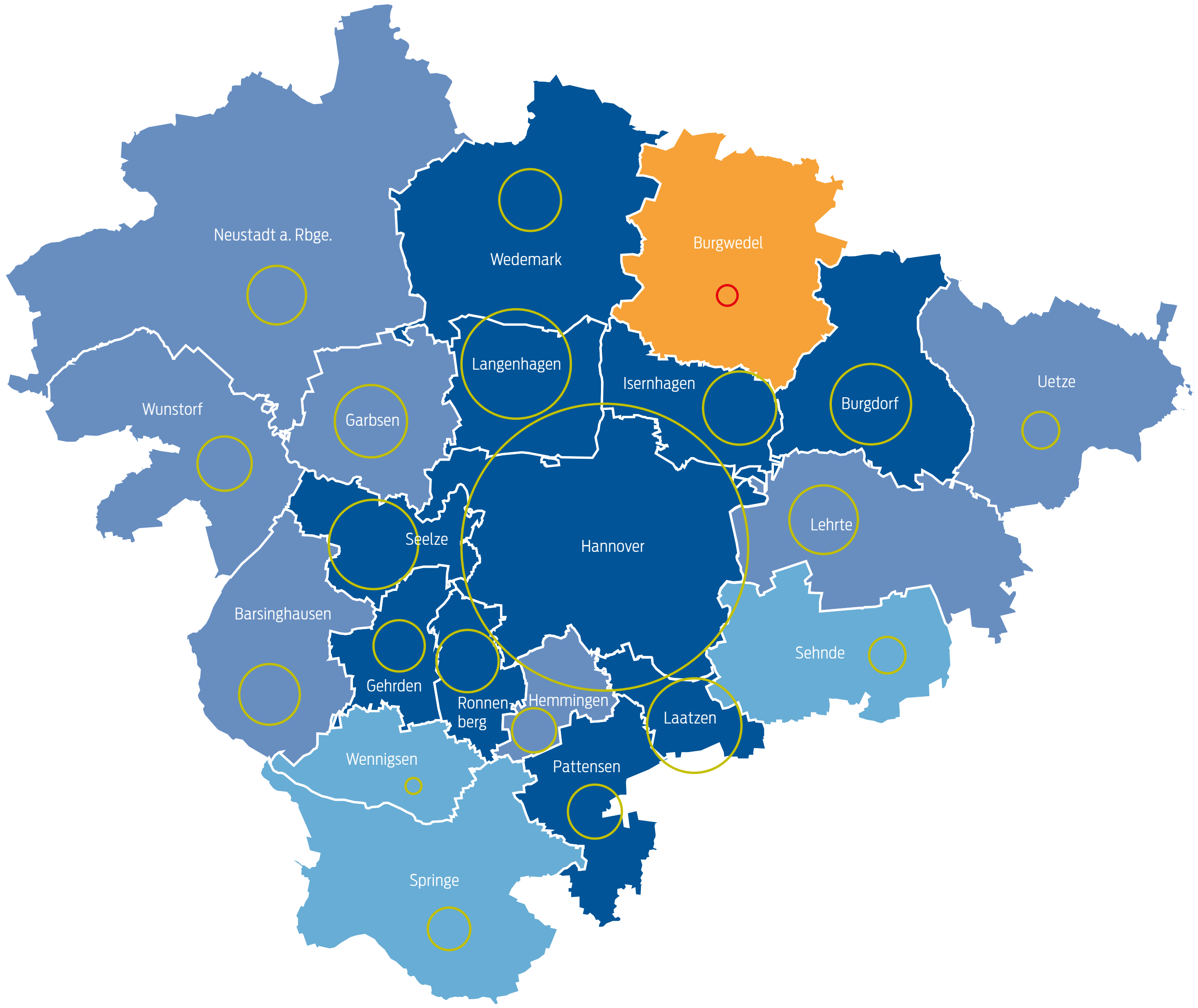
Population development is a main determinant of labour supply and demand for infrastructure services, housing and other private and public goods and services.

Population development

	Population		Change from 2012 to 2020	
	2012	**2020**	**Absolute**	**In %**
State Capital Hannover	509,485	533,912	24,427	4.79
Barsinghausen	33,062	34,155	1,093	3.31
Burgdorf	28,863	30,785	1,922	6.66
Burgwedel	20,301	20,174	-127	-0.63
Garbsen	59,516	61,070	1,554	2.61
Gehrden	14,211	14,992	781	5.50
Hemmingen	18,434	19,013	579	3.14
Isernhagen	22,742	24,335	1,593	7.00
Laatzen	39,090	41,741	2,651	6.78
Langenhagen	51,045	54,602	3,557	6.97
Lehrte	42,668	44,064	1,396	3.27
Neustadt am Rbge.	43,516	44,534	1,018	2.34
Pattensen	13,750	14,615	865	6.29
Ronnenberg	23,241	24,393	1,152	4.96
Seelze	31,940	34,309	2,369	7.42
Sehnde	23,021	23,415	394	1.71
Springe	28,473	29,010	537	1.89
Uetze	19,880	20,284	404	2.03
Wedemark	28,356	29,490	1,134	4.00
Wennigsen	13,955	14,030	75	0.54
Wunstorf	40,670	41,545	875	2.15
Hannover Region	**1,106,219**	**1,154,468**	**48,249**	**4.36**

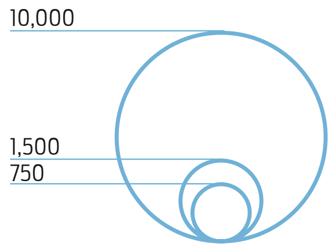
Source: State Office for Statistics Lower Saxony based on the 2011 census, calculations by the Hannover Region, reporting date 30.06. in each case

Population
change 2012 to 2020 in %



Population
change 2012 to 2020 absolute

Increase | Decrease



Change 2012 to 2020 in %

- 4 and more
- 2 to under 4
- 0 to under 2
- Less than 0

Employment

In the Hannover Region, the number of employees paying social security contributions has again risen compared to the previous year to 518,606 (+1,446) made up of 277,298 men and 241,308 women. The Region's main place of work is the State Capital Hannover with over 328,000 employees, with more than 190,000 others working in the surrounding area. In relative terms, employment has increased, especially in Isernhagen, Burgwedel, Wunstorf, Uetze, Gehrden and Sehnde.

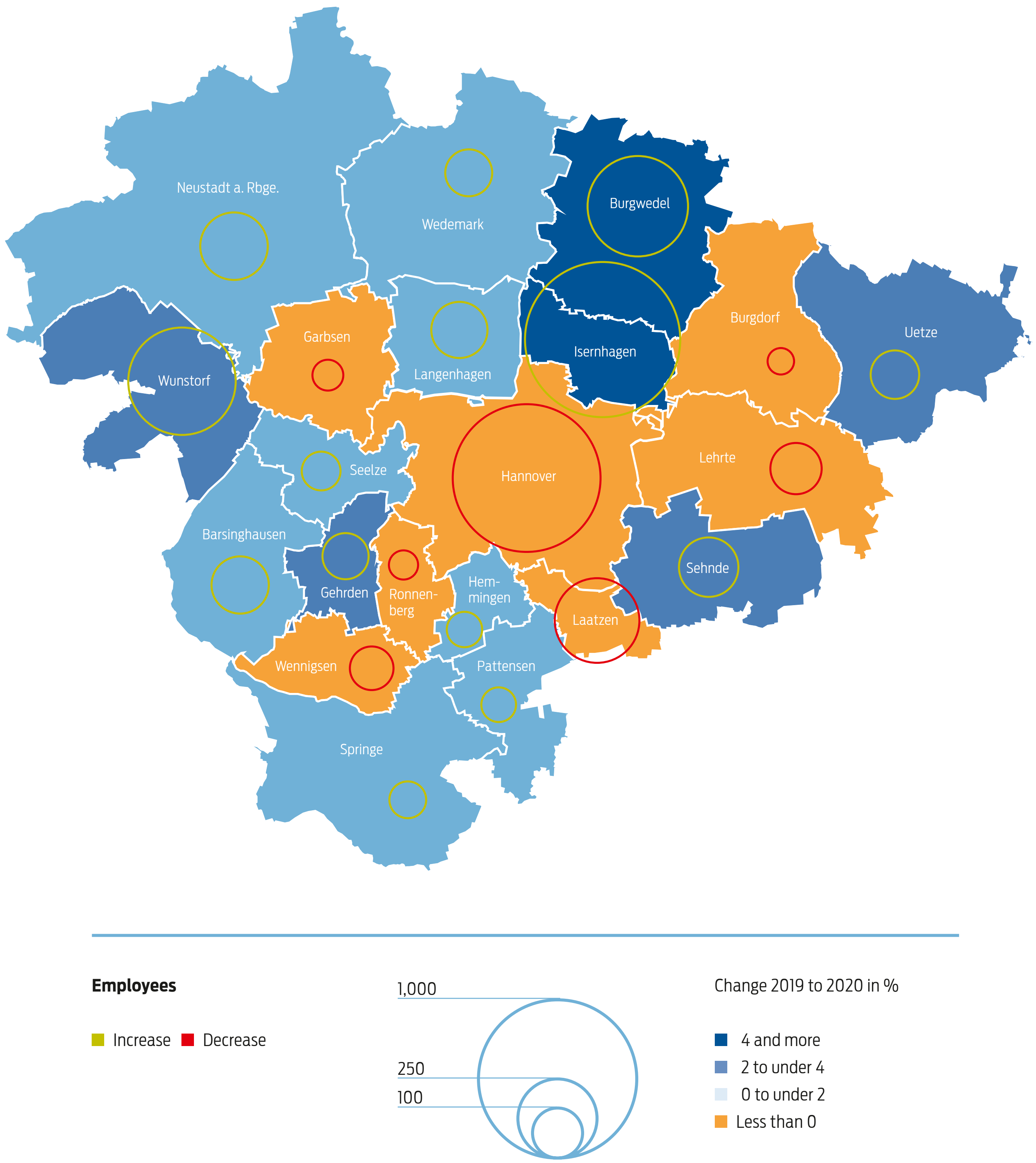
This increase can be attributed mainly to the positive employment trends in the second half of 2019 and the first quarter of 2020. The pandemic-related economic crisis has had a significant negative but short-term impact on employment only towards the end of the first quarter of 2020, resulting in an overall stable development compared to the previous year. A greater negative impact on employment has also been cushioned by the short-time work.

Employees paying social insurance contributions at their place of work

			Change		By gender	
	2019	**2020**	**Absolute**	**In %**	**Male**	**Female**
State Capital Hannover	329,083	328,211	-872	-0.26	172,861	155,350
Barsinghausen	8,267	8,398	131	1.58	4,508	3,890
Burgdorf	6,274	6,246	-28	-0.45	2,822	3,424
Burgwedel	10,010	10,413	403	4.03	4,570	5,843
Garbsen	15,058	15,020	-38	-0.25	7,368	7,652
Gehrden	3,493	3,578	85	2.43	1,614	1,964
Hemmingen	4,289	4,339	50	1.17	2,493	1,846
Isernhagen	11,013	11,975	962	8.74	7,572	4,403
Laatzen	16,604	16,318	-286	-1.72	9,084	7,234
Langenhagen	34,385	34,511	126	0.37	22,141	12,370
Lehrte	13,879	13,774	-105	-0.76	8,180	5,594
Neustadt am Rbge.	10,430	10,612	182	1.74	5,088	5,524
Pattensen	3,961	4,009	48	1.21	2,000	2,009
Ronnenberg	4,617	4,583	-34	-0.74	2,525	2,058
Seelze	6,594	6,654	60	0.91	4,012	2,642
Sehnde	6,061	6,202	141	2.33	3,139	3,063
Springe	6,911	6,965	54	0.78	3,395	3,570
Uetze	3,579	3,673	94	2.63	1,989	1,684
Wedemark	7,828	7,916	88	1.12	4,273	3,643
Wennigsen	2,834	2,758	-76	-2.68	1,335	1,423
Wunstorf	11,990	12,451	461	3.84	6,329	6,122
Hannover Region	**517,160**	**518,606**	**1,446**	**0.28**	**277,298**	**241,308**

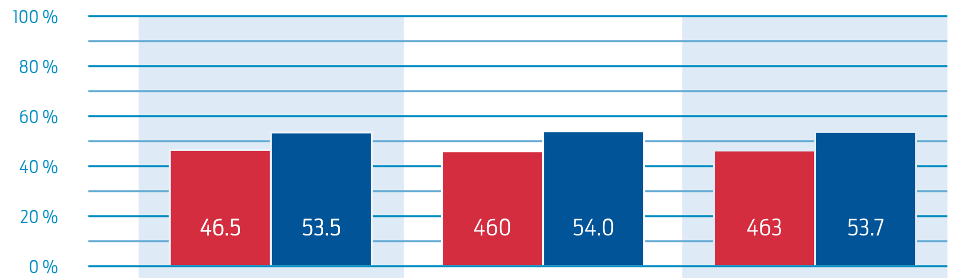
Source: Federal Labour Office, calculations by the Hannover Region, reporting date 30.06. in each case

Employees paying social insurance contributions at their place of work
Change 2019 – 2020 in %



The share of employees with an academic vocational qualification has risen again in the Hannover region and at around 21 % is significantly higher than in Lower Saxony and Germany. The share of full-time employees paying social insurance contributions fell only slightly compared with the previous year. The share of foreign employees has increased slightly to 12.1 %.

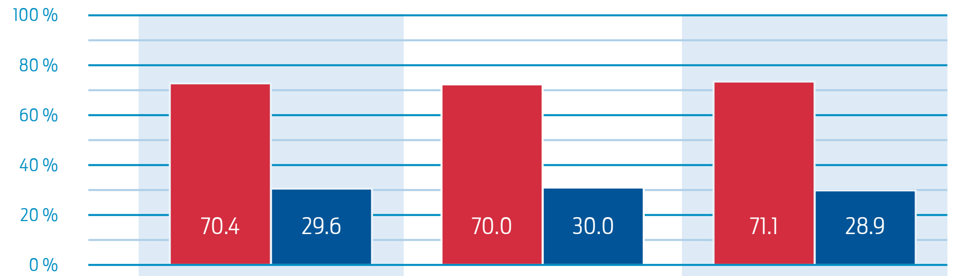
Employees paying social insurance contributions according to gender



	Hannover Region	Lower Saxony	Germany
Female	241,308	905,007	9,628,137
Male	277,298	2,111,848	23,694,815

Source: Federal Labour Office, calculations by the Hannover Region, reporting date 30.06.2020

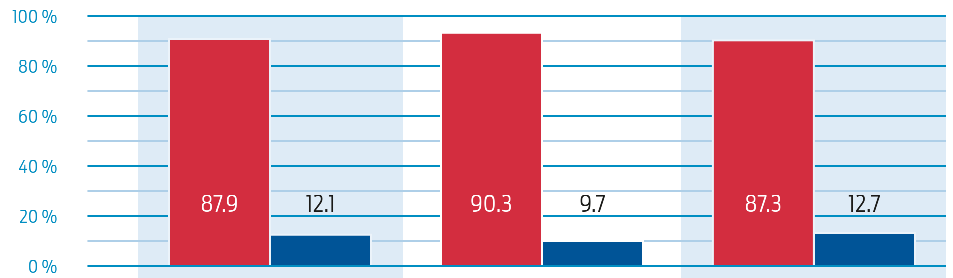
Employees paying social insurance contributions according to full-/ part-time employment



	Hannover Region	Lower Saxony	Germany
Full-time	365,116	2,111,848	23,694,815
Part-time	153,490	905,007	9,628,137

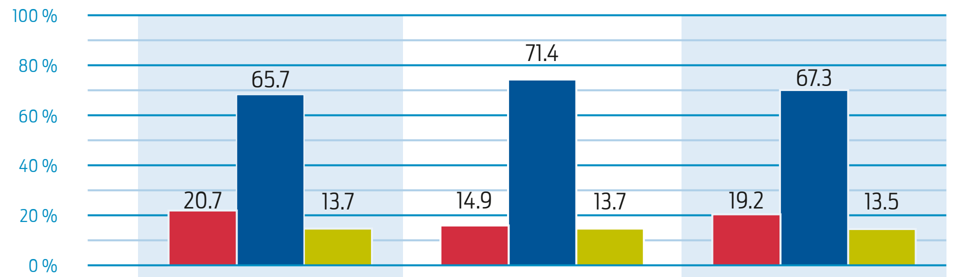
Source: Federal Labour Office, calculations by the Hannover Region, reporting date 30.06.2020

Employees paying social insurance contributions according to nationality



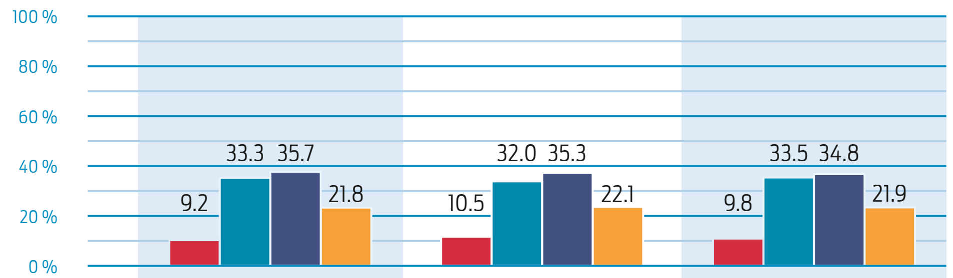
	Hannover Region	Lower Saxony	Germany
German	455,669	2,723,943	29,068,114
Foreign	62,632	291,733	4,235,911

Employees paying social insurance contributions according to level of education



	Hannover Region	Lower Saxony	Germany
Professional qualifications	107,298	450,116	6,387,523
Vocational qualifications	340,000	2,153,605	22,433,412
No qualifications	70,808	413,134	4,502,017

Employees paying social insurance contributions according to age



	Hannover Region	Lower Saxony	Germany
15 – 24 years of age	47,625	317,902	3,251,040
25 – 39 years of age	172,760	964,644	11,172,960
40 – 54 years of age	185,289	1,066,373	11,594,463
From 55 years of age	112,932	667,936	7,304,488

Source: Federal Labour Office, calculations by the Hannover Region, reporting date 30.06.2020

The Hannover Region has a well-balanced business structure with a diverse spectrum of dynamic sectors. The largest economic sectors in the Hannover Region include manufacturing, retail, and health and social services. Sectors that are particularly noteworthy compared to the rest of Germany are transport and warehousing, information and communications, financial and insurance services, freelance professionals, scientific, technical and other economic services, as well as public administration and social security.

These sectors have a major impact on Hannover as a business location and highlight key areas of expertise, which are examined in greater depth in twelve key sectors (see p. 24 onwards).

When comparing the years 2019 and 2020, the effects of the corona crisis, which did not fully set in until mid-March, have also not become clearly visible as of 30 June. What is striking, however, have been initial and significant changes in the hotel and restaurant industry (-7.3 %) and in other economic services (-6.5 %), as well as an unusually significant increase in employees in the transport and storage sector (+3.2 %), which diverges unexpectedly when compared to previous years' trends.

Employees paying social insurance contributions according to business sector

	2019		2020		Change	
	Absolute	**Share in %**	**Absolute**	**Share in %**	**Absolute**	**In %**
Agriculture, forestry and fisheries	1,273	0.2	1,274	0.2	1	0.1
Mining and quarrying	826	0.2	814	0.2	-12	-1.5
Manufacturing industries	72,599	14.2	71,345	13.8	-1,254	-1.7
Energy and water supplies, sewerage and waste management, and pollution abatement	4,173	0.8	4,213	0.8	40	1.0
Other supply and disposal industries	4,128	0.8	4,151	0.8	23	0.6
Construction industry	24,110	4.7	24,221	4.7	111	0.5
Trade, vehicle maintenance and repair services	66,407	13.0	66,718	12.9	311	0.5
Transport and warehousing	36,166	7.1	37,317	7.2	1,151	3.2
Hospitality sector	16,571	3.3	15,354	3.0	-1,217	-7.3
Information and communication	21,414	4.2	22,286	4.3	872	4.1
Financial and insurance services	25,335	5.0	25,049	4.8	-286	-1.1
Property and housing	4,511	0.9	4,794	0.9	283	6.3
Professional, scientific and technical service providers	37,644	7.4	38,441	7.4	797	2.1
Other business service providers	47,237	9.3	44,171	8.5	-3,066	-6.5
Public sector, defence; social security	35,377	6.9	36,384	7.0	1,007	2.8
Child care and education	21,870	4.3	22,552	4.3	682	3.1
Health and social services	75,575	14.8	77,388	14.9	1,813	2.4
Arts, entertainment and leisure	6,332	1.2	6,381	1.2	49	0.8
Other service providers	15,045	3.0	15,187	2.9	142	0.9
Total*	**517,160**	**101.4**	**518,606**	**99.9**	**8,938**	**1.8**

* Includes persons from private households not shown for data privacy reasons (low number of cases).

Source: Source: Federal Labour Office, calculations by the Hannover Region, reporting date 30.06. in each case

Commuter interrelationships

In 2020, the Hannover Region had almost 130,000 inbound commuters from outside the region, some 11,000 more than five years ago. Most inbound commuters are from the neighbouring districts of Hildesheim, Schaumburg, Celle, Peine, Hameln-Pyrmont, Nienburg/Weser, Heidekreis and Gifhorn. A large amount of the commuter movements do, however, take place within the Hannover Region. The State Capital Hannover had a net surplus of inbound commuters (+116,527) as did Langenhagen (+12,300), Burgwedel (+2,687), Isernhagen (+3,023) and Laatzen (+690). Garbsen (- 8,977), Seelze (7,127), Neustadt (-6,631) and Burgdorf (- 5,438) had strong outbound commuter surpluses.

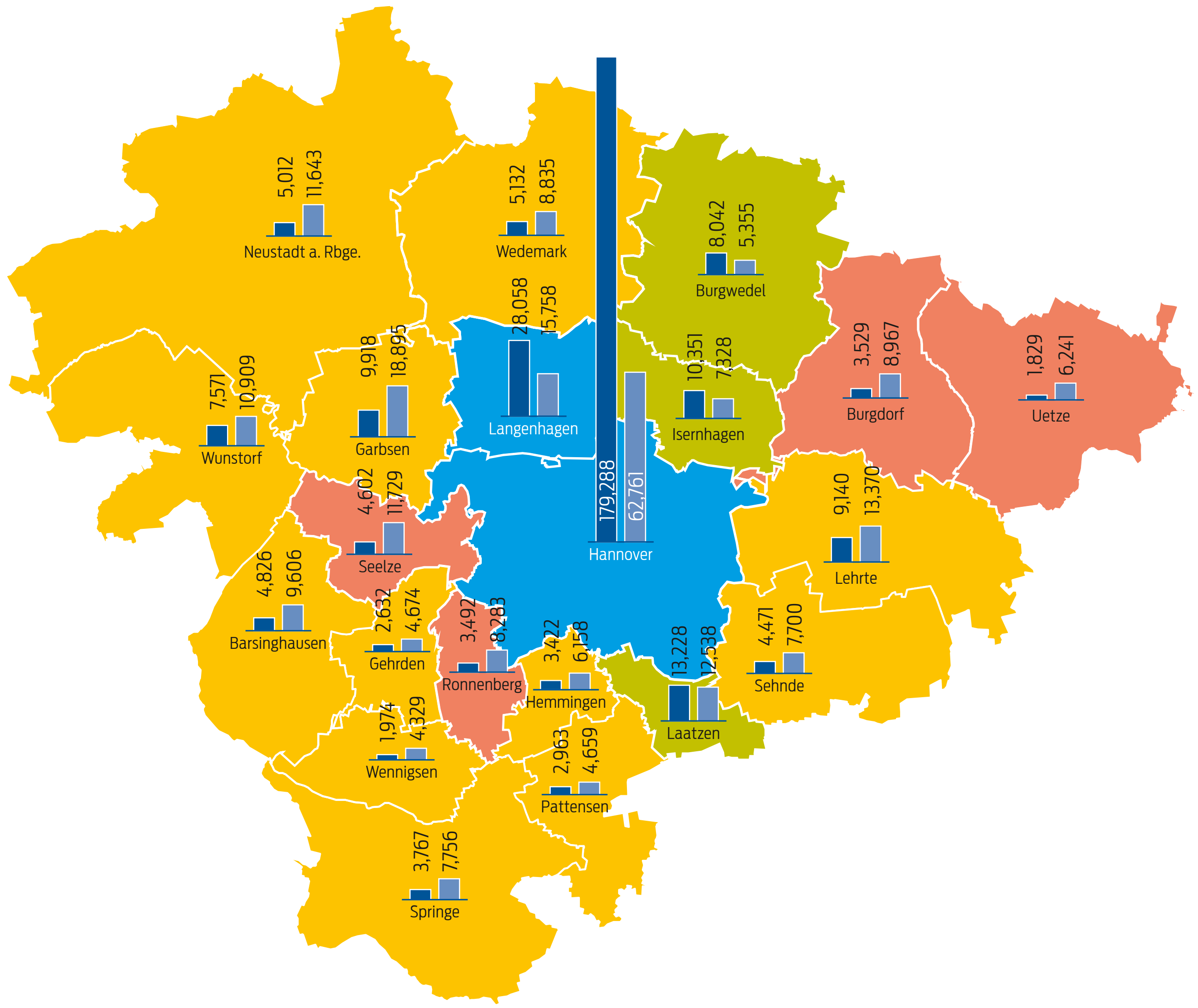
Commuter interrelationships

	Inbound commuters	Outbound commuters	Net	in % of EPSI* at the place of residence
State Capital Hannover	179,288	62,761	116,527	54.8
Barsinghausen	4,826	9,606	-4,780	-36.5
Burgdorf	3,529	8,967	-5,438	-46.7
Burgwedel	8,042	5,355	2,687	34.9
Garbsen	9,918	18,895	-8,977	-37.2
Gehrden	2,632	4,674	-2,042	-36.9
Hemmingen	3,422	6,158	-2,736	-38.8
Isernhagen	10,351	7,328	3,023	34.1
Laatzen	13,228	12,538	690	4.4
Langenhagen	28,058	15,758	12,300	55.4
Lehrte	9,140	13,370	-4,230	-23.7
Neustadt am Rbge.	5,012	11,643	-6,631	-38.8
Pattensen	2,963	4,659	-1,696	-29.7
Ronnenberg	3,492	8,283	-4,791	-51.4
Seelze	4,602	11,729	-7,127	-51.4
Sehnde	4,471	7,700	-3,229	-34.6
Springe	3,767	7,756	-3,989	-36.6
Uetze	1,829	6,241	-4,412	-54.9
Wedemark	5,132	8,835	-3,703	-32.0
Wennigsen	1,974	4,329	-2,355	-45.9
Wunstorf	7,571	10,909	-3,338	-21.2
Hannover Region	**129,883**	**64,130**	**65,753**	**14.5**

* EPSI: Employees in jobs paying social insurance contributions

Source: Federal Labour Office, calculations by the Hannover Region, reporting date 30.06.2020

Commuter interrelationships



In % of EPSI at the place of residence

- More than 45 %
- 0 % to less than 45 %
- -45 % to less than 0
- more than -45 %
- Inbound commuters
- Outbound commuters

IN 2020, THE HANNOVER REGION HAD ALMOST 130,000 INBOUND COMMUTERS FROM OUTSIDE THE REGION, SOME 11,000 MORE THAN FIVE YEARS AGO.

Job market

Unemployment figures in the Hannover Region

	June 2020		June 2021		Change from previous year	
	Absolute	**Share in %**	**Absolute**	**Share in %**	**Absolute**	**In %**
Total	49,986	100.0	48,460	100.0	-1,526	-3.1
Male	28,387	58.6	27,141	56.0	-1,246	-4.4
Female	21,599	44.6	21,318	44.0	-281	-1.3
15 – under 25 years of age	4,988	10.3	4,139	8.5	-849	-17.0
Above 50 years of age	14,184	29.3	15,062	31.1	878	6.2
Long-term unemployed	16,405	33.9	22,758	47.0	6,353	38.7
Severely disabled	2,184	4.5	2,393	4.9	209	9.6
Foreign	19,293	39.8	18,976	39.2	-317	-1.6

Source: Federal Labour Office, calculations by the Hannover Region

Unemployment rates in the Hannover Region

	Figures in %		Change in % points
	June 2020	June 2021	
Total civil workforce	**7.9**	**7.6**	**-0.3**
Male	8.5	8.1	-0.4
Female	7.2	7.1	-0.1
15 – under 25 years of age	7.6	6.5	-1.1
15 – under 20 years of age	5.1	4.5	-0.6
50 – under 65 years of age	6.7	7.0	0.3
55 – under 65 years of age	6.9	7.3	0.4

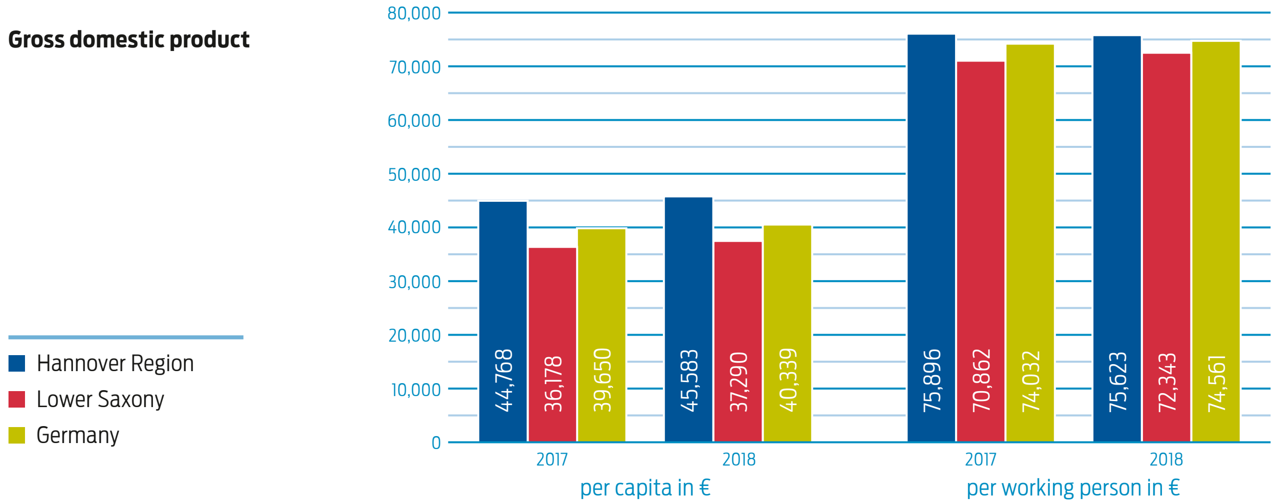
Source: Federal Labour Office, calculations by the Hannover Region

In spring 2020, unemployment figures and rates initially rose sharply due to the outbreak of the corona pandemic. In June 2021, 48,460 (-1,526) people were out of work, corresponding to an unemployment rate of 7.6 % (-0.3 % points), based on the total civil workforce. Among these were 22,758 long-term unemployed, 18,976 foreigners, 2,393 severely disabled, 15,062 older people and 4,139 people under 25 years of age. It is striking that the number of long-term unemployed increased strongly (+6,353), as did the number of older people (+849). Females (-281) benefited less from the decline in unemployment than males (-1,246).

Economic data

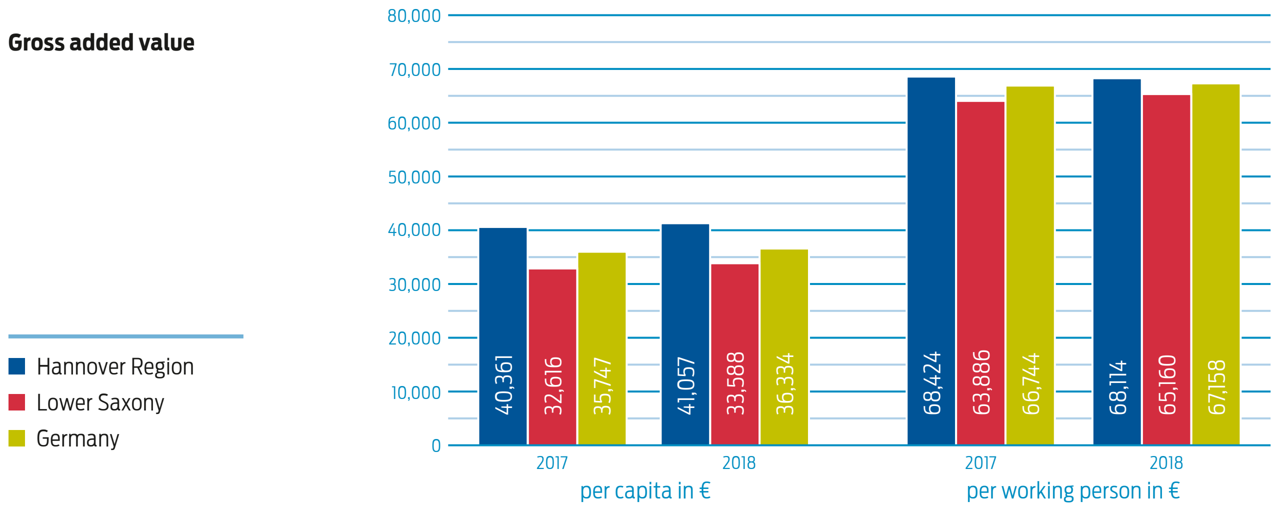
The most important indicator of labour productivity is the gross domestic product per employee. Gross domestic product per capita is the most important indicator for a region's prosperity. At € 75,623 per person in employment and € 45,583 per inhabitant, the gross domestic product in Hannover Region is significantly higher than state and national figures. Gross added value is the total value of all goods and services produced. It is also higher per capita in the Hannover Region than national and state levels. This reflects the competitiveness of the Hannover Region.

Gross domestic product



Source: Source: National accounts of the states, federal and state statistics offices, calculations by the Hannover Region

Gross added value



Source: National accounts of the states, federal and state statistics offices, calculations by the Hannover Region

Purchasing power and retail trade

Purchasing power in the Hannover Region totals € 27.98 billion. This corresponds to an average € 24,183 purchasing power per capita or 102.3 % of Germany's average purchasing power.

Retail purchasing power amounts to € 7.68 billion. Average retail purchasing power is € 6,636 per capita or 102.6 % of Germany's average retail purchasing power.

Actual **retail sales** amounts to € 6.77 billion. This corresponds to retail sales of € 5,853 per capita or 111.8 % of the average retail sales in Germany.

Purchasing power

Purchasing power is defined as the sum of overall net income of a population according to place of residence. It includes net income from self-employment and employment as well as capital income and state transfer payments. This disposable income is used to pay all a consumer's expenses such living costs, insurances, rents and utilities, clothing and savings. The **purchasing power index** indicates variations in percent from the national average (index value = 100).

Retail purchasing power

Retail purchasing power accounts only for the share of income available for retail expenditure, including commodity groups food and beverages, clothing and shoes, goods for household management, personal and health care, education and entertainment, and personal equipment. Not included here is expenditure on motor vehicles, fuel, servicing and repairs. The **retail purchasing power index** indicates variations in percent from the national average (index value = 100).

Retail sales

Retail sales reflect the current distribution of brick-and-mortar retail sales. Unlike the retail purchasing power, which reports according to consumer location, the retail sales index reports according to retail location. The **retail sales index** indicates variations in percent from Germany's national average (index value = 100). Deviations above the base value indicate higher retail sales while deviations below the base value indicate comparatively lower sales.

Retail centrality

Retail centrality is the ratio between local retail purchasing power and local retail sales. It is thus a measure of a city or region's attractiveness as a shopping destination. A figure above 100 indicates an inflow of purchasing power, i.e. retail sales exceed what locals spend on retail. A figure under 100 indicates an outflow of purchasing power, i.e. retail sales are lower than what locals spend on retail.

Purchasing power and retail 2021

	Purchasing power per capita in €	Purchasing power index per capita	Retail purchasing power per capita in €	Retail purchasing power index per capita	Retail sales per capita in €	Retail sales index per capita	Retail centrality index
State Capital Hannover	23,612	99.9	6,555	101.4	6,314	120.6	119.0
Barsinghausen	23,906	101.1	6,559	101.4	4,324	82.6	81.5
Burgdorf	25,284	107.0	6,772	104.7	5,307	101.4	96.8
Burgwedel	28,749	121.6	7,074	109.4	7,539	144.0	131.7
Garbsen	23,286	98.5	6,492	100.4	6,803	130.0	129.5
Gehrden	27,698	117.2	7,318	113.2	3,397	64.9	57.4
Hemmingen	28,501	120.6	7,416	114.7	5,393	103.0	89.8
Isernhagen	31,447	133.0	7,595	117.4	13,017	248.7	211.7
Laatzen	22,784	96.4	6,509	100.7	7,842	149.8	148.8
Langenhagen	23,192	98.1	6,539	101.1	4,669	89.2	88.2
Lehrte	23,387	98.9	6,448	99.7	5,165	98.7	99.0
Neustadt am Rbge.	23,890	101.1	6,608	102.2	4,553	87.0	85.1
Pattensen	27,986	118.4	7,380	114.1	4,652	88.9	77.9
Ronnenberg	23,502	99.4	6,565	101.5	4,964	94.8	93.4
Seelze	23,107	97.8	6,550	101.3	3,392	64.8	64.0
Sehnde	23,532	99.6	6,475	100.1	3,385	64.7	64.6
Springe	23,586	99.8	6,493	100.4	3,904	74.6	74.3
Uetze	22,712	96.1	6,278	97.1	4,687	89.5	92.2
Wedemark	28,350	119.9	7,283	112.6	4,645	88.7	78.8
Wennigsen	26,311	111.3	6,929	107.1	3,959	75.6	70.6
Wunstorf	24,221	102.5	6,613	102.3	5,736	109.6	107.2
Hannover Region	**24,183**	**102.3**	**6,636**	**102.6**	**5,853**	**111.8**	**109.0**
Germany	23,637	100	6,467	100.0	5,235	100.0	100.0

Source: GfK Geomarketing 2021

Business enterprises

NORD/LB publishes an annual ranking of Lower Saxony companies with the highest turnover and added value. These companies secure jobs and income for neighbouring businesses in trade, retail and service provision and are therefore the location's economic backbone.

Twenty-six of Lower Saxony's 100 top-selling companies have their headquarters in the Hannover Region. Eleven of these companies are in manufacturing. The automotive sector and its suppliers predominate, in addition to electrical engineering, aircraft construction, chemical and food sectors. Major retail and service companies are also based in the Hannover Region.

Of the 50 highest-value-added companies in Niedersachsen, 25 are located in the Hannover Region, including companies in the healthcare, insurance and financial sectors that are not among the highest-turnover companies.

Companies in the Hannover Region with the highest turnover

Company	Head-quarters	Turnover in € million	Employees 2019	Sector	Rank Lower Saxony
Volkswagen Nutzfahrzeuge	Hannover	11,473.0	24,821	Road vehicle production	1
Continental AG (K)	Hannover	44,478.4	247,514	Automotive supply	2
ContiTech AG (K)		6,401.5	45,801		
TUI AG (K)***	Hannover	18,928.1	71,473	Tourism	3
TUI AG[g]***		390.4	326		
AGRAVIS Raiffeisen AG (K)	Hannover	6,454.7	6,996	Agricultural trading	5
Dirk Rossmann GmbH	Burgwedel	6,391.9	31,024	Wholesale and retail (drugstore articles)	6
Clarios Germany GmbH & Co. KGaA	Hannover	3,418.1	3,353	Production of batteries, accumulators	11
		1,377.5	479		
enercity AG (K)	Hannover	3,268.0	2,663	Energy supply, energy services	13
enercity AG		3,103.3	1,029		
expert SE (K)[b]**	Langenhagen	1,858.3	2,457	Wholesale and retail (electrical and electronic equipment)	21
MTU Maintenance Hannover GmbH	Langenhagen	1,760.7	2,369	Aircraft engine maintenance	24
TÜV NORD Gruppe (K)	Hannover	1,282.4	11,235	Technical services	33
WABCO Holding GmbH (K)	Hannover	1,256.5	2,794	Automotive supply	34
Konica Minolta Business Solutions Europe GmbH[b]**	Langenhagen	1,225.8	499	Production and distribution of printing and copying systems	35

Business enterprises	Head-quarters	Turnover in € million	Employees	Sector	Rank Lower Saxony
Sonepar Deutschland/ Region Nord-Ost GmbH	Hannover	903.0	1,535	Wholesale (electrical)	44
GP Günter Papenburg AG (K)	Hannover	877.5	3,851	Construction industry	45
Toto-Lotto Niedersachsen GmbH	Hannover	762.6	147	Lottery	52
Sennheiser electronic GmbH & Co. KG (K)	Wedemark	756.7	2,801	Electroacoustics	53
MADSACK Mediengruppe	Hannover	716.6	4,528	Publishing	59
Solvay Deutschland (Group)	Hannover	690.4	1,760	Chemicals	62
Delticom AG (K)	Hannover	625.8	261	Retail	68
CBR Holding GmbH (K)	Isernhagen	606.0	1,200	Wholesale (textiles)	71
Kone GmbH (K)	Hannover	600.5	2,295	Lift and escalator manufacturing	73
Bahlsen Group (K)	Hannover	539.8	2,580	Food	77
Bahlsen GmbH & Co. KG		422.2	1,635		
Konica Minolta Business Solutions Deutschland GmbH[b]**	Langenhagen	474.9	2,019	Production and distribution of printing and copying systems	84
CG-Gruppe (K)	Laatzen	423.9	822	Chemicals distribution	92
dm drogeriemarkt GmbH & Co. KG Niedersachsen	Hannover	368.7	1,663	Retail	98

K consolidated conglomerate or group
** Information for the financial year 2018/2019
*** Information for the financial year 2017/2018
b 31.03.
g 30.09.

Source: Company information, NORD/LB regional economy presentation

Companies with highest added value based in the Hannover Region (extract)

Business enterprises	Head-quarters	Added value in million €	Employees	Sector	Rank Lower Saxony
Talanx AG (K)	Hannover	3,150.0	22,537	Insurance (composite and life), reinsurance	2
Hannover Rück SE (K)	Hannover	2,671.5	3,038	Reinsurance	
NORD/LB (K)	Hannover	719.9	5,489	Financial services	3
NORD/LB		270.0	4,598		
VHV Vereinigte Hannoversche Versicherung a.G. (K)	Hannover	558.9	3,280	Insurance (composite and life)	12
VHV Allgemeine Versicherung AG		263.8	423		
VGH Versicherungen (K)	Hannover	242.7	1,806	Insurance (composite, life and health)	36
Nds. Wach- und Schliessgesellschaft Eggeling u. Schorling	Hannover	195.4	6,000	Services (personal and property protection)	43
Sparkasse Hannover	Hannover	168.2	1,672	Financial services	49

K consolidated conglomerate or group

Methodology: Companies are considered in their entirety as groups or conglomerates to reflect the special role of company HQs from a financial perspective. However, this also means that not all turnover, added value and employees reported here apply specifically to the Hannover Region. The NORD/LB analysis includes only those companies which have their HQs in Lower Saxony or which can provide data on their activities in Lower Saxony. Other companies, including, for example, companies of large enterprises with a high regional economic importance, which do not prepare their own balance sheets, are excluded.

Source: NORD/LB: Niedersachsen Report – Die 100 größten Unternehmen in Niedersachsen, November 2020

Businesses in the Hannover Region according to economic sector

	Absolute	Share in %
Mining and quarrying	18	0.0
Manufacturing industries	2,052	4.1
Energy supply	474	0.9
Water supply, sewage and refuse disposal	113	0.2
Construction industry	4,585	9.1
Trading, maintenance and repair of vehicles	9,196	18.2
Transport and warehousing	1,965	3.9
Hospitality sector	3,398	6.7
Information and communication	2,158	4.3
Provision of financial and insurance services	1,214	2.4
Property and housing	2,922	5.8
Professional, scientific and technical service providers	8,230	16.3
Other business service providers	3,391	6.7
Child care and education	1,612	3.2
Health and social services	4,043	8.0
Arts, entertainment and leisure	1,755	3.5
Other service providers	3,433	6.8
Total	**50,559**	**100.0**

Source: State Office of Statistics Lower Saxony, Hannover Region calculations, Register as at 30.09.2019. Business register data 2019 issued as of 30.09.2020 (CIMA)

Over 49,000 businesses from various economic sectors are registered in the Hannover Region, including over 42,387 mini-enterprises with up to nine employees and 258 large businesses with more than 250 employees. About one-fifth are involved in retail. followed by professional, scientific and technical services (e.g. architectural and engineering, legal and tax consultancy, advertising and market research), construction, health and social services.

Businesses in the Hannover Region according to workforce size

0 to 9	42,639	84.3
10 to 49	6,214	12.3
50 to 249	1,427	2.8
250 and more	279	0.6
Total	**50,559**	**100.0**

Source: State Office of Statistics Lower Saxony, Hannover Region calculations, Register as at 30.09.2019

Key sectors

The economic structure of the Hannover Region features a range of key sectors with enormous innovative drive and job potential. More than 70 % of all employees paying social insurance contributions work in these key sectors.

Of major importance to the job market in the Hannover Region is the strongly export-oriented sectors of the automotive and production engineering sectors, as well as health, logistics, financial services, knowledge-based services, IT/communications and the skilled vocational trades. Last but not least, science and research, arts, and the trade fair and congress sectors are key in contributing to the Hannover Region's image and renown.

Automotive

- 25,500 EPSIs* in around 60 businesses across the whole value chain (4.9 % of TW**)
- Together with Braunschweig and Wolfsburg, the Hannover Region is one of the most important international centres for the automotive industry
- Major companies: VW Nutzfahrzeuge, Continental AG and numerous suppliers such as ZF Wabco and Clarios
- Main activities: Commercial vehicles, tyres, drive systems, specialist parts, brake systems, battery technology, vehicle information systems
- Research and educational institutions: 30 institutes and university facilities related to the automotive industry
- ITS Automotive as a cross-disciplinary mobility cluster for collaborative research projects
- Key trade fairs: Mobilitec as part of the HANNOVER MESSE, IAA Nutzfahrzeuge
- Establishing an innovation network to implement solutions for hydrogen-powered mobility

Energy

- 4,400 EPSIs* (0.8 % of TW**) in 70 businesses
- Major companies: enercity as large energy supplier as well as companies involved in developing and implementing new technologies (e.g. Ja-Gastechnologie, CHP manufacturer A-Tron, energiewerkstatt, energieheld.de, Kraftwerk, Windwärts Energie, GeoNet environmental consulting)
- Research and educational institutions: 20 institutes and university facilities involved in the energy industry, for example in wind power
- Networks: Leibniz Energie 2050 Research Centre, ForWind (Wind Energy Research Network), Climate Protection Agency Hannover Region, KEAN and the Geozentrum Hannover
- World's first wind energy plant based on a wooden design and the first biogas plant in Northern Germany enabling biogas to be fed into the natural gas grid
- Key trade fairs: BioEnergy Decentral and Energy and Wind as part of the HANNOVER MESSE
- Development of a Hannover hydrogen region

Production engineering

- 12,800 EPSIs* (2.5 % of TW**) in 430 businesses
- Strong university and non-university research and education: Hannover Centre for Production Technology (PZH), Faculty of Mechanical Engineering of Leibniz University Hannover, Faculties of Mechanical Engineering and Electrical Engineering and Information Technology at the Hannover University of Applied Sciences and Arts
- Cooperation with TEWISS, the Institute for Integrated Production Hannover (IPH), the Laser Centre Hannover (LZH), Hannover University of Applied Sciences and Arts and the German Institute for Rubber Technology (DIK)
- Robot factory and robotics incubator at the Leibniz University of Hannover, robokind Foundation, Robotation Academy as a training and event centre for robot and automation technology
- Location of the German government's Mittelstand 4.0 competence centre for Lower Saxony and Bremen (Mit uns Digital)
- Network: Hannover Production Research Platform (PHI), competence network for optical technologies
- Key trade fairs: HANNOVER MESSE, EuroBLECH, AGRITECHNICA, EMO and LIGNA
- Establishment of the AI innovation network "IIP-Ecosphere" incl. the regional Hannover AI hub

Health

- 75,700 EPSIs* (14.6 % of TW**) in 3,450 businesses
- Strong university and non-university research and education: Hannover Medical School, Hannover Veterinary School, Life Science at Leibniz University Hannover, Hannover Clinical Trial Center, Fraunhofer Institute for Toxicology and Experimental Medicine (ITEM), Lower Saxony Center for Biomedical Engineering, Implant Research and Development (NIFE), Clinical Research Center (CRC), Twincore Centre for Experimental and Clinical Infection Research
- Key location for clinics as well as major companies such as Abbott Arzneimittel, Boehringer Ingelheim, KIND Hörgeräte, Cardior GmbH, Mylan Healthcare GmbH, Burgwedel Biotech GmbH (MSD subsidiary)
- Medical Park Hannover as a central business and research location with a focus on biomedical technology, transplantation, implants, regenerative medicine, oncology, diagnostics, preclinical and clinical research, care innovations, digitalisation in medicine
- Network: Gesundheitswirtschaft Hannover e. V.
- Key trade fairs: LABVOLUTION

* EPSI: Employees in jobs paying social insurance contributions   ** TW: Total workforce

Source: Hannover Region, reporting date for employment figures 30.06.2020

Information and communications

- 24,500 EPSIs* (4.3 % of TW**) in 1,050 businesses
- Major companies: Finanz Informatik, TUI InfoTec, htp, Sennheiser, Madsack, NDR and others
- Diversified industry structure specialising in IT services
- Research and educational institutions: 25 institutes and university facilities related to the information and communications industry, including L3S, "Expo Park" IT and multimedia campus
- Networks: Niedersachsen.digital
- Key trade fairs: Digital Factory as part of the HANNOVER MESSE

Creative and cultural industries

- 22,500 EPSIs* in around 1,530 business (4.3 % of TW**)
- Music industry as key segment: University of Music, Theatre and Media, important players such as NDR Radiophilharmonie, Peppermint Park and Sennheiser
- Numerous projects and events as part of the UNESCO City of Music
- Business incubators: Halle 96 with office space, workshops and shared infrastructure; "Hafven" coworking and maker space
- Network: kreHtiv Netzwerk e. V. as the nationwide fastest growing and largest industry network of its kind

Logistics

- 58,700 EPSIs* (11.3 % of TW**) in 2,500 businesses
- Major companies: DHL, Kühne+Nagel, DB Schenker, Dachser, UPS, TNT, Hellmann, Hermes, DPD and others
- Main activities: Industrial logistics, trade logistics, e-commerce, courier, express and parcel services, contract logistics, after sales
- European and national distribution centres for VW commercial vehicles, Continental, Mercedes-Benz, arvato, Bahlsen, Lyreco, Sonepar, Weatherford, Delticom, Amazon and others
- Logistics-related research institutions: Institute for Transport and Automation Technology, Institute for Integrated Production, Institute for Factory Systems and Logistics, Hannover University of Applied Sciences
- Networks: Logistikportal Niedersachsen e. V., Round Table Personal Logistik der Region Hannover, RegioLog

Financial services

- 25,100 EPSIs* (4.8 % of TW** in around 840 businesses
- Head offices of nationally important insurance companies (e.g. Talanx, Vereinigte Hannoversche Versicherung, Hannover Insurance Group, Concordia Insurance Group, Mecklenburg Insurance Group, Wertgarantie Technische Versicherung, Hannover Re Group)
- Head office of NORD/LB, Deutsche Hypothekenbank, the Lower Saxony stock exchange and one of the largest savings banks in Germany
- Key training and education centres: Sparkasse academy, vocational academy for the banking industry, insurance industry training centre, insurance sciences interdisciplinary competence centre

Trade fairs and congresses

- 1,500 EPSIs* (0.3 % of TW**) in around 60 businesses
- World's largest exhibition complex and headquarters of Deutsche Messe AG
- In 2019, around 1.36 million visitors attended trade fairs and trade events organised by Deutsche Messe AG
- Location of leading international trade fairs such as HANNOVER MESSE, AGRITECHNICA, EMO, BIOTECHNICA/LABVOLUTION
- Large number of congresses and conferences with nationwide renown
- Congress and conference facilities such as Convention Center, Hannover Congress Centrum, Schloss Herrenhausen

* EPSI: Employees in jobs paying social insurance contributions ** TW: Total workforce

Source: Hannover Region, reporting date for employment figures 30.06.2020

Skilled trades

- 60,000 EPSIs* (11.7 % of TW**) in 11,900 businesses, annual turnover of around € 4.7 billion
- Key segments: Building and interior finishing (3,240 businesses), health/personal care/cleaning (3,120 businesses) and metalworking (2,810 businesses)
- Key area of innovations which are also being used in other economic sectors, e.g. energy
- Every fifth trainee in the Hannover Region completes their traineeships in the skilled trades
- Research and service facilities: Heinz Piest Institute (HPI)
- Education and training: Hannover Chamber of Skilled Trades education and training centre

Knowledge-based business services

- 37,100 EPSIs* in around 2,900 businesses (7.2 % of TW**) in legal, accounting, tax and management consultancy, architecture and engineering, advertising and market research
- Major companies: Branches of consulting firms such as PricewaterhouseCoopers, Deloitte, EY, KPMG
- Establishment of another technology centre on the LUH Mechanical Engineering Campus and expansion of the technology centre in the Science and Technology Park provide further potential for knowledge and technology transfer, especially for companies from the engineering sector.

Science and research

- 9,000 EPSIs* in around 125 businesses (1,7 % of TW**)
- Dominated by medical sector (Hannover Medical School, Hannover Veterinary School, Leibniz University of Hannover, Fraunhofer, Medical Park)
- Above-average share of externally funded positions, especially in the fields of medicine and engineering
- Strong cooperation between science and industry

* EPSI: Employees in jobs paying social insurance contributions   ** TW: Total workforce

Source: Hannover Region, reporting date for employment figures 30.06.2020

Education and science

As an educational location, the Hannover Region is of national importance. In comparison, more pupils complete their secondary-school education with a university entrance qualification (40.7 %) than the state and federal averages. In total, around 11,100 pupils completed their schooling at one of the more than 100 secondary schools in the Hannover Region in 2019.

School leavers

	Total	University entrance qualification		Applied science university entrance qualification		Secondary school leaving certificate		Lower secondary school leaving certificate		Special needs school leaving certificate or no school leaving certificate*	
	Absolute	Absolute	in %	Absolute	in %	Absolute	in %	Absolute	in %	Absolute	in %
Hannover Region	11,107	4,524	40.7	454	4.1	4,167	37.5	1,384	12.5	578	5.2
Lower Saxony	73,283	26,826	36.6	2,252	3.1	33,000	45.0	11,205	15.3	(6,573)	x
Germany	800,772	277,308	34.6	19,536	2.4	337,578	42.2	132,429	16.5	(52,833)	x

* No distinction is made at a state and federal level between pupils leaving school with a special needs school leaving certificate or no school leaving certificate

Source: State Office of Statistics Lower Saxony, calculations by the Hannover Region, School Leaving Qualifications 2019

The Hannover Region occupies a top ranking in Germany as a location for vocational training. More than 38,000 trainees attend a range of institutions that go beyond in-house training facilities. A wide range of other school types with a diversity of training objectives and entrance qualifications are also available such as technical secondary schools, vocational grammar schools and training colleges.

Just under a third of the students train in business and administrative vocations, followed by technical vocations and social and health vocations.

Students at vocational schools

By school type	
Vocational school (part time)	25,088
First year vocational training	1,114
Vocational college	6,512
Applied sciences university	2,285
Upper vocational school	22
Vocational grammar school	1,418
Technical college	1,807
Total	**38,246**

According to vocation	
Agriculture	706
Building	956
Chemistry, physics, biology	681
Printing	557
Electrical	3,631
Painting/interior design	548
Health	2,513
Wood	362
Horticulture	631
Body care	649
Social care	1,895
Metal	2,789
Nutrition	1,680
Social services	3,015
Automotive	1,681
Technology	911
Business and administration	12,059
Textile technology and clothing	158
Housekeeping	440

Source: Hannover Region, November 2020

MORE THAN 51,000 STUDENTS ARE ENROLLED AT UNIVERSITIES IN HANNOVER.

Hannover, with its Leibniz University, the Medical School and the University of Veterinary Medicine, is a renowned location for science and research. Hannover's University of Applied Sciences and Arts and its University of Music, Drama and Media also provide excellent and highly regarded teaching and training. Around 51,300 students are enrolled at all Hannover's universities.

Students at Leibniz University Hannover

In winter semester 2019/2020	
English studies	991
Work technology	339
Architecture	772
Civil engineering	2,005
Biology	960
Chemistry/Biochemistry/Food technology	1,977
Electrical	2,055
Education	372
Geodesics	400
Geography	555
Geosciences	386
German studies	1,911
History	1,068
Computer science	2,093
Art	114
Landscape architecture	589
Mechanical engineering	4,119
Mathematics	1,544
Music	355
Meteorology	144
Plant sciences	726
Philosophy	829
Physics	1,550
Politics	1,457
Law	2,423
Religious studies/Theology	928
Romance studies	310
Special education/special needs education	1,928
Sociology	752
Sport	757
Economics	3,827
Total	**30,196**

Source: Leibniz University Hannover, Facts and Figures 2020

Science, research, technology transfer, start-up centres

Science and research have a cross sectional function linking different sectors of the economy and, in a globalized knowledge economy, are becoming increasingly important. The Hannover Region has a diverse research and science landscape with internationally renowned institutes and departments. Specific strengths are in medicine and engineering, primarily in the technology, research and knowledge-intensive segments of the manufacturing sector, especially in automotive and production engineering.

Furthermore, Hannover research institutions are involved in supra-regional research networks. Companies have plenty of opportunities for local cooperation, both in research and development and in the training and further education of skilled personnel. Sharing knowledge and technology between research institutions and companies is coordinated and promoted by numerous intermediaries. Several business incubators help young and innovative start-ups and new companies in turning their ideas into reality.

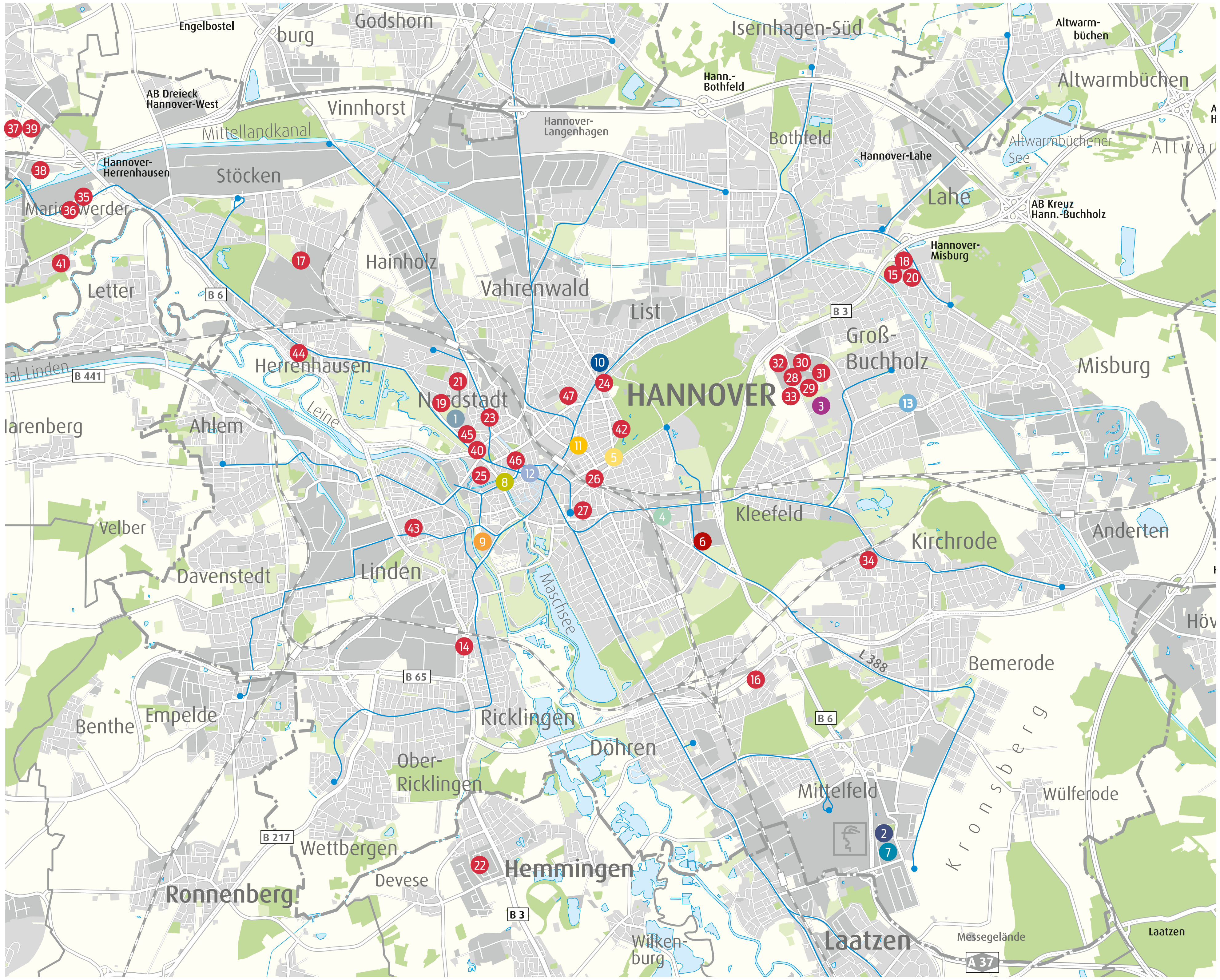
Other universities and applied sciences universities

Institution	Students in winter semester 2019/2020
University of Applied Sciences and Arts Hannover, of which	9,744
Linden site	*5,454*
Ahlem site	*291*
Expo Plaza site	*2,492*
Kleefeld site	*1,507*
Hannover Medical School	3,572
University of Veterinary Medicine Hannover	1,638
University for Music, Theatre and Media	1,560
Municipal Administration University Lower Saxony	1,288
FOM University of Economics and Management	1,500
Leibniz Applied Science University	602
Applied Sciences University for Business	573
University of Applied Sciences of SME's (FHM)	500
Vocational Academy for the Banking Sector	99
GISMA Business School	60
Total	**21,100**

Source: Data from universities, as at May 2020

THE HANNOVER REGION HAS A DIVERSE RESEARCH AND SCIENCE LANDSCAPE WITH INTERNATIONALLY RENOWNED INSTITUTES AND DEPARTMENTS.

Education and science locations



Universities

1. Leibniz University Hannover (main campus)
2. University of Applied Sciences and Arts Hannover (main campus)
3. Hannover Medical School
4. University of Veterinary Medicine Hannover Foundation Hannover (main campus)
5. University of Music, Drama and Media Hannover
6. Applied Sciences University for Business
7. Leibniz Applied Science University
8. GISMA Business School
9. Municipal Administration University Lower Saxony
10. University of Applied Sciences of SME's (FHM)
11. FOM University of Economics and Management
12. Office of the Offene Hochschule Niedersachsen
13. Vocational Academy for the Banking Sector

Selected research and scientific institutions

Natural sciences

14. Working Group for Limnology and Water Protection
15. Federal Institute for Geosciences and Natural Resources (BGR)
16. German Institute for Rubber Technology (DIK)
17. Limestone-Sand Research Association
18. Institute for Joint Geo scientific Activities
19. Nano and Quantum Engineering Laboratory
20. Leibniz Institute for Applied Geophysics (LIAG)
21. Max Planck Institute for Gravitational Physics (Albert Einstein Institute)

Civil engineering

22. District Heating Research Institute in Hannover
23. Institute for Engineering Hydrology
24. Institute for Construction Research

Social sciences and philosophy

25. Research Institute for Philosophy Hannover
26. ISP Eduard Pestel Institute for Systems Research
27. Social Sciences Institute of the Protestant Church in Germany

Medicine

28. Hanover Clinical Trial Center GmbH
29. Fraunhofer Institute for Toxicology and Experimental Medicine (ITEM)
30. International Neuroscience Institute Hannover GmbH (INI)
31. IPF PharmaCeuticals GmbH
32. Lower Saxony Centre for Biomedical Technology, Implant Research and Development (NIFE)
33. Twincore

Production engineering

34. European Research Association for Sheet Metal Processing (EFB)
35. IPH Institute for Integrated Production Hannover GmbH
36. Laser Centre Hannover
37. Garbsen Mechanical Engineering Campus
38. Test Centre for Load-Bearing Structures
39. TEWISS Technik und Wissen GmbH

Economics

40. Hannover Center of Finance e. V.
41. Lower Saxony Institute for Small and Medium-Sized Businesses

Architecture, spatial sciences, landscape planning

42. Academy for Spatial Research and Regional Planning (ARL)
43. ECOLOG Institute for Socio-ecological Research and Education GmbH
44. Lower Saxony Institute for Historical Regional Research

Other

45. Heinz Piest Institute for the Skilled Trades (HPI)
46. German Centre for Higher Education and Science Research
47. Criminological Research Institute Lower Saxony (KFN)

Source: Ministry for Science and Education Lower Saxony, CIMA Institute for Regional Economics, State Capital Hannover, Hannover Region; reporting date July 2021

Office rents in selected major cities 2020*

Utility value, average in € per m² per month			
	Basic	Moderate	Good
Berlin	9.50	13.50	25.00
Bremen	5.00	7.50	9.50
Dortmund	6.00	8.50	10.75
Dresden	7.00	9.50	12.00
Essen	4.00	5.50	11.00
Frankfurt am Main	10.00	15.50	18.50
Hamburg	8.50	12.00	18.00
Hannover	**6.75**	**8.20**	**11.75**
Cologne	8.00	13.50	18.00
Leipzig	7.00	9.60	11.20
Munich	21.50	29.50	34.50
Nuremberg	7.31	9.32	11.86
Stuttgart	7.70	11.30	16.90

Commercial properties

The property market in Hannover has been excellently positioned for years, and Hannover is now indispensable in any property portfolio held by domestic and foreign investors. Participants in the commercial real estate market, both nationally and internationally, have Hannover on their agenda, whether for office, retail or logistics properties.

Further information is available in the Hannover Region's latest Property Market Report

* Net basic rent

Source: IVD Commercial Property /Price Comparison 2020/2021

Shop rents in selected major cities 2020*

	Prime shopping area, average in € per m²				Secondary shopping area, average in € per m²			
	Prime locations		Secondary		Prime locations		Secondary	
	Small (approx. 60 m²)	Large (approx. 150 m²)	Small (approx. 60 m²)	Large (approx. 150 m²)	Small (approx. 60 m²)	Large (approx. 150 m²)	Small (approx. 60 m²)	Large (approx. 150 m²)
Berlin	240.00	165.00	95.00	55.00	50.00	35.00	18.00	12.50
Bremen	120.00	65.00	30.00	15.00	20.00	12.50	8.50	7.00
Dortmund	220.00	120.00	20.00	15.00	24.00	15.00	8.50	6.00
Dresden	100.00	75.00	40.00	25.00	40.00	25.00	12.00	10.00
Essen	140.00	90.00	25.00	15.00	38.00	16.00	12.00	6.50
Frankfurt am Main	290.00	250.00	85.00	40.00	55.00	40.00	20.00	18.00
Hamburg	140.00	100.00	45.00	25.00	30.00	24.00	17.00	12.00
Hannover	**155.00**	**76.00**	**28.00**	**17.00**	**n.a.**	**n.a.**	**n.a.**	**n.a.**
Cologne	240.00	120.00	45.00	24.00	25.00	12.00	7.00	6.00
Leipzig	120.00	100.00	40.00	30.00	24.00	15.00	12.00	10.00
Munich	410.00	320.00	180.00	125.00	95.00	45.00	28.00	20.00
Nuremberg	109.12	83.36	14.77	13.28	19.33	13.96	8.70	7.89
Stuttgart	295.00	190.00	80.00	45.00	20.00	15.00	12.00	10.00

* Net basic rent, ground level

Source: IVD Commercial Property /Price Comparison 2020/2021

Commercial land

A sufficient supply of commercial space both in terms of quantity and quality is one of the most important factors for businesses. The supply of immediately available areas in the Hannover Region comprises 60.6 ha, 23.5 ha of which are classified as motorway-near. For another 155.8 ha, an officially authorised effective B-plan exists. However, these commercial areas have not yet been developed and/or are in private ownership. A further 458.7 ha is included in land development plans. Competition for space and the need to protect open spaces are increasingly putting limits on opportunities to develop new commercial space. Former industrial brownfield sites are therefore of particular importance and offer another 84.3 ha.

Further information is available in the the Hannover Region's latest commercial land monitoring report

Building plots in the commercial area 2020*

Utility value, average in €/m²			
	Basic	Moderate	Good
Berlin	200.00	375.00	425.00
Bremen	45.00	70.00	90.00
Dortmund	80.00	100.00	150.00
Dresden	85.00	105.00	140.00
Essen	65.00	95.00	160.00
Frankfurt am Main	225.00	300.00	450.00
Hamburg	130.00	180.00	250.00
Hannover	**130.00**	**150.00**	**220.00**
Cologne	150.00	200.00	250.00
Leipzig	45.00	75.00	120.00
Munich	n.a.	n.a.	n.a.
Nuremberg	131.25	182.50	240.00
Stuttgart	240.00	490.00	850.00

* Including development expenses / no subsidised prices

Source: IVD Commercial Property /Price Comparison 2020/2021

Commercial land availability in the Hannover Region 2021

	In ha
Total commercial land available	**759.4**
Of which immediately marketable (officially authorised development plan, developed, public property)	60.6
Of which close to the motorway (max. 2 km to a motorway junction)	23.5
Of which later marketable (officially authorised development plan, undeveloped and/or private property)	155.8
Of which land use plan (not yet authorised)	458.7
Reusable brownfield sites	**84.3**
Shortlisted business park/industrial estate (areas scheduled for planning by municipalities, no authorised development plans yet, possibly marketable in the medium to long term).	**570.8**

Source: Hannover Region, Gewerbeflächenmonitoring 2021

Tax assessment rates

Business and property taxes are local taxes whose rates of assessment are amended annually as part of the local budget negotiations. Municipalities are therefore able to influence the level of charges to be paid by companies and to actively pursue business location policies. Rates in large cities are generally higher than those of surrounding areas.

Property and business tax rates 2021

	Business tax	Property tax A	Property tax B
State Capital Hannover	480	530	600
Barsinghausen	470	560	560
Burgdorf	470	490	540
Burgwedel	435	455	455
Garbsen	450	510	510
Gehrden	420	510	510
Hemmingen	400	460	500
Isernhagen	435	495	495
Laatzen	480	600	600
Langenhagen	450	430	480
Lehrte	440	440	440
Neustadt am Rbge.	430	440	440
Pattensen	430	500	500
Ronnenberg	470	480	480
Seelze	480	600	600
Sehnde	440	560	560
Springe	395	450	450
Uetze	450	505	505
Wedemark	440	440	440
Wennigsen	460	500	560
Wunstorf	460	490	490

Source: Hannover Region, 2021

Residential

The residential property market in the region is currently experiencing a clear renaissance. Proximity to the city centre, local amenities and excellent transport links are regarded as key quality criteria in choosing a location. These are being met both by the new residential areas in the city of Hannover and by the towns and municipalities in the surrounding area.

Demand and supply on the residential property market are primarily driven by regional providers and private households. Housing demand will be driven in future by populations continuing to rise in the state capital and several neighbouring districts. Housing vacancy rates have also been very low for several years (below 2 %) and is thus well below the fluctuation reserve.

The corona crisis is not leading to a slowdown in demand or a decline in prices on the residential property market. On the contrary, an increased interest in housing can be observed. Rents and prices are continuing to rise in a dynamic way.

Residential rents in selected major cities, new builds – first occupancy 2020

	Living quality, average in € per m²		
	Moderate	Good	Very good
Berlin	No suitable data available due to rent capping		
Bremen	10.00	11.50	12.50
Dortmund	10.00	12.50	n.a.
Dresden	9.00	10.50	12.00
Essen	10.40	14.30	n.a.
Frankfurt am Main	12.00	14.00	15.00
Hamburg	14.05	15.55	17.60
Hannover	**11.50**	**13.00**	**15.00**
Cologne	13.50	15.00	n.a.
Leipzig	8.70	10.20	12.00
Munich	18.00	19.50	26.50
Nuremberg	10.75	12.26	13.72
Stuttgart	15.30	16.50	17.00

* Net basic rent, based on three rooms, approx. 70 m² living space, excludes publicly subsidised housing

Source: IVD residential comparison 2020/2021

Residential rents in selected major cities 2020, built since 1949*

	Living quality, average in € per m²			
	Basic	Moderate	Good	Very good
Berlin	No suitable data available due to rent capping			
Bremen	6.50	8.00	9.50	11.00
Dortmund	5.90	7.00	8.65	n.a.
Dresden	6.00	7.50	10.00	12.00
Essen	5.50	7.68	9.65	n.a.
Frankfurt am Main	9.70	10.55	13.00	14.25
Hamburg	8.85	10.40	13.45	16.00
Hannover	**6.70**	**8.60**	**10.65**	**13.10**
Cologne	8.80	11.00	12.90	n.a.
Leipzig	5.50	6.65	8.00	9.85
Munich	11.90	15.10	17.60	23.55
Nuremberg	7.75	9.00	10.20	12.60
Stuttgart	11.45	13.40	15.05	17.45

* Net basic rent, based on three rooms, approx. 70 m² living space, excludes publicly subsidised housing

Source: IVD residential comparison 2020/2021

Purchase prices for owner-occupied apartments in selected major cities 2020 (Living quality, average in € per m²)

	Newbuild			Existing apartments		
	Moderate	Good	Very good	Moderate	Good	Very good
Berlin	4,700	5,500	7,500	2,900	4,000	4,800
Bremen	3,200	4,100	5,000	2,100	3,000	4,000
Dortmund	2,775	3,250	4,400	1,630	2,450	3,050
Dresden	3,500	3,800	4,250	2,000	2,450	3,500
Essen	3,100	3,800	4,900	1,500	2,800	3,850
Frankfurt a. M.	4,500	5,600	7,000	3,500	4,700	7,100
Hamburg	4,450	6,000	8,200	3,450	4,500	6,600
Hannover	**3,300**	**3,900**	**5,300**	**2,000**	**3,000**	**4,000**
Cologne	4,500	5,500	7,000	3,500	4,800	6,500
Leipzig	3,400	3,850	4,500	1,670	2,150	3,200
Munich	8,300	9,350	13,750	6,200	7,750	11,500
Nuremberg	3,800	4,275	4,970	2,225	3,050	3,650
Stuttgart	6,200	8,000	10,000	4,100	5,100	6,800

Purchase prices for land in selected major cities 2020*

	Living quality, average in € per m²		
	Normal	Good	Very good
Berlin	410	650	1,900
Bremen	250	350	650
Dortmund	330	430	600
Dresden	250	360	490
Essen	385	530	710
Frankfurt a. M.	600	800	1,200
Hamburg	455	625	990
Hannover	**320**	**425**	**600**
Cologne	680	1,050	1,600
Leipzig	200	310	520
Munich	2,150	3,000	4,750
Nuremberg	460	615	970
Stuttgart	1,120	1,400	1,730

* Detached and one-and two-family houses, approx. 600 – 800 m² plots

Source: IVD residential comparison 2020/2021

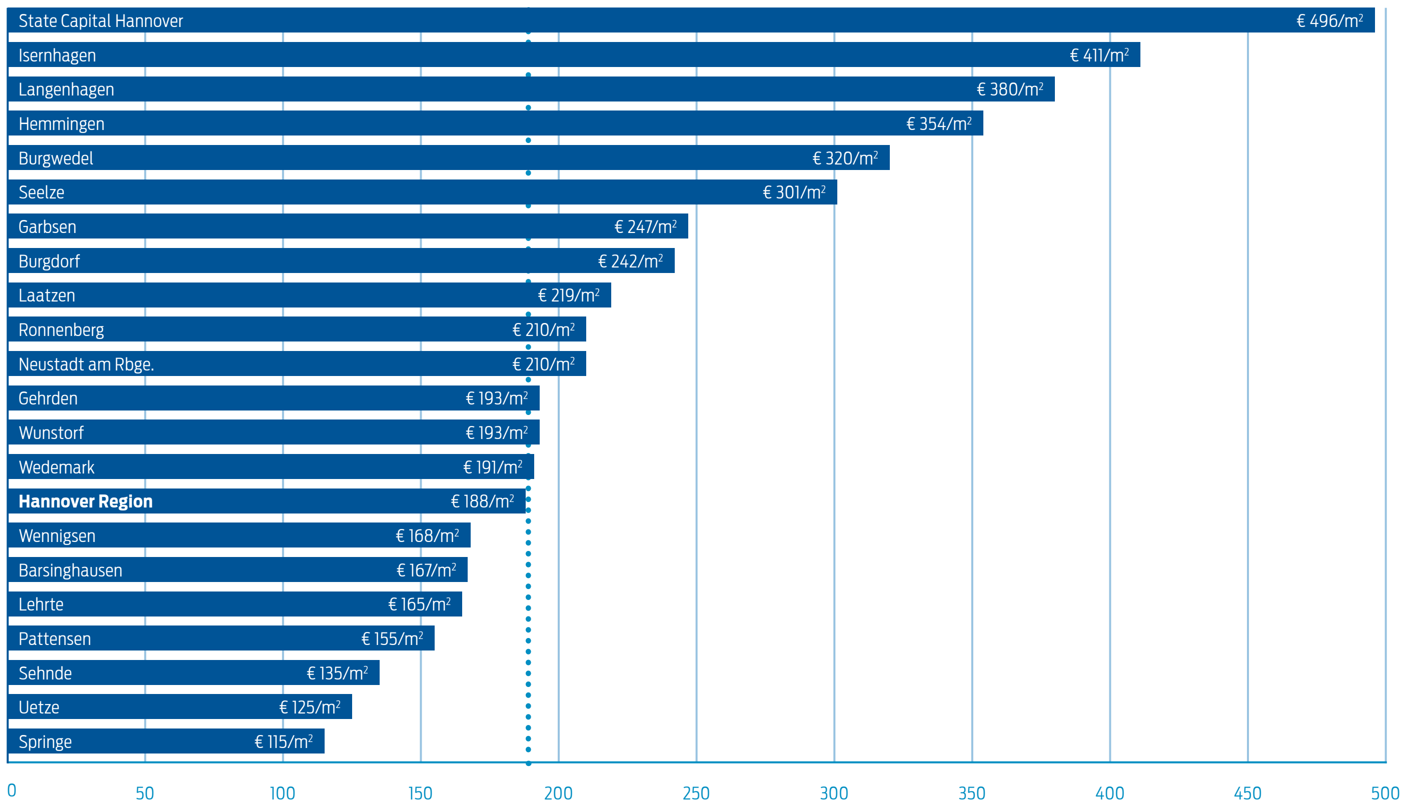
Purchase prices for houses (ready for immediate occupation) in selected cities 2020*

	Living quality, average in € per m²			
	Basic, approx. 100 m²	Medium, approx. 125 m²	Good, approx. 150 m²	Excellent, approx. 200 m²
Berlin	n.a.	425,000	560,000	950,000
Bremen	170,000	300,000	570,000	1,100,000
Dortmund	320,000	425,000	545,000	840,000
Dresden	300,000	450,000	600,000	1,400,000
Essen	270,000	415,000	610,000	970,000
Frankfurt a. M.	570,000	700,000	1,050,000	1,800,000
Hamburg	340,000	470,000	700,000	1,335,000
Hannover	**225,000**	**345,000**	**495,000**	**750,000**
Cologne	360,000	500,000	750,000	1,950,000
Leipzig	260,000	345,000	470,000	810,000
Munich	900,000	1,250,000	1,800,000	3,300,000
Nuremberg	365,000	420,000	565,000	775,000
Stuttgart	520,000	800,000	1,180,000	2,050,000

* Detached privately-owned houses (including garage and standard plot size for the locality)

Source: IVD residential comparison 2020/2021

Building plots for one-family and two-family houses 2020



Average purchase price in €/m² Average Hannover Region (188 €/m²)

Note: Building plots requiring no development costs. The average values give only an overview of the current market. They do not reflect that prices are dependent on the value-relevant features of each individual plot.

Source: Expert panel for real estate prices Hamelin-Hannover, Real Estate Market Report 2021

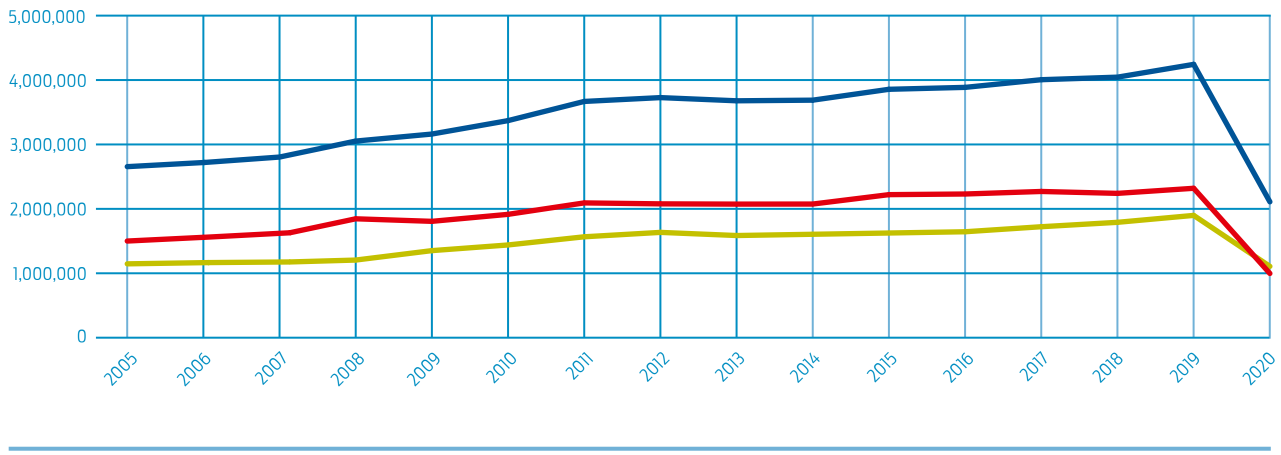
Tourism

Owing to corona, Hannover's tourism plummeted in 2020 as it did all over Germany. With overnight stays of around 2.1 million in the city and surrounding areas, the demand for tourism in the past year was at 1990s levels. As a trade fair city and a hotel location heavily dependent on business travel (approx. 80% of demand), the number of overnight stays in the city of Hannover fell even more sharply than in the surrounding area.

How quickly tourism and the associated gastronomy, hotel and event industry will recover is strongly dependent on the further course of the infection and prospects for market recovery. By mid-2021, only around 670,000 overnight stays were registered in the Hannover Region. Many of the leading trade fairs held in Hannover have been postponed until 2022. Visitors to the city will only compensate to a limited extent for the lack of business visitors, especially since reasons to visit the city, such as sporting and cultural events, will probably only have a partial impact on the market's recovery in 2021.

IN 2020, THE HANNOVER REGION RECORDED A DECLINE TO HALF THE PREVIOUS YEAR'S LEVEL WITH 2.1 MILLION OVERNIGHT STAYS PER YEAR.

Overnight stays in the Hannover Region*



■ Hannover Region ■ State Capital Hannover ■ Surrounding area

* These figures include overnight stays in accommodation establishments open for business with at least 10 beds, and camping sites open for business with at least 10 pitches.

Source: State Office of Statistics Lower Saxony, Hannover Region calculations

Hannover has the potential to again being a successful destination in the coming months and years. The Hannover Region offers a wide range of cultural, sporting, entertainment and recreational opportunities. Top events include the Maschseefest, Hannover Schützenfest (marksmen's fair), the Lister Meile Fest, Regionsentdeckertag (discovery day), the Hannover marathon, the Fête de la Musique, the international fireworks competition and the Kleines Fest im Großen Garten (outdoor variety festival in the Royal Gardens of Herrenhausen).

Other visitor attractions include the Hannover Adventure Zoo, home games of Hannover 96 football team, cultural events in the opera, the Schauspielhaus and Ballhof theatres, the GOP Varieté-Theater, the Royal Gardens of Herrenhausen. In the surrounding area, the Steinhuder Meer lake, the Deister hills and Marienburg Castle are popular excursion destinations for locals and visitors alike.

Region Hannover

Region president

Business and employment promotion department

Text and editing Business and Employment Promotion, Hannover Region

Images **Adobe Stock:**
Title (pressmaster – stock.adobe.com),
Page 2/3 (panoramarx - stock.adobe.com)
Page 5 (filmbildfabrik – stock.adobe.com)
Page 12 bottom (Pixel-Shot – stock.adobe.com)
Page 21 both (nmann77 – stock.adobe.com)
Page 22 (Tournee – stock.adobe.com)
Page 23 (Bannafarsai_Stock/Shutterstock.com)
Page 24 top (Zapp2Photo/Shutterstock.com), bottom (panoramarx – stock.adobe.com)
Page 25 left (asharkyu/Shutterstock.com), right (Alexander Raths/Shutterstock.com)
Page 26 top left (Dmitry Kalinovsky/Shutterstock.com), bottom left (PrinceOfLove/Shutterstock.com)
Page 27 left (UfaBizPhoto/Shutterstock.com), right (blendel1.photo – stock.adobe.com)
Page 28 top (Tong_stocker/Shutterstock.com), bottom (Lumixera – stock.adobe.com)
Page 29 top (Stock-Asso/Shutterstock.com), bottom left (industryviews/Shutterstock.com),
Bottom right (LightField Studios/Shutterstock.com)
Page 30 (insta_photos/Shutterstock.com)
Page 31 (Juice Verve/Shutterstock.com)
Page 42 (Tracy ben/Shutterstock.com)
Page 43 (Traveller70/Shutterstock.com)
Page 44 (Pause40k – stock.adobe.com)
Page 45 top (Blickfang – stock.adobe.com), bottom left (Mikhail Markovskiy – stock.adobe.com),
Bottom right (misterpike – stock.adobe.com)
aha (Nico Herzog): Page 12 top
HMTG (Lars Gerhardts): Page 32
HMTG: Page 46
Olaf Mahlstedt: Pages 18, 26 right, 39, 40

Maps Team Medienservice Region Hannover

Layout neuwaerts GmbH

Issue 10/2021

As at 9/2021

Printing Team Medienservice Region Hannover, printed on 100% recycled paper

REGION HANNOVER
Business and Employment Promotion

Haus der Wirtschaftsförderung
Vahrenwalder Straße 7
30165 Hannover

Tel: +49 (0) 511 61623-236
Fax: +49 (0) 511 61623-453

wirtschaftsfoerderung@region-hannover.de
www.wirtschaftsfoerderung-hannover.de

Contact:

Rainer Meyer
Hannover Region
Business Promotion Team
Tel: +49 (0) 511 61623-232
wirtschaftsfoerderung@region-hannover.de

www.wirtschaftsfoerderung-hannover.de