

# Household Appliances Sales via Key Retail Formats in Germany to 2014

<https://marketpublishers.com/r/HDE3A9187E1EN.html>

Date: January 2011

Pages: 28

Price: US\$ 495.00 (Single User License)

ID: HDE3A9187E1EN

## Abstracts

### Introduction

Datamonitor's 'Household Appliances Sales via Key Retail Formats in Germany to 2014' databook provides market value data for two key market segments and key retail distribution channels. It focuses on data and analysis of market revenues and segmentation.

### Scope

Household appliances retail sales revenues and analysis from 2004 to 2009 and forecast values up to 2014.

Market value of categories which include major domestic appliances and minor domestic appliances

Current and forecast analysis of sales via major retail channels in the household appliances market as well as its sub-categories

### Highlights

Household appliances retail sales in Germany decreased at a compound annual growth rate of 1.8% between 2004 and 2009.

Major domestic appliances sales led the household appliances market with a share of

86.1% in 2009. Electricals and electronics retailers were the leading retail format for major domestic appliances in 2009.

### **Reasons to Purchase**

Design effective marketing and sales strategies by identifying the key growth categories and retail formats in terms of sales

Develop business strategies by understanding the quantitative trends within the household appliances market in Germany

Understand the future direction of the market with reliable historical data and full five year forecasting

## Contents

### **DATAMONITOR VIEW**

Catalyst  
Summary  
Methodology

### **HOUSEHOLD APPLIANCES RETAIL SALES OVERVIEW**

Household appliances retail market definition  
Household appliances sales overview  
Household appliances retail sales value, 2004–09  
Household appliances retail sales value, 2009–14

### **HOUSEHOLD APPLIANCES MARKET SEGMENTATION**

Market sales analysis by category, 2004–09  
Market sales analysis by category, 2009–14

### **HOUSEHOLD APPLIANCES SALES ANALYSIS BY KEY RETAIL FORMATS**

Retail format definitions  
Household appliances sales analysis by key retail formats, overview  
Household appliances sales analysis by key retail formats actual, 2004–09  
Household appliances sales analysis by key retail formats forecast, 2009–14

### **MAJOR HOUSEHOLD APPLIANCES SALES ANALYSIS BY KEY RETAIL FORMATS**

Major household appliances sales analysis by key retail formats, overview  
Major household appliances sales analysis by key retail formats actual, 2004–09  
Major household appliances sales analysis by key retail formats forecast, 2009–14

### **MINOR HOUSEHOLD APPLIANCES SALES ANALYSIS BY KEY RETAIL FORMATS**

Minor household appliances sales analysis by key retail formats, overview  
Minor household appliances sales analysis by key retail formats actual, 2004–09  
Minor household appliances sales analysis by key retail formats forecast, 2009–14

## **APPENDIX**

Methodology

Related research

Datamonitor consulting

Disclaimer

## List Of Figures

### LIST OF FIGURES

Figure 1: Germany, sales of household appliances, value (\$m), 2004–14

Figure 2: Germany , sales of household appliances, value (\$m), 2004–09

Figure 3: Germany, forecast sales of household appliances, value (\$m), 2009–14

Figure 4: Germany, sales of household appliances, value break down by category (%), 2009

Figure 5: Germany, sales of household appliances, value break down by category (\$m), 2004–09

Figure 6: Germany, sales of household appliances, value break down by category (%), 2014

Figure 7: Germany, forecast sales of household appliances, value break down by category (\$m), 2009–14

Figure 8: Germany, household appliances, revenue split by key retail formats (%), 2009

Figure 9: Germany, major household appliances, revenue split by key retail formats (%), 2009

Figure 10: Germany, minor household appliances, revenue split by key retail formats (%), 2009

## List Of Tables

### LIST OF TABLES

Table 1: Household appliances retail market definition

Table 2: Germany, sales of household appliances, value (\$m), 2004–14

Table 3: Germany sales of household appliances, value (\$m and €m), 2004–09

Table 4: Germany, forecast sales of household appliances, value (\$m and €m), 2009–14

Table 5: Germany, sales of household appliances, value break down by category (\$m), 2004–09

Table 6: Germany, forecast sales of household appliances, value break down by category (\$m), 2009–14

Table 7: (Part 1) Retail format definitions

Table 8: (Part 2) Retail format definitions

Table 9: (Part 3) Retail format definitions

Table 10: Germany household appliances, revenues split by key retail formats (\$m), 2004–09

Table 11: Germany, household appliances forecast, revenues split by key retail formats (\$m), 2009–14

Table 12: Germany, major household appliances, revenues split by key retail formats (\$m), 2004–09

Table 13: Germany, major household appliances forecast, revenues split by key retail formats (\$m), 2009–14

Table 14: Germany, minor household appliances, revenues split by key retail formats (\$m), 2004–09

Table 15: Germany, minor household appliances forecast, revenues split by key retail formats (\$m), 2009–14

## I would like to order

Product name: Household Appliances Sales via Key Retail Formats in Germany to 2014

Product link: <https://marketpublishers.com/r/HDE3A9187E1EN.html>

Price: US\$ 495.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/HDE3A9187E1EN.html>