

Direct Selling in Germany

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Abstracts

In 2022, direct selling continued to see its current value sales expand in Germany, following consecutive years of sales increases during the pandemic. The channel benefited in particular from its rapid digital transformation, and the shift towards a multi-channel approach, which significantly upgraded the image of direct selling and led to a considerable increase in the audience reached.

Euromonitor International's Direct Selling in Germany report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Appliances and Electronics Direct Selling, Drinks and Tobacco Direct Selling, Fashion Direct Selling, Foods Direct Selling, Health and Beauty Direct Selling, Home Products Direct Selling, Other Products Direct Selling.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Direct Selling market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

DIRECT SELLING IN GERMANY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Direct selling remains on its growth path following the pandemic

Vorwerk remains the dominant company amidst the growth trend

Online presence and activities fuel growth beyond the pandemic

PROSPECTS AND OPPORTUNITIES

Upgraded channel image will support continued growth in the years ahead

Direct sellers will increasingly rely on a multi-channel approach for growth

Societal trends and evolving consumer demands align with the direct selling offer

CHANNEL DATA

Table 1 Direct Selling by Product: Value 2017-2022

Table 2 Direct Selling by Product: % Value Growth 2017-2022

Table 3 Direct Selling GBO Company Shares: % Value 2018-2022

Table 4 Direct Selling GBN Brand Shares: % Value 2019-2022

Table 5 Direct Selling Forecasts by Product: Value 2022-2027

Table 6 Direct Selling Forecasts by Product: % Value Growth 2022-2027

RETAIL IN GERMANY

EXECUTIVE SUMMARY

Retail in 2022: The big picture

Surging inflation takes the steam out of post-pandemic recovery

E-commerce declines, while some store-based channels see partial recovery

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2022

Seasonality

Christmas

Summer sales

MARKET DATA

Table 7 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022

Table 8 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022

Table 9 Sales in Retail Offline by Channel: Value 2017-2022

Table 10 Sales in Retail Offline by Channel: % Value Growth 2017-2022

Table 11 Retail Offline Outlets by Channel: Units 2017-2022

Table 12 Retail Offline Outlets by Channel: % Unit Growth 2017-2022

Table 13 Sales in Retail E-Commerce by Product: Value 2017-2022

Table 14 Sales in Retail E-Commerce by Product: % Value Growth 2017-2022

Table 15 Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022

Table 16 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 17 Sales in Grocery Retailers by Channel: Value 2017-2022

Table 18 Sales in Grocery Retailers by Channel: % Value Growth 2017-2022

Table 19 Grocery Retailers Outlets by Channel: Units 2017-2022

Table 20 Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022

Table 21 Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022

Table 22 Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 23 Sales in Non-Grocery Retailers by Channel: Value 2017-2022

Table 24 Sales in Non-Grocery Retailers by Channel: % Value Growth 2017-2022

Table 25 Non-Grocery Retailers Outlets by Channel: Units 2017-2022

Table 26 Non-Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022

Table 27 Retail GBO Company Shares: % Value 2018-2022

Table 28 Retail GBN Brand Shares: % Value 2019-2022

Table 29 Retail Offline GBO Company Shares: % Value 2018-2022

Table 30 Retail Offline GBN Brand Shares: % Value 2019-2022

Table 31 Retail Offline LBN Brand Shares: Outlets 2019-2022

Table 32 Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 33 Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 34 Grocery Retailers GBO Company Shares: % Value 2018-2022

Table 35 Grocery Retailers GBN Brand Shares: % Value 2019-2022

Table 36 Grocery Retailers LBN Brand Shares: Outlets 2019-2022

Table 37 Non-Grocery Retailers GBO Company Shares: % Value 2018-2022

Table 38 Non-Grocery Retailers GBN Brand Shares: % Value 2019-2022

Table 39 Non-Grocery Retailers LBN Brand Shares: Outlets 2019-2022

Table 40 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027

Table 41 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027

Table 42 Forecast Sales in Retail Offline by Channel: Value 2022-2027

Table 43 Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027

Table 44 Forecast Retail Offline Outlets by Channel: Units 2022-2027

Table 45 Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027

Table 46 Forecast Sales in Retail E-Commerce by Product: Value 2022-2027

Table 47 Forecast Sales in Retail E-Commerce by Product: % Value Growth 2022-2027

Table 48 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space
2022-2027

Table 49 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: %
Growth 2022-2027

Table 50 Forecast Sales in Grocery Retailers by Channel: Value 2022-2027

Table 51 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2022-2027

Table 52 Forecast Grocery Retailers Outlets by Channel: Units 2022-2027

Table 53 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027

Table 54 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space
2022-2027

Table 55 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: %
Growth 2022-2027

Table 56 Forecast Sales in Non-Grocery Retailers by Channel: Value 2022-2027

Table 57 Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth
2022-2027

Table 58 Forecast Non-Grocery Retailers Outlets by Channel: Units 2022-2027

Table 59 Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth
2022-2027

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SOURCES

Summary 2 Research Sources

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