

E-Commerce in Germany

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Abstracts

In 2020, e-commerce in Germany recorded a strong surge in growth resulting from overall shifts in retailing caused by the COVID-19 pandemic. Government-imposed restrictions limited access to store-based retailing early in the pandemic, which immediately fuelled growth in e-commerce. Yet, even after stores reopened from late April until the second lockdown in late 2020, e-commerce continued to benefit as consumers remained hesitant to visit stores due to health considerations. A second wave of CO...

Euromonitor International's E-Commerce 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: Cross-border E-Commerce, E-Commerce by Product Category, Mobile E-Commerce.

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

Why buy this report?

Get a detailed picture of the E-Commerce 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

KEY DATA FINDINGS

2020 IMPACT

E-commerce the chief beneficiary of COVID-19 pandemic

Purchasing patterns see lasting change, most notably for food and drink

Online generalists/marketplaces benefit in particular

RECOVERY AND OPPORTUNITIES

Transformed consumer behaviour provides further growth potential

E-commerce to put a growing focus on the shopping experience

Amazon's surge expected to continue – but not without scrutiny

CHANNEL DATA

Table 1 E-Commerce by Channel and Category: Value 2015-2020

Table 2 E-Commerce by Channel and Category: % Value Growth 2015-2020

Table 3 E-Commerce GBO Company Shares: % Value 2016-2020

Table 4 E-Commerce GBN Brand Shares: % Value 2017-2020

Table 5 Forecast E-Commerce by Channel and Category: Value 2020-2025

Table 6 Forecast E-Commerce by Channel and Category: % Value Growth 2020-2025

EXECUTIVE SUMMARY

COVID-19 impact on retailing

COVID-19 country impact

E-commerce surges amidst wider digitalisation of retailing

Non-grocery specialist retailers increasingly under pressure

What next for retailing?

OPERATING ENVIRONMENT

Informal retailing

Opening hours

Summary 1 Standard Opening Hours by Channel Type 2020

Physical retail landscape

Cash and carry

Table 7 Cash and Carry Sales: Value 2015-2020

Seasonality

Christmas

Summer sales

Payments and delivery

Emerging business models

MARKET DATA

Table 8 Sales in Retailing by Store-based vs Non-Store: Value 2015-2020

Table 9 Sales in Retailing by Store-based vs Non-Store: % Value Growth 2015-2020

Table 10 Sales in Store-based Retailing by Channel: Value 2015-2020
Table 11 Sales in Store-based Retailing by Channel: % Value Growth 2015-2020
Table 12 Store-based Retailing Outlets by Channel: Units 2015-2020
Table 13 Store-based Retailing Outlets by Channel: % Unit Growth 2015-2020
Table 14 Sales in Non-Store Retailing by Channel: Value 2015-2020
Table 15 Sales in Non-Store Retailing by Channel: % Value Growth 2015-2020
Table 16 Grocery Retailers: Value Sales, Outlets and Selling Space 2015-2020
Table 17 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2015-2020
Table 18 Sales in Grocery Retailers by Channel: Value 2015-2020
Table 19 Sales in Grocery Retailers by Channel: % Value Growth 2015-2020
Table 20 Grocery Retailers Outlets by Channel: Units 2015-2020
Table 21 Grocery Retailers Outlets by Channel: % Unit Growth 2015-2020
Table 22 Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2015-2020
Table 23 Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2015-2020
Table 24 Sales in Non-Grocery Specialists by Channel: Value 2015-2020
Table 25 Sales in Non-Grocery Specialists by Channel: % Value Growth 2015-2020
Table 26 Non-Grocery Specialists Outlets by Channel: Units 2015-2020
Table 27 Non-Grocery Specialists Outlets by Channel: % Unit Growth 2015-2020
Table 28 Mixed Retailers: Value Sales, Outlets and Selling Space 2015-2020
Table 29 Mixed Retailers: Value Sales, Outlets and Selling Space: % Growth 2015-2020
Table 30 Sales in Mixed Retailers by Channel: Value 2015-2020
Table 31 Sales in Mixed Retailers by Channel: % Value Growth 2015-2020
Table 32 Mixed Retailers Outlets by Channel: Units 2015-2020
Table 33 Mixed Retailers Outlets by Channel: % Unit Growth 2015-2020
Table 34 Retailing GBO Company Shares: % Value 2016-2020
Table 35 Retailing GBN Brand Shares: % Value 2017-2020
Table 36 Store-based Retailing GBO Company Shares: % Value 2016-2020
Table 37 Store-based Retailing GBN Brand Shares: % Value 2017-2020
Table 38 Store-based Retailing LBN Brand Shares: Outlets 2017-2020
Table 39 Non-Store Retailing GBO Company Shares: % Value 2016-2020
Table 40 Non-Store Retailing GBN Brand Shares: % Value 2017-2020
Table 41 Grocery Retailers GBO Company Shares: % Value 2016-2020
Table 42 Grocery Retailers GBN Brand Shares: % Value 2017-2020
Table 43 Grocery Retailers LBN Brand Shares: Outlets 2017-2020
Table 44 Grocery Retailers LBN Brand Shares: Selling Space 2017-2020
Table 45 Non-Grocery Specialists GBO Company Shares: % Value 2016-2020

Table 46 Non-Grocery Specialists GBN Brand Shares: % Value 2017-2020
Table 47 Non-Grocery Specialists LBN Brand Shares: Outlets 2017-2020
Table 48 Non-Grocery Specialists LBN Brand Shares: Selling Space 2017-2020
Table 49 Mixed Retailers GBO Company Shares: % Value 2016-2020
Table 50 Mixed Retailers GBN Brand Shares: % Value 2017-2020
Table 51 Mixed Retailers LBN Brand Shares: Outlets 2017-2020
Table 52 Mixed Retailers LBN Brand Shares: Selling Space 2017-2020
Table 53 Forecast Sales in Retailing by Store-based vs Non-Store: Value 2020-2025
Table 54 Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2020-2025
Table 55 Forecast Sales in Store-based Retailing by Channel: Value 2020-2025
Table 56 Forecast Sales in Store-based Retailing by Channel: % Value Growth 2020-2025
Table 57 Forecast Store-based Retailing Outlets by Channel: Units 2020-2025
Table 58 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2020-2025
Table 59 Forecast Sales in Non-Store Retailing by Channel: Value 2020-2025
Table 60 Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2020-2025
Table 61 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2020-2025
Table 62 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2020-2025
Table 63 Forecast Sales in Grocery Retailers by Channel: Value 2020-2025
Table 64 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2020-2025
Table 65 Forecast Grocery Retailers Outlets by Channel: Units 2020-2025
Table 66 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2020-2025
Table 67 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2020-2025
Table 68 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2020-2025
Table 69 Forecast Sales in Non-Grocery Specialists by Channel: Value 2020-2025
Table 70 Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth 2020-2025
Table 71 Forecast Non-Grocery Specialists Outlets by Channel: Units 2020-2025
Table 72 Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth 2020-2025
Table 73 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space 2020-2025
Table 74 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2020-2025

Table 75 Forecast Sales in Mixed Retailers by Channel: Value 2020-2025

Table 76 Forecast Sales in Mixed Retailers by Channel: % Value Growth 2020-2025

Table 77 Forecast Mixed Retailers Outlets by Channel: Units 2020-2025

Table 78 Forecast Mixed Retailers Outlets by Channel: % Unit Growth 2020-2025

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SOURCES

Summary 2 Research Sources

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