

Food and Drink E-Commerce in Germany

<https://marketpublishers.com/r/FD6CB97639B1EN.html>

Date: May 2022

Pages: 47

Price: US\$ 990.00 (Single User License)

ID: FD6CB97639B1EN

Abstracts

Food and drink e-commerce was the fastest growing e-commerce category in Germany in 2021, albeit from a relatively low base. Growth remained dynamic after an already strong year in 2020, as the pandemic shifted much of consumers' activities to the home. As consumers spent more time at home and chose to minimise the amount of time spent in stores, they naturally gravitated to online ordering and delivery options, where available. For groceries, online options were quite limited at the start of th...

Euromonitor International's Food and Drink 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.

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

Why buy this report?

Get a detailed picture of the Food and Drink 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.

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