

# Household Goods in Germany

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## Abstracts

In 2019, growth in household goods production in Germany decelerated slightly compared to the previous year's performance. The slowing in the industry's growth pace was a result of reduced demand for furniture by German real estate purchasers, as well as a worsening situation among toys and games manufacturers, which saw a slowdown after two consecutive years of strong growth. The category continues to lose out to digital alternatives, although the popularity of educational toys in Germany has r...

Euromonitor International's Industrial reports provide a 360 degree view of an industry. The Industrial market report offers a comprehensive guide to the size and shape of the Household Goods market at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts illustrate how the market is set to change.

**Product coverage:** Furniture, Imitation Jewellery, Brushes and Other Personal Items, Jewellery and Related Articles, Musical Instruments, Sports Goods, Toys and Games, Watches and Clocks.

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

## Why buy this report?

Get a detailed picture of the Household Goods market;

Pinpoint growth sectors and identify factors driving change;

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

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## Contents

### Headlines

### Prospects

Well-diversified activities will keep turnover growth positive, but a slowdown is imminent  
Real estate market to be cooled by COVID-19, but the extent of the impact remains unknown

Automotive products set to struggle in the medium term, but boom in electric vehicles will support the segment in the longer term

### Competitive Landscape

New investment likely to be postponed, but opportunities are visible

Competition from lower cost Central and Eastern European countries intensifies

### Industry Overview

CHART 1 Turnover 2004-2024, LCU million

CHART 2 Value Added 2014-2019, LCU million

CHART 3 Profit and Profit Margin 2014-2019

CHART 4 Turnover and Growth by Category 2019, LCU million

CHART 5 Furniture Turnover 2004-2024, LCU million

CHART 6 Imitation Jewellery, Brushes And Other Personal Items Turnover 2004-2024, LCU million

CHART 7 Toys And Games Turnover 2004-2024, LCU million

CHART 8 Jewellery And Related Articles Turnover 2004-2024, LCU million

CHART 9 Sports Goods Turnover 2004-2024, LCU million

CHART 10 Absolute Growth by Category, LCU million

### Cost Structure

CHART 11 Cost Structure 2019, LCU million

CHART 12 B2B Costs and Growth 2019, LCU million

### Trade

CHART 13 Imports, Exports and Trade Balance 2014-2019, LCU million

CHART 14 Exports 2014-2019, LCU million

CHART 15 Exports Share by Category 2014-2019, % of Total Exports

CHART 16 Exports by Country 2014-2019, LCU million

CHART 17 Exports Share by Country 2014-2019, % of Total Exports

CHART 18 Imports 2014-2019, LCU million

CHART 19 Imports Share by Category 2014-2019, % of Total Imports

CHART 20 Imports by Country 2014-2019, LCU million

CHART 21 Imports Share by Country 2014-2019, % of Total Imports

### Market Structure

CHART 22 Market Structure by Category 2014-2019, LCU million

CHART 23 Market Share by Category 2014-2019, % of Total Market

CHART 24 Market Structure 2014-2019, LCU million

Buyers

CHART 25 Market Structure by Buyer 2019, LCU million

CHART 26 B2B Buyers and Growth 2019, LCU million

Firmographics

CHART 27 Employment Statistics and Productivity 2014-2019

CHART 28 Number of Companies by Company's Size 2014-2019

CHART 29 Firmographics Distribution by Company Size 2014-2019, % of Total Companies

CHART 30 Firmographics Distribution by Turnover 2014-2019, % of total Turnover

CHART 31 Industry Concentration 2014-2019, % Share of Turnover

CHART 32 Top Companies' Shares 2019, % of Turnover

CHART 33 Top 5 Companies' Share Dynamics 2014-2019, % of Turnover

CHART 34 Turnover Performance by Company 2014-2019

Digital Business

CHART 35 Share of E-Commerce Activities 2019-2024, %

CHART 36 Number of Companies Receiving Orders Online 2014-2019

CHART 37 Number of Companies Placing Orders Online 2014-2019

CHART 38 Revenue from E-Commerce, 2014-2019, LCU million

Industry Context

CHART 39 Attractiveness Index in Selected Industries 2019

CHART 40 Industry vs GDP Performance 2004-2024, % y-o-y Growth

CHART 41 Household goods vs Other Industries 2004-2024, LCU million

CHART 42 Industry Turnover by Region 2019, USD million

CHART 43 Household Goods in Western Europe 2004-2024, USD million

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