

Luxury Goods in Germany

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Abstracts

Retail sales of luxury goods in Germany increased by 2% in current value terms to reach EUR62.5 billion in 2023. Luxury goods had seen two years of declining sales in 2020 and 2021, with its performance heavily impacted by the various measures put in place across these years to help limit the spread of the COVID-19 virus. This included lockdowns, the closure of non-essential retail outlets and major travel restrictions.

Euromonitor International's Luxury Goods in Germany report offers a comprehensive guide to the size and shape of the Luxury 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 and their effects on Luxury Goods retailing along with the development of consumers' shopping patterns. Forecasts to 2027 illustrate how the market is set to change

Product coverage: Experiential Luxury, Fine Wines/Champagne and Spirits, Personal Luxury, Premium and Luxury Cars.

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

Why buy this report?

Get a detailed picture of the Luxury Goods 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

LUXURY GOODS IN GERMANY

EXECUTIVE SUMMARY

Luxury goods in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for luxury goods?

MARKET DATA

Table 1 Sales of Luxury Goods by Category: Value 2018-2023

Table 2 Sales of Luxury Goods by Category: % Value Growth 2018-2023

Table 3 Inbound Receipts for Luxury Goods by Country of Origin: Value 2018-2023

Table 4 NBO Company Shares of Luxury Goods: % Value 2018-2023

Table 5 LBN Brand Shares of Luxury Goods: % Value 2019-2023

Table 6 Distribution of Luxury Goods by Format and Category: % Value 2023

Table 7 Forecast Sales of Luxury Goods by Category: Value 2023-2028

Table 8 Forecast Sales of Luxury Goods by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

EXPERIENTIAL LUXURY IN GERMANY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Current value sales rising again in experiential luxury in 2023

Luxury hotels records highest value growth within category overall in 2023

Althoff Hotels GmbH leads experiential luxury in 2022

PROSPECTS AND OPPORTUNITIES

Retail value sales look set to increase over the forecast period

Luxury hotels is expected to see the most dynamic performance over the forecast period

CATEGORY DATA

Table 9 Sales of Experiential Luxury by Category: Value 2018-2023

Table 10 Sales of Experiential Luxury by Category: % Value Growth 2018-2023

Table 11 NBO Company Shares of Experiential Luxury: % Value 2018-2023

Table 12 LBN Brand Shares of Experiential Luxury: % Value 2019-2022

Table 13 Forecast Sales of Experiential Luxury by Category: Value 2023-2028

Table 14 Forecast Sales of Experiential Luxury by Category: % Value Growth 2023-2028

FINE WINES/CHAMPAGNE AND SPIRITS IN GERMANY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Fine wines/champagne and spirits sees strong current value growth in 2023

Fine wines is the biggest category in value terms in 2023

Mo?t Hennessy Deutschland GmbH is the number one player in fine wines/champagne and spirits in 2022

PROSPECTS AND OPPORTUNITIES

Value sales forecast to rise at constant 2023 prices over 2023-2028

Fine wines expected to see the fastest percentage CAGR rise during forecast period

CATEGORY DATA

Table 15 Sales of Fine Wines/Champagne and Spirits by Category: Value 2018-2023

Table 16 Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2018-2023

Table 17 NBO Company Shares of Fine Wines/Champagne and Spirits: % Value 2018-2022

Table 18 Distribution of Fine Wines/Champagne and Spirits by Format: % Value 2018-2023

Table 19 Forecast Sales of Fine Wines/Champagne and Spirits by Category: Value 2023-2028

Table 20 Forecast Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2023-2028

PREMIUM AND LUXURY CARS IN GERMANY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Premium and luxury cars sees falling current value sales in 2023

Spotlight increasingly on electric cars

Premium and luxury cars is led by Daimler AG in 2022

PROSPECTS AND OPPORTUNITIES

Value sales of premium and luxury cars forecast to rise over 2023-2028

Internet sales to become more significant

Rise in importance of electric cars

CATEGORY DATA

Table 21 Sales of Premium and Luxury Cars: Value 2018-2023

Table 22 Sales of Premium and Luxury Cars by Category: % Value Growth 2018-2023

Table 23 NBO Company Shares of Premium and Luxury Cars: % Value 2018-2023

Table 24 LBN Brand Shares of Premium and Luxury Cars: % Value 2019-2023

Table 25 Forecast Sales of Premium and Luxury Cars: Value 2023-2028

Table 26 Forecast Sales of Premium and Luxury Cars: % Value Growth 2023-2028

PERSONAL LUXURY IN GERMANY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Personal luxury sees rising current value sales in 2023

Designer apparel (ready-to-wear) dominates designer apparel and footwear (ready-to-wear)

Luxury eyewear sees rising current value sales in 2023

Retail sales of luxury jewellery top pre-pandemic levels in current value terms in 2023

Luxury leather goods sees positive value growth in 2023

Volume sales of luxury wearables electronics falling again in 2023

Positive current value growth but stagnating volumes for luxury timepieces in 2023

Continued current value growth for writing instruments and stationery in 2023

Positive current value growth again for super-premium beauty and personal care in 2023

Hugo Boss AG holds the lead in personal luxury in 2022

PROSPECTS AND OPPORTUNITIES

Value sales are expected to rise at 2023 constant prices during the forecast period

Focus on health, wellness and sustainability

E-commerce will be an opportunity and a challenge for personal luxury

CATEGORY DATA

Table 27 Sales of Personal Luxury by Category: Value 2018-2023

Table 28 Sales of Personal Luxury by Category: % Value Growth 2018-2023

Table 29 NBO Company Shares of Personal Luxury: % Value 2018-2023

Table 30 LBN Brand Shares of Personal Luxury: % Value 2019-2023

Table 31 Distribution of Personal Luxury by Format: % Value 2018-2023

Table 32 Forecast Sales of Personal Luxury by Category: Value 2023-2028

Table 33 Forecast Sales of Personal Luxury by Category: % Value Growth 2023-2028

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