

Mobile Internet Retailing in Germany

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Abstracts

Mobile internet retailing continued to outperform internet retailing as a whole in 2018 as an increasingly greater share of online sales migrated from laptops and desktops to smartphones and tablets. The trend towards greater use of mobile devices is expected to continue over the forecast period, with players becoming increasingly adept at reaching out to consumers via this channel. The forecast period is, thus, expected to see continuously strong value growth of mobile internet retailing. Shopp...

Euromonitor International's Mobile Internet Retailing 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 Mobile Internet Retailing 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

Headlines

Prospects

Strong Growth of Mobile Internet Retailing Driven by Increasing Smartphone Usage

Improvement of Mobile Apps and Payment Security Set To Boost Mobile Sales

Laptops and Tablets Will Remain Important Devices

Competitive Landscape

Zalando Benefits From Increased Mobile App Usage

Mobile Internet Retailing Is Driven by Operators Increasingly Adopting An Omnichannel Approach

Channel Data

Table 1 Mobile Internet Retailing: Value 2013-2018

Table 2 Mobile Internet Retailing: % Value Growth 2013-2018

Table 3 Mobile Internet Retailing Forecasts: Value 2018-2023

Table 4 Mobile Internet Retailing Forecasts: % Value Growth 2018-2023

Executive Summary

Retailing Registers Steady Growth in 2018

the Value of Omnichannel Retailing Is More Evident Than Ever

Amazon Starts To Challenge Germany's Grocery Retailers

Mobile Is the Driving Force Behind Online Expansion

Further Growth Anticipated

Operating Environment

Informal Retailing

Opening Hours

Summary 1 Standard Opening Hours by Channel Type

Physical Retail Landscape

Cash and Carry

Table 5 Cash and Carry Sales: Value

Seasonality

Payments and Delivery

Emerging Business Models

Market Data

Table 6 Sales in Retailing by Store-based vs Non-Store: Value 2013-2018

Table 7 Sales in Retailing by Store-based vs Non-Store: % Value Growth 2013-2018

Table 8 Sales in Store-based Retailing by Channel: Value 2013-2018

Table 9 Sales in Store-based Retailing by Channel: % Value Growth 2013-2018

Table 10 Store-based Retailing Outlets by Channel: Units 2013-2018

Table 11 Store-based Retailing Outlets by Channel: % Unit Growth 2013-2018

- Table 12 Sales in Non-Store Retailing by Channel: Value 2013-2018
- Table 13 Sales in Non-Store Retailing by Channel: % Value Growth 2013-2018
- Table 14 Grocery Retailers: Value Sales, Outlets and Selling Space 2013-2018
- Table 15 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2013-2018
- Table 16 Sales in Grocery Retailers by Channel: Value 2013-2018
- Table 17 Sales in Grocery Retailers by Channel: % Value Growth 2013-2018
- Table 18 Grocery Retailers Outlets by Channel: Units 2013-2018
- Table 19 Grocery Retailers Outlets by Channel: % Unit Growth 2013-2018
- Table 20 Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2013-2018
- Table 21 Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2013-2018
- Table 22 Sales in Non-Grocery Specialists by Channel: Value 2013-2018
- Table 23 Sales in Non-Grocery Specialists by Channel: % Value Growth 2013-2018
- Table 24 Non-Grocery Specialists Outlets by Channel: Units 2013-2018
- Table 25 Non-Grocery Specialists Outlets by Channel: % Unit Growth 2013-2018
- Table 26 Mixed Retailers: Value Sales, Outlets and Selling Space 2013-2018
- Table 27 Mixed Retailers: Value Sales, Outlets and Selling Space: % Growth 2013-2018
- Table 28 Sales in Mixed Retailers by Channel: Value 2013-2018
- Table 29 Sales in Mixed Retailers by Channel: % Value Growth 2013-2018
- Table 30 Mixed Retailers Outlets by Channel: Units 2013-2018
- Table 31 Mixed Retailers Outlets by Channel: % Unit Growth 2013-2018
- Table 32 Retailing GBO Company Shares: % Value 2014-2018
- Table 33 Retailing GBN Brand Shares: % Value 2015-2018
- Table 34 Store-based Retailing GBO Company Shares: % Value 2014-2018
- Table 35 Store-based Retailing GBN Brand Shares: % Value 2015-2018
- Table 36 Store-based Retailing LBN Brand Shares: Outlets 2015-2018
- Table 37 Non-Store Retailing GBO Company Shares: % Value 2014-2018
- Table 38 Non-Store Retailing GBN Brand Shares: % Value 2015-2018
- Table 39 Grocery Retailers GBO Company Shares: % Value 2014-2018
- Table 40 Grocery Retailers GBN Brand Shares: % Value 2015-2018
- Table 41 Grocery Retailers LBN Brand Shares: Outlets 2015-2018
- Table 42 Grocery Retailers LBN Brand Shares: Selling Space 2015-2018
- Table 43 Non-Grocery Specialists GBO Company Shares: % Value 2014-2018
- Table 44 Non-Grocery Specialists GBN Brand Shares: % Value 2015-2018
- Table 45 Non-Grocery Specialists LBN Brand Shares: Outlets 2015-2018
- Table 46 Non-Grocery Specialists LBN Brand Shares: Selling Space 2015-2018
- Table 47 Mixed Retailers GBO Company Shares: % Value 2014-2018

Table 48 Mixed Retailers GBN Brand Shares: % Value 2015-2018

Table 49 Mixed Retailers LBN Brand Shares: Outlets 2015-2018

Table 50 Mixed Retailers LBN Brand Shares: Selling Space 2015-2018

Table 51 Forecast Sales in Retailing by Store-based vs Non-Store: Value 2018-2023

Table 52 Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2018-2023

Table 53 Forecast Sales in Store-based Retailing by Channel: Value 2018-2023

Table 54 Forecast Sales in Store-based Retailing by Channel: % Value Growth 2018-2023

Table 55 Forecast Store-based Retailing Outlets by Channel: Units 2018-2023

Table 56 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2018-2023

Table 57 Forecast Sales in Non-Store Retailing by Channel: Value 2018-2023

Table 58 Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2018-2023

Table 59 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2018-2023

Table 60 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 61 Forecast Sales in Grocery Retailers by Channel: Value 2018-2023

Table 62 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2018-2023

Table 63 Forecast Grocery Retailers Outlets by Channel: Units 2018-2023

Table 64 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 65 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2018-2023

Table 66 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 67 Forecast Sales in Non-Grocery Specialists by Channel: Value 2018-2023

Table 68 Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth 2018-2023

Table 69 Forecast Non-Grocery Specialists Outlets by Channel: Units 2018-2023

Table 70 Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth 2018-2023

Table 71 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space 2018-2023

Table 72 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 73 Forecast Sales in Mixed Retailers by Channel: Value 2018-2023

Table 74 Forecast Sales in Mixed Retailers by Channel: % Value Growth 2018-2023

Table 75 Forecast Mixed Retailers Outlets by Channel: Units 2018-2023

Table 76 Forecast Mixed Retailers Outlets by Channel: % Unit Growth 2018-2023

Definitions

Sources

Summary 2 Research Sources

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