

Variety Stores in Germany

<https://marketpublishers.com/r/V1BAF9A439FEN.html>

Date: May 2022

Pages: 50

Price: US\$ 990.00 (Single User License)

ID: V1BAF9A439FEN

Abstracts

In 2021, variety stores in Germany recorded a strong rebound following the impact of the pandemic in 2020. In fact, the channel far exceeded the 2019 level of sales in both current and constant terms. This is due to the ongoing strong upwards trend in terms of outlet numbers. Although this slowed in 2020, it accelerated slightly in 2021, thus making variety stores one of the best-performing channels in store-based retailing in this year.

Euromonitor International's Variety Stores 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 Variety Stores 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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