

The Future of Retailing in Germany to 2019



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The Future of Retailing in Germany to 2019

Date:	August 31, 2015
Pages:	327
Price:	US\$ 4,950.00
ID:	FDD800C3BEEEN

SUMMARY

German retail sales grew from EUR411.1 billion in 2009 to EUR450.5 billion in 2014 at a CAGR of 1.8%. Food and grocery was the largest category group accounting for 44.5% of total German retail sales, which represented a value of EUR200.2 billion in 2014. Apparel, accessories, luggage and leather goods was the fastest-growing category group during the review period, registering a CAGR of 2.9%. Total retail sales in the country is further expected to reach EUR500.9 billion in 2019 growing at a CAGR of 2.1% during the forecast period.

KEY FINDINGS

- General retailers hold the largest share of retail sales in 2014, and will continue to dominate the market in 2019.
- Online channel is set to grow the fastest in the forecast period, 2014-2019, followed by convenience stores (including independents) and gas stations
- Electrical and electronics is expected to grow the fastest followed by music, video and entertainment software over the next five years

SYNOPSIS

“The Future of Retailing in Germany to 2019” is detailed databook providing a comprehensive analysis of the category and channel trends in Germany's retail market.

What else does this report offer?

- Detailed data on the size and development of retail sales of individual product types through specific retail channels and formats in the country
- Data analysis of 26 products, across 9 product groups that include: Apparel, Accessories, Luggage and Leather Goods; Books, News and Stationery; Electrical and Electronics; Food and Grocery; Furniture and Floor Coverings; Health and Beauty; Home and Garden Products; Music, Video and Entertainment Software; Sports and Leisure Equipment
- Retail sales of products through four channel groups (Value Retailers, General Retailers, Specialist Retailers and Online) which includes 17 individual channels, such as Hypermarkets, supermarkets and hard-discounters; Home improvement and gardening supplies retailers; Food and drinks specialists; Online; Convenience Stores (including Independents) and Gas Stations; Department stores; Clothing, footwear, accessories and luxury goods specialists; Other specialist retailers; Electrical and electronics specialists; Home furniture and homewares retailers; Value, variety stores and general merchandise retailers; Music, video, book, stationery and entertainment software specialists; Cash and carries and warehouse clubs; Other general and non-specialist direct retailers; Drug stores and health and beauty stores; Vending machines; Duty free retailers
- Data sets for 2009 to 2019, with actuals being provided for 2014. All initial market sizing and analysis is conducted in local currency in order to ensure local trends are reflected in the data before conversion into other currencies

REASONS TO BUY

- Examine the components of change in the market by looking at historic and future growth patterns - how changes in consumers' behavior have affected the retail sector for different product categories and channels
- Get accurate and reliable total retail sales data for 26 categories across nine category groups for 2009-2019 to identify the largest and fastest-growing category and to discover profitable category for expansion/entry
- Get further access to data of clothing and footwear segmentation (Men, Women and Children) to analyze the current and future growth prospects at segment level
- Gain access to an in-depth quantitative analysis of individual categories in each category group to track and understand retail dynamics in the country
- Acquire total retail sales data of four channel groups covering 17 channels for 2009-2019 to spot largest and fastest growing channel groups/channel in each category groups/category and to develop channel level strategies for specific category
- Monitor performance of individual channels in each channel group to pinpoint the most lucrative channel in the country
- Know the share of sales between different products in your key channels and how this will develop in the years to come
- Explore comprehensive data sets with over 90 figures and 350 tables to compare and analyze historic and forecasted sales performances across categories and channels
- Evaluate retail sales data in both local currency and US dollar to understand impact of currency fluctuation and its significance in sales growth

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