

# Footwear in Germany - Market Summary, Competitive Analysis and Forecast to 2025

<https://marketpublishers.com/r/FFCE29074752EN.html>

Date: July 2021

Pages: 43

Price: US\$ 350.00 (Single User License)

ID: FFCE29074752EN

## Abstracts

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### SUMMARY

Footwear in Germany industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2016-20, and forecast to 2025). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The footwear market consists of the total revenues generated through the sale of all types of men's, women's and children's shoes. It includes all footwear categories for men, women, boys and girls, but excludes sports-specific footwear. All market data and forecasts are represented in nominal terms (i.e., without adjustment for inflation) and all currency conversions used in the creation of this report have been calculated using constant 2020 annual average exchange rates.

The German footwear market had total revenues of \$8.7bn in 2020, representing a compound annual rate of change (CARC) of -9.2% between 2016 and 2020.

The Women's Footwear segment was the market's most lucrative in 2020, with total revenues of \$4.8bn, equivalent to 54.5% of the market's overall value.

Retail sales jumped by 3.9% on the year in real terms. However, this varied between markets with the clothing and footwear market continuing to suffer weaker sales throughout the year.

## **SCOPE**

Save time carrying out entry-level research by identifying the size, growth, and leading players in the footwear market in Germany

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the footwear market in Germany

Leading company profiles reveal details of key footwear market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Germany footwear market with five year forecasts by both value and volume

## **REASONS TO BUY**

What was the size of the Germany footwear market by value in 2020?

What will be the size of the Germany footwear market in 2025?

What factors are affecting the strength of competition in the Germany footwear market?

How has the market performed over the last five years?

Who are the top competitors in Germany's footwear market?

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