

# Germany Online Retail Market to 2027

<https://marketpublishers.com/r/GE725D0C1300EN.html>

Date: November 2023

Pages: 50

Price: US\$ 350.00 (Single User License)

ID: GE725D0C1300EN

## Abstracts

### Germany Online Retail Market to 2027

#### Summary

Online Retail in Germany industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

The online retail market is segmented into apparel retail, electrical & electronics retail, food & grocery retail, home & garden products, furniture & floor coverings, and footwear.

The German online retail sector had total revenues of \$71.9 billion in 2022, representing a compound annual growth rate (CAGR) of 9.3% between 2017 and 2022.

The electrical & electronics retail segment accounted for the sector's largest proportion in 2022, with total revenues of \$23.4 billion, equivalent to 32.6% of the sector's overall value.

In 2022, the German online retail sector experienced contraction due to smartphone saturation and reduced consumer spending. The economic slowdown, inflation, and increased energy prices contributed to decreased consumer spending on online retail, resulting in a dip in the market. For instance, consumer price inflation in Germany in 2022 stood at 6.9%, an

increase from 3.1%, according to GlobalData.

## Scope

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

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

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

Add weight to presentations and pitches by understanding the future growth prospects of the Germany online retail market with five year forecasts

## Reasons to Buy

What was the size of the Germany online retail market by value in 2022?

What will be the size of the Germany online retail market in 2027?

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

How has the market performed over the last five years?

Who are the top competitors in Germany's online retail market?

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value

### **4 MARKET SEGMENTATION**

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

### **5 MARKET OUTLOOK**

- 5.1. Market value forecast

### **6 FIVE FORCES ANALYSIS**

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

### **7 COMPANY PROFILES**

- 7.1. Amazon.com, Inc.
- 7.2. Zalando SE
- 7.3. MediaMarktSaturn Retail Group GmbH
- 7.4. Lidl Dienstleistung GmbH & Co KG
- 7.5. notebooksbilliger.de AG
- 7.6. Otto GmbH & Co KG

## **8 MACROECONOMIC INDICATORS**

- 8.1. Country data

## **9 APPENDIX**

- 9.1. Methodology
- 9.2. Industry associations
- 9.3. Related MarketLine research
- 9.4. About MarketLine

## List Of Tables

### LIST OF TABLES

- Table 1: Germany online retail sector value: \$ million, 2017–22
- Table 2: Germany online retail sector category segmentation: % share, by value, 2017–2022
- Table 3: Germany online retail sector category segmentation: \$ million, 2017-2022
- Table 4: Germany online retail sector geography segmentation: \$ million, 2022
- Table 5: Germany online retail sector distribution: % share, by value, 2022
- Table 6: Germany online retail sector value forecast: \$ million, 2022–27
- Table 7: Amazon.com, Inc.: key facts
- Table 8: Amazon.com, Inc.: Annual Financial Ratios
- Table 9: Amazon.com, Inc.: Key Employees
- Table 10: Amazon.com, Inc.: Key Employees Continued
- Table 11: Zalando SE: key facts
- Table 12: Zalando SE: Annual Financial Ratios
- Table 13: Zalando SE: Key Employees
- Table 14: MediaMarktSaturn Retail Group GmbH: key facts
- Table 15: MediaMarktSaturn Retail Group GmbH: Key Employees
- Table 16: Lidl Dienstleistung GmbH & Co KG: key facts
- Table 17: Lidl Dienstleistung GmbH & Co KG: Key Employees
- Table 18: notebooksbilliger.de AG: key facts
- Table 19: notebooksbilliger.de AG: Key Employees
- Table 20: Otto GmbH & Co KG: key facts
- Table 21: Otto GmbH & Co KG: Key Employees
- Table 22: Otto GmbH & Co KG: Key Employees Continued
- Table 23: Germany size of population (million), 2018–22
- Table 24: Germany gdp (constant 2005 prices, \$ billion), 2018–22
- Table 25: Germany gdp (current prices, \$ billion), 2018–22
- Table 26: Germany inflation, 2018–22
- Table 27: Germany consumer price index (absolute), 2018–22
- Table 28: Germany exchange rate, 2018–22

## List Of Figures

### LIST OF FIGURES

Figure 1: Germany online retail sector value: \$ million, 2017–22

Figure 2: Germany online retail sector category segmentation: \$ million, 2017-2022

Figure 3: Germany online retail sector geography segmentation: % share, by value, 2022

Figure 4: Germany online retail sector distribution: % share, by value, 2022

Figure 5: Germany online retail sector value forecast: \$ million, 2022–27

Figure 6: Forces driving competition in the online retail sector in Germany, 2022

Figure 7: Drivers of buyer power in the online retail sector in Germany, 2022

Figure 8: Drivers of supplier power in the online retail sector in Germany, 2022

Figure 9: Factors influencing the likelihood of new entrants in the online retail sector in Germany, 2022

Figure 10: Factors influencing the threat of substitutes in the online retail sector in Germany, 2022

Figure 11: Drivers of degree of rivalry in the online retail sector in Germany, 2022

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