

Online Retail in Germany

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Abstracts

Online Retail in Germany

Summary

Online Retail in Germany industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2018-23, and forecast to 2028). 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 recorded revenues of \$73.4 billion in 2023, representing a compound annual growth rate (CAGR) of 4.9% between 2018 and 2023.

The electrical & electronics retail segment accounted for the sector's largest proportion in 2023, with total revenues of \$23.6 billion, equivalent to 32.1% of the sector's overall value.

Rising consumer confidence is a key driver for the online retail sector, as it encourages consumers to spend more on a wide range of products that enhance their convenience and lifestyle. According to the Organisation for Economic Co-operation and Development (OECD), the consumer confidence index in Germany reached 98.73 in August 2023, up from 96.57 in August 2022.

Scope

Save time carrying out entry-level research by identifying the size, growth, 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 by both value and volume

Reasons to Buy

What was the size of the Germany online retail market by value in 2023?

What will be the size of the Germany online retail market in 2028?

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

How has the market performed over the last five years?

How large is Germany's online retail market in relation to its regional counterparts?

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