

Foot-wear industry in Germany: Business Report 2024

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Abstracts

Germany is among the top ten world leading consumers of foot-wear, along with China, the U.S., India, Japan, Brazil and other countries. German foot-wear industry had a positive trend. Turnover of the industry and amount of employed people increased. The German foot-wear industry is mainly concentrated in the western regions of the country.

Exports and imports of foot-wear in Germany rose significantly. Germany imports shoes mainly from China and Italy, and exports to Europe, especially to the major markets of the neighboring countries.

There are three main types of shoes produced in Germany: women's shoes with leather uppers; women's sandals with leather or rubber sole and men's urban footwear with leather uppers.

There is a following trade trend in German footwear industry. The large stocks and traders occupy the main part of the market, but the sales of medium and small-sized retailers have decreased significantly.

German foot-wear market is less concentrated than the leading foot-wear markets in other EU countries. Despite the fact, it has a number of distribution channels, many of which attract exporters from developing countries.

Report Scope

The first two chapters of 'Foot-wear industry in Germany: Business Report 2024' provide general information about the country as well as give economic and financial profiles.

The third chapter covers valuable information about operating business in Germany,

from starting the project to clothing it, including existing labour practices, fiscal system, regulations and other important data.

Further, the report analyses foot-wear industry in Germany, provides key figures of the sector, names major market players, presents foreign trade data, including export/import operations, main trade partners, prices.

An important part of the report is Porter Five Forces analysis that surveys an industry through five major questions (What composes a threat of substitute products and services? Is there a threat of new competitors entering the market? What is the intensity of competitive rivalry? How big is the bargaining power of buyers? How significant is the bargaining power of suppliers?).

A related news bulletin adds the finishing touch to an overview of economic situation in Germany.

The report assists strategy group and the management team specialists in decision making as how to penetrate the German market and deal with foreign partners.

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