

Apparel and Footwear Specialists in Germany

May 2025

Table of Contents

Apparel and Footwear Specialists in Germany - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Offline stores face decline amid cost pressures and shifting consumer preferences

Zara and Takko perform well by adapting to consumer trends and economic shifts

E-commerce's strength and the struggles of mid-market players

PROSPECTS AND OPPORTUNITIES

Future challenges amid economic pressures and shifting consumer habits

Esprit's exit from local market set to reshape mid-market fashion

Innovation and social commerce set to influence future strategies of apparel and footwear specialists

CHANNEL DATA

- Table 1 Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space 2019-2024
- Table 2 Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 3 Apparel and Footwear Specialists GBO Company Shares: % Value 2020-2024
- Table 4 Apparel and Footwear Specialists GBN Brand Shares: % Value 2021-2024
- Table 5 Apparel and Footwear Specialists LBN Brand Shares: Outlets 2021-2024
- Table 6 Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space 2024-2029
- Table 7 Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Retail in Germany - Industry Overview

EXECUTIVE SUMMARY

Retail in 2024: The big picture

Similar growth rates for discounters and supermarkets, while interest in organic food and drinks continues to rise

Enhancing retail success through omnichannel integration

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2024

Seasonality

Christmas

Summer Sales

MARKET DATA

- Table 8 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2019-2024
- Table 9 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2019-2024
- Table 10 Sales in Retail Offline by Channel: Value 2019-2024
- Table 11 Sales in Retail Offline by Channel: % Value Growth 2019-2024
- Table 12 Retail Offline Outlets by Channel: Units 2019-2024
- Table 13 Retail Offline Outlets by Channel: % Unit Growth 2019-2024
- Table 14 Sales in Retail E-Commerce by Product: Value 2019-2024
- Table 15 Sales in Retail E-Commerce by Product: % Value Growth 2019-2024
- Table 16 Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024
- Table 17 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 18 Sales in Grocery Retailers by Channel: Value 2019-2024
- Table 19 Sales in Grocery Retailers by Channel: % Value Growth 2019-2024
- Table 20 Grocery Retailers Outlets by Channel: Units 2019-2024
- Table 21 Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024

- Table 22 Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024
- Table 23 Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 24 Sales in Non-Grocery Retailers by Channel: Value 2019-2024
- Table 25 Sales in Non-Grocery Retailers by Channel: % Value Growth 2019-2024
- Table 26 Non-Grocery Retailers Outlets by Channel: Units 2019-2024
- Table 27 Non-Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024
- Table 28 Retail GBO Company Shares: % Value 2020-2024
- Table 29 Retail GBN Brand Shares: % Value 2021-2024
- Table 30 Retail Offline GBO Company Shares: % Value 2020-2024
- Table 31 Retail Offline GBN Brand Shares: % Value 2021-2024
- Table 32 Retail Offline LBN Brand Shares: Outlets 2021-2024
- Table 33 Retail E-Commerce GBO Company Shares: % Value 2020-2024
- Table 34 Retail E-Commerce GBN Brand Shares: % Value 2021-2024
- Table 35 Grocery Retailers GBO Company Shares: % Value 2020-2024
- Table 36 Grocery Retailers GBN Brand Shares: % Value 2021-2024
- Table 37 Grocery Retailers LBN Brand Shares: Outlets 2021-2024
- Table 38 Non-Grocery Retailers GBO Company Shares: % Value 2020-2024
- Table 39 Non-Grocery Retailers GBN Brand Shares: % Value 2021-2024
- Table 40 Non-Grocery Retailers LBN Brand Shares: Outlets 2021-2024
- Table 41 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2024-2029
- Table 42 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2024-2029
- Table 43 Forecast Sales in Retail Offline by Channel: Value 2024-2029
- Table 44 Forecast Sales in Retail Offline by Channel: % Value Growth 2024-2029
- Table 45 Forecast Retail Offline Outlets by Channel: Units 2024-2029
- Table 46 Forecast Retail Offline Outlets by Channel: % Unit Growth 2024-2029
- Table 47 Forecast Sales in Retail E-Commerce by Product: Value 2024-2029
- Table 48 Forecast Sales in Retail E-Commerce by Product: % Value Growth 2024-2029
- Table 49 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029
- Table 50 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
- Table 51 Forecast Sales in Grocery Retailers by Channel: Value 2024-2029
- Table 52 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2024-2029
- Table 53 Forecast Grocery Retailers Outlets by Channel: Units 2024-2029
- Table 54 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029
- Table 55 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029
- Table 56 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
- Table 57 Forecast Sales in Non-Grocery Retailers by Channel: Value 2024-2029
- Table 58 Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2024-2029
- Table 59 Forecast Non-Grocery Retailers Outlets by Channel: Units 2024-2029
- Table 60 Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

DISCLAIMER

SOURCES

Summary 2 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/apparel-and-footwear-specialists-ingermany/report.