

# Womenswear in Germany

January 2025

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#### Womenswear in Germany - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Womenswear records modest growth in 2024 amid ongoing cost-of-living crisis H&M Hennes & Mauritz retains leadership of fragmented competitive landscape Retail e-commerce sales continue to rise in Germany

# PROSPECTS AND OPPORTUNITIES

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