



Euromonitor
International

Convenience Retailers in Germany

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Slowdown due to return to normality, while rising number of rail journeys boosts convenience stores
Shell & DEA remains largest player but Rewe Markt gains further ground
Forecourt retailers dominate but convenience stores innovate

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Challenges will force convenience retailers to adapt store format for greater differentiation
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Switch to electric cars will force forecourt retailers to rethink current business model

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Retail in Germany - Industry Overview

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Enhancing retail success through omnichannel integration
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