



Euromonitor  
International

# Home Products Specialists in Germany

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Home improvement and gardening stores suffer from poor weather conditions  
Homewares and home furnishings stores faces further challenges  
Pet shops and superstores remains strongest performer overall

PROSPECTS AND OPPORTUNITIES

Number of outlets set to further fall, but value decline will start to ease  
Sustainability versus acquisition for homewares and home furnishing stores  
Facilitating purchases and developing stores to remain key strategies

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Retail in Germany - Industry Overview

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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?

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