



Euromonitor
International

General Merchandise Stores in Germany

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Variety stores continues on upwards growth trajectory
- Galeria continues to lose share while main competitors make gains
- Department store chain Galeria focuses on path to profitability to remain afloat

PROSPECTS AND OPPORTUNITIES

- Variety stores set to record solid performance despite slowdown in growth
- No short-term relief for department stores due to significant challenges
- Closer integration of e-commerce with store-based activities expected

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Retail in Germany - Industry Overview

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- 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?

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