

# **Retail E-Commerce in Germany**

May 2025

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# Retail E-Commerce in Germany - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Retail e-commerce benefits from advanced technologies Rising competition within retail e-commerce landscape: Exits and entrants Convenience and price orientation remain key for retail e-commerce

# PROSPECTS AND OPPORTUNITIES

Further growth expected for retail e-commerce in Germany Highlighting unique value to compete with budget brands Facilitating online sales with even greater convenience

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