

Childrenswear in Germany

Market Direction | 2023-01-16 | 20 pages | Euromonitor

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Report description:

The reopening of physical stores as restrictions eased and the return to school in Germany supported further demand for boys' apparel and girls' apparel in 2022. After a double-digit decline in current value terms in 2020, childrenswear sales have been picking up pace as unit prices have increased, with value growth outperforming overall stagnating volumes in 2022.

Euromonitor International's Childrenswear in Germany report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Baby and Toddler Wear, Boys' Apparel, Girls' Apparel.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Childrenswear market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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CHILDRENSWEAR IN GERMANY

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Decline in birth rates in 2022 impacts demand for childrenswear

C&A retains convincing leadership of childrenswear

Reopening of stores supports recovery of apparel and footwear specialists

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