

Footwear in Germany

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

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Report description:

Demand for footwear in Germany notably increased in 2022, especially in the first half of the year, as pandemic-related restrictions eased, thereby leading to greater mobility outside of the home. The return to the workplace, travel and school helped drive up retail volume sales of footwear, which was one of the most impacted categories in 2020, when lockdowns and extended time at home reduced demand. Women's footwear remained the most dynamic performer in 2022, in both volume and value growth t...

Euromonitor International's Footwear 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: Children's Footwear, Men's Footwear, Women's Footwear.

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

Why buy this report?

- * Get a detailed picture of the Footwear 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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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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FOOTWEAR IN GERMANY

KEY DATA FINDINGS

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Deichmann retains leadership but continues to lose share to smaller players
Despite growth of online shopping, sales through footwear specialists rise in 2022

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