

## **General Merchandise Stores in Germany**

Market Direction | 2023-03-30 | 38 pages | Euromonitor

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### **Report description:**

In 2022, general merchandise stores remained on an upwards trend in current value terms, and also in terms of number of outlets, thereby representing rare outlet expansion in the German non-grocery store-based retail landscape. Yet, within general merchandise stores, an already diverging trend further accelerated, with variety stores growing rapidly by all measures, while non-luxury department stores faced additional challenges, that increasingly question its viability in the post-pandemic retail...

Euromonitor International's General Merchandise Stores in Germany report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Department Stores, Variety Stores.

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

### **Why buy this report?**

- \* Get a detailed picture of the General Merchandise Stores 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.

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reliable information resources to help drive informed strategic planning.

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