

## Direct Selling in Germany

Market Direction | 2024-04-11 | 35 pages | Euromonitor

### AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### Report description:

In 2023, direct selling in Germany continued on its growth trajectory, albeit at a steadier pace compared to the spike during the pandemic. The channel's success is largely attributed to its effective digital transformation and the adoption of a multichannel approach. These strategies have significantly upgraded the image of direct selling, allowing it to reach a broader audience.

Euromonitor International's Direct Selling 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: Appliances and Electronics Direct Selling, Drinks and Tobacco Direct Selling, Fashion Direct Selling, Foods Direct Selling, Health and Beauty Direct Selling, Home Products Direct Selling, Other Products Direct Selling.

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

### Why buy this report?

- \* Get a detailed picture of the Direct Selling 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.

## **Table of Contents:**

Direct Selling in Germany

Euromonitor International

April 2024

### List Of Contents And Tables

#### DIRECT SELLING IN GERMANY

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Direct selling expands in 2023 with digital and multichannel focus

Digitalisation continues to drive channel growth

Vorwerk leads amid adapting consumer spending

##### PROSPECTS AND OPPORTUNITIES

In-person interaction and consultation to ensure future direct selling sales

Channel can expand reach through enhanced image in Germany

Embracing multichannel strategies for sustained growth

#### CHANNEL DATA

Table 1 Direct Selling by Product: Value 2018-2023

Table 2 Direct Selling by Product: % Value Growth 2018-2023

Table 3 Direct Selling GBO Company Shares: % Value 2019-2023

Table 4 Direct Selling GBN Brand Shares: % Value 2020-2023

Table 5 Direct Selling Forecasts by Product: Value 2023-2028

Table 6 Direct Selling Forecasts by Product: % Value Growth 2023-2028

#### RETAIL IN GERMANY

##### EXECUTIVE SUMMARY

Retail in 2023: The big picture

Value growth in grocery retailers boosted by high inflation

Harmonising online and offline shopping in Germany's retail landscape

What next for retail?

##### OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2023

Seasonality

Christmas

Summer sales

#### MARKET DATA

Table 7 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

Table 8 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

Table 9 Sales in Retail Offline by Channel: Value 2018-2023

Table 10 Sales in Retail Offline by Channel: % Value Growth 2018-2023

Table 11 Retail Offline Outlets by Channel: Units 2018-2023

Table 12 Retail Offline Outlets by Channel: % Unit Growth 2018-2023

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 13 Sales in Retail E-Commerce by Product: Value 2018-2023  
 Table 14 Sales in Retail E-Commerce by Product: % Value Growth 2018-2023  
 Table 15 Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023  
 Table 16 □Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023  
 Table 17 □Sales in Grocery Retailers by Channel: Value 2018-2023  
 Table 18 □Sales in Grocery Retailers by Channel: % Value Growth 2018-2023  
 Table 19 □Grocery Retailers Outlets by Channel: Units 2018-2023  
 Table 20 □Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023  
 Table 21 □Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023  
 Table 22 □Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023  
 Table 23 □Sales in Non-Grocery Retailers by Channel: Value 2018-2023  
 Table 24 □Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023  
 Table 25 □Non-Grocery Retailers Outlets by Channel: Units 2018-2023  
 Table 26 □Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023  
 Table 27 □Retail GBO Company Shares: % Value 2019-2023  
 Table 28 □Retail GBN Brand Shares: % Value 2020-2023  
 Table 29 □Retail Offline GBO Company Shares: % Value 2019-2023  
 Table 30 □Retail Offline GBN Brand Shares: % Value 2020-2023  
 Table 31 □Retail Offline LBN Brand Shares: Outlets 2020-2023  
 Table 32 □Retail E-Commerce GBO Company Shares: % Value 2019-2023  
 Table 33 □Retail E-Commerce GBN Brand Shares: % Value 2020-2023  
 Table 34 □Grocery Retailers GBO Company Shares: % Value 2019-2023  
 Table 35 □Grocery Retailers GBN Brand Shares: % Value 2020-2023  
 Table 36 □Grocery Retailers LBN Brand Shares: Outlets 2020-2023  
 Table 37 □Non-Grocery Retailers GBO Company Shares: % Value 2019-2023  
 Table 38 □Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023  
 Table 39 □Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023  
 Table 40 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028  
 Table 41 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028  
 Table 42 □Forecast Sales in Retail Offline by Channel: Value 2023-2028  
 Table 43 □Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028  
 Table 44 □Forecast Retail Offline Outlets by Channel: Units 2023-2028  
 Table 45 □Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028  
 Table 46 □Forecast Sales in Retail E-Commerce by Product: Value 2023-2028  
 Table 47 □Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028  
 Table 48 □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028  
 Table 49 □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028  
 Table 50 □Forecast Sales in Grocery Retailers by Channel: Value 2023-2028  
 Table 51 □Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028  
 Table 52 □Forecast Grocery Retailers Outlets by Channel: Units 2023-2028  
 Table 53 □Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028  
 Table 54 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028  
 Table 55 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028  
 Table 56 □Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028  
 Table 57 □Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028  
 Table 58 □Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028  
 Table 59 □Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

## Direct Selling in Germany

Market Direction | 2024-04-11 | 35 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-11
	Signature	

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)