

## **Childrenswear in Germany**

Market Direction | 2025-01-16 | 20 pages | Euromonitor

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### **Report description:**

Demand for childrenswear in Germany, particularly baby and toddler wear, continues to decline, as the country's birth rate further falls as part of a trend observed in recent years. On the other hand, costs of production continue to rise due to the elevated prices of energy and the influence of economic instability. Boys' apparel and girls' apparel, on the other hand, are recording marginally more positive performances compared to the previous year - a reflection of the return to post-pandemic n...

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 2020-2024 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 2029 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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Euromonitor International  
January 2025

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Wide store network in Germany helps Ernsting's Family maintain its lead

Omnichannel strategy continues to advance to ensure wider reach

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Circular economy will shape the sustainable future of childrenswear

Private label to continue to deliver affordable and innovative childrenswear

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