

## **Germany: Consumer Profile**

Market Direction | 2025-01-20 | 45 pages | Euromonitor

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### **Report description:**

German population is set to shrink by 2040, driven by low birth rates. The senior population is set to continue growing, while the working-age group to diminish, putting pressure on healthcare and social systems. Solo living is projected to rise, driven by an aging population and shifting lifestyle patterns, increasing housing demand. A preference for renting over owning homes is set to expand. Economic activity distributed across several major cities, ensuring a balanced consumer market.

Euromonitor's Germany: Consumer Profile report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

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

Why buy this report?

- \* Get a detailed picture of the Consumer Lifestyles 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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### **Table of Contents:**

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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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Scope

Key findings

Key drivers affecting consumers in Germany in 2023

How developments today shape the consumers of tomorrow

Immigration to remain the population growth driver, helping to slow population ageing

Germans are less likely to participate in physical exercise, but vitamin usage is relatively high

Millennials to emerge as a dominant consumer segment, surpassing Baby Boomers

Rural migration unable to offset the working-age population decline in major German cities

Opportunities for growth

German start-up Reframd launches "Afropolitan" sunglasses designed to fit black faces

One of the largest rates of singletons due to shifting lifestyles and population ageing

Most Germans reside in rented apartments, unable to benefit from rising property prices

Men to remain primary decision-makers due to prevailing traditional gender roles

Germany to remain among the most digitalised countries, yet its public sector to lag behind

Habyt to launch a co-living development in Leipzig to cater growing rental demand

High inflation for two consecutive years leaves consumer concerned over elevated living cost

Younger cohorts to spend on experiences, Baby Boomers focus on health and essentials

Income growth is set to intensify yet structural challenges are set to hinder the progress

Discretionary spending is set to expand slightly on the back of rising incomes

Lidl develops a gamified loyalty app enabling budget-conscious consumers to save money

Key findings of consumer survey

All German generations seek high-quality, value for money household essentials

Germans are keen bargain hunters, reflecting their practical approach to spending

Germany's youth faces challenges aligning sustainability with their lifestyles

Germans face lower financial confidence and optimism due to current economic challenges

For Gen X, balancing careers and family responsibilities makes job security essential

Repairability is being pushed by policy initiatives and as a claim by manufacturers alike

Key takeaways

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