

Womenswear in Germany

Market Direction | 2025-01-16 | 30 pages | Euromonitor

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Report description:

Despite the slowdown of inflation in 2024, womenswear in Germany continues to experience only modest growth as purchasing power and consumer confidence remain low. Consumer sentiment has fluctuated on a monthly basis across the largest category of apparel and footwear, with some shifts evident in terms of purchasing behaviour. Consumers in Germany have started to become more open to the second-hand market, seen as a cost-saving and sustainable way of shopping for clothes. In fact, second-hand sh...

Euromonitor International's Womenswear 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: Women's Nightwear, Women's Outerwear, Women's Swimwear, Women's Underwear.

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

Why buy this report?

- * Get a detailed picture of the Womenswear 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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