

## **Consumer Electronics Retail in Germany**

Industry Report | 2025-09-18 | 42 pages | MarketLine

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### **Report description:**

Consumer Electronics Retail in Germany

#### Summary

Consumer Electronics Retail in Germany industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

- Consumer electronics retail market includes the sales of communications equipment, computer hardware and software, consumer electronics, household appliances, and photographic equipment. The market value represents the retail sales value of consumer electronics.
- The German consumer electronics retail market recorded revenues of \$66.9 billion in 2024, representing a compound annual growth rate (CAGR) of 1.3% between 2019 and 2024.
- The computer hardware & software segment accounted for the market's largest proportion in 2024, with total revenues of \$20.5 billion, equivalent to 30.6% of the market's overall value.
- In 2024, the German consumer electronics retail market recorded an annual growth of 0.6% due to a decline in consumer price inflation. According to the Federal Statistical Office of Germany, in 2024, the consumer price inflation in Germany reached 2.3%, down from 5.9% in 2023. Easing inflationary pressures helped stabilize household purchasing power, enabling consumers to spend more on discretionary categories such as smartphones, laptops, and household appliances.

#### Scope

- Save time carrying out entry-level research by identifying the size, growth, and leading players in the consumer electronics retail

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market in Germany

- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the consumer electronics retail market in Germany
- Leading company profiles reveal details of key consumer electronics retail market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Germany consumer electronics retail market with five year forecasts by both value and volume

#### Reasons to Buy

- What was the size of the Germany consumer electronics retail market by value in 2024?
- What will be the size of the Germany consumer electronics retail market in 2029?
- What factors are affecting the strength of competition in the Germany consumer electronics retail market?
- How has the market performed over the last five years?
- Who are the top competitors in Germany's consumer electronics retail market?

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