

Online Retail in Germany

Industry Report | 2025-10-30 | 42 pages | MarketLine

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Report description:

Online Retail in Germany

Summary

Online Retail in Germany industry profile provides top-line qualitative and quantitative summary information including: market size (value 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

- The online retail sector is segmented into apparel retail, electrical & electronics retail, food & grocery retail, home & garden products, furniture & floor coverings, and footwear.
- The German online retail sector recorded revenues of \$76.6 billion in 2024, representing a compound annual growth rate (CAGR) of 4.8% between 2019 and 2024.
- The electrical & electronics retail segment accounted for the sector's largest proportion in 2024, with total revenues of \$24.6 billion, equivalent to 32.1% of the sector's overall value.
- Germany accounted for a 17.7% share of the European online retail sector in 2024.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the online retail market in Germany
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the online retail market in Germany
- Leading company profiles reveal details of key online retail market players' global operations and financial performance

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- Add weight to presentations and pitches by understanding the future growth prospects of the Germany online retail market with five year forecasts

Reasons to Buy

- What was the size of the Germany online retail market by value in 2024?
- What will be the size of the Germany online retail market in 2029?
- What factors are affecting the strength of competition in the Germany online retail market?
- How has the market performed over the last five years?
- What are the main segments that make up Germany's online retail market?

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