Books, News and Stationery Retailing in Germany - Market Summary and Forecasts; Comprehensive overview of the market, consumer, and competitive context, with retail sales value and forecasts to 2019

Description:

Summary
Books, News and Stationery products market in Germany is witnessing a period of turbulence over the past few years. Increasing inclination towards adopting digital technology is expected to impact the performance of the books, news, and stationery products market in Germany. Sales through online channel are expected to grow at a CAGR of 11.1% during 2014-2019.

Key Findings
- Books, news and stationery segment is projected to witness sluggish growth over the next few years and account for 3.6% of the total retail market by 2019.
- Advent of digital technology, increasing internet penetration, and increasing adoption of mobile devices is projected to result in a decline of sales of books, news and stationery products.
- Online retail channel to post healthy growth in the forecast period
- As increasing number of consumers opt for e-books and organizations aiming at becoming paperless, books and stationery retailers are expected to witness sluggish growth over the next few years.

Synopsis
"Books, News and Stationery Retailing in Germany - Market Summary and Forecasts" is a detailed sector report providing a comprehensive analysis of the emerging trends, forecasts and opportunities to 2019.

What else does this report offer?
- A thorough analysis of consumer trends changing economic and population factors
- Both qualitative and quantitative insights and analysis of the shifting books, news and stationery retail dynamics for printed media, stationery and cards from 2009 to 2019
- Sales of books, news and stationery products through the following channels from 2009 to 2019: Music, video, book, stationery and entertainment software specialists; convenience stores (including Independents) and gas stations; online; other specialist retailers; hypermarkets, supermarkets and hard-discounters; cash and carries and warehouse clubs; value, variety stores and general merchandise retailers; department stores; other general and non-specialist direct retailers
- An overview of key books, news and stationery retailers operating across Germany and their presence across distribution channels

Reasons To Buy
- Gain a comprehensive knowledge on books, news and stationery sector in the German retail market and develop a competitive advantage from the start of your supply chain
- Investigate current and forecast behaviour trends in books, news and stationery category to identify the best opportunities to exploit
- Analyze the recommended actions to align your marketing strategies with the crucial trends influencing the consumer behavior
- Understand the fastest growing categories including printed media and stationery and cards, with insights on performance across key channels from 2009, with forecasts until 2019
- Explore novel opportunities that will allow you to align your product offerings and strategies to meet
demand by analyzing the vital economic and population trends, key consumer and technology trends influencing the books, news and stationery market.

- Analysis of key international and domestic players operating in the books, news and stationery market - including store counts and revenues that give you a competitive edge - identify opportunities to improve your market share

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