Furniture and Floor Coverings 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
Sales in the German furniture and floor coverings retail market accounted for 5.8% of the total sales in 2014. The market is characterized by a mix of both domestic and international retailers, where the majority of the market is controlled by home furniture and homewares retailers. Per capita spend on furniture and floor coverings is expected to grow at a CAGR of 1.8% during 2014-2019 to reach EUR354 by 2019.

Key Findings
- Home furniture and homewares retailers account for 78.2% of the total sales of furniture and floor coverings
- Furniture is expected to remain the largest category, growing at a CAGR of 1.6% during the forecast period.
- The construction of new homes and renovation activities are set to drive the sales of furniture and floor coverings in the country over the next few years.
- Sales through online channel is gaining momentum and is expected to grow at a CAGR of 18.7% during 2014-2019.

Synopsis
“Furniture and Floor Coverings 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 furniture and floor coverings retail dynamics for floor coverings and furniture from 2009 to 2019
- Sales of furniture and floor coverings products through the following channels from 2009 to 2019: Home furniture and homewares retailers; hypermarkets, supermarkets and hard-discounters; online; department stores; value, variety stores and general merchandise retailers; home improvement and gardening supplies retailers; other general and non-specialist direct retailers; cash and carries and warehouse clubs; other specialist retailers
- An overview of key furniture and floor coverings retailers operating across Germany and their presence across distribution channels

Reasons To Buy
- Gain a comprehensive knowledge on furniture and floor coverings sector in the German retail market and develop a competitive advantage from the start of your supply chain
- Investigate current and forecast behavior trends in furniture and floor coverings 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 floor coverings and furniture, 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 furniture and floor coverings market

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

Contents:

1 Introduction
   1.1 What is this Report About?

2 Executive Summary and Outlook

3 Market Context
   3.1 Strong European economy offers growth opportunities for retailers
      3.1.1 Steady global economic growth set to drive the export oriented German economy
      3.1.2 Declining household savings rate set to fuel consumption
      3.1.3 Services sector remains the dominant sector for employment
      3.1.4 Falling unemployment rates increase consumer confidence
      3.1.5 Deflation might create concern for the German economy
      3.1.6 Increasing household consumption opens growth avenues for retailers
      3.2 A negative population growth rate will affect long term prospects for retail

4 German Shoppers
   4.1 Growing aging population and single households in Germany open new opportunities for retailers
   4.2 Online Shopping clubs generate mass awareness among German consumers
   4.3 Consumers prefer online shopping to visiting stores during holiday seasons
   4.4 Rise in smartphone users to boost m-commerce in Germany
   4.5 German consumers research multiple channels before making a purchase
   4.6 Organic food and grocery retailing is expanding its niche
   4.7 Increasing inbound tourists are offering growth opportunities in luxury retail

5 Doing Business in Germany
   5.1 Summary
      5.1.1 Bureaucracy
      5.1.2 Business culture
      5.1.3 Infrastructure and logistics
      5.2 EU consumer rights directive came into force in 2014
      5.3 German parliament (Bundestag) introduces minimum wages law
      5.4 The protective nature of labor and retail laws can be an impediment for retailers' growth
      5.5 Multiple location options available for retailers to spread their network profitably in the country

6 Retail - Product Sectors
   6.1 Product Sector Analysis
      6.1.1 Furniture and Floor Coverings
      6.2 Furniture and Floor Coverings Category Overview
      6.2.1 Furniture and Floor Coverings by Channel
      6.2.2 Furniture and Floor Coverings by Category
      6.3 Furniture and Floor Coverings Category Analysis
      6.3.1 Floor Coverings
      6.3.2 Furniture
      6.4 Major Retailers
      6.4.1 Furniture and Floor Coverings

7 Appendix
   7.1 Definitions
   7.2 Summary Methodology
      7.2.1 Overview
      7.2.2 The triangulated market sizing method
      7.2.3 Industry surveys in the creation of retail market data
      7.2.4 Quality control and standardized processes
   7.3 About
   7.4 Disclaimer
List of Figures

Figure 1: GDP Values (US$ billion, %), 2008-2014
Figure 2: Growth Rate of GDP (US$ Billion, %), 2008-2014
Figure 3: Forecasts for GDP Value and Growth (EUR billion, %), 2014-2019
Figure 4: Household Savings Rate as percentage of disposable income (%), 2004-2014
Figure 5: Share of Employment by Sector (%), 2004 and 2014E
Figure 6: Unemployment Rate (%), 2005-2014
Figure 7: Inflation Growth Rates (%), 2004-2014
Figure 8: Household Consumption Expenditure of Germany (US$ Billion), 2004 and 2014
Figure 9: Household Consumption Expenditure of Major Countries (US$ Billion), 2014
Figure 10: Growth of Household Consumption Expenditure (%), 2004-2014
Figure 11: Total Population and Growth Rate (Millions, %), 2004-2019
Figure 12: Population Split by Gender (%), 2014 and 2019
Figure 13: Population Split by Age Group (%), 2014 and 2019
Figure 14: Per Capita Spend on Retail (EUR), 2006 and 2014
Figure 15: Per Capita Spend (EUR) on Retail by Age Group (%), 2006 and 2014
Figure 16: Rural and Urban Populations (% of total population) 2004, 2014 and 2019E
Figure 17: Aging consumers and single households are set to grow further
Figure 18: The unique concept of online shopping clubs make them popular among German consumers
Figure 19: Online sales observed huge growth during holiday seasons
Figure 20: Rise in Smartphone Users in Germany
Figure 21: EmmasEnkel lets consumers use iPads in its Cafes to shop
Figure 22: Number of international arrivals to Germany (millions), 2009-2019
Figure 23: Major Cities with High Spend on Retail
Figure 24: Retail laws on store opening hours in different states of the country
Figure 25: Retail hot spots across Germany favor international investment
Figure 26: Share of Furniture and Floor Coverings in overall Retail 2014 and 2019
Figure 27: Retail Sales Value and Growth (EUR billion, %) of Furniture and Floor Coverings 2014-2019
Figure 28: Spend-per-Head on Furniture and Floor Coverings 2014 and 2019
Figure 29: Online Spend in Furniture and Floor Coverings 2014-2019
Figure 30: Online Share of total Furniture and Floor Coverings Spend 2014 and 2019
Figure 31: Spending per Channel in Furniture and Floor Coverings (%) 2014 and 2019
Figure 32: Germany Furniture and Floor Coverings Retail Sales and Forecast (EUR mn), by Channel Group, 2009-2019
Figure 33: Germany Furniture and Floor Coverings Retail Market Dynamics, by Channel Group, 2009-2019
Figure 34: Germany Furniture and Floor Coverings Retail Sales and Forecast (EUR mn), by Category Group, 2009-2019
Figure 35: Germany Furniture and Floor Coverings Retail Market Dynamics, by Category 2009-2019
Figure 36: Germany Floor Coverings Retail Sales and Forecast (EUR mn), by Channel Group, 2009-2019
Figure 37: Germany Furniture Retail Sales and Forecast (EUR mn), by Channel Group, 2009-2019
Figure 38: The Triangulated Market Sizing Methodology

List of Tables

Table 1: Major Organic food retailers in Germany
Table 2: Germany Furniture and Floor Coverings Retail Sales (EUR mn), by Channel Group, 2009-2014
Table 3: Germany Furniture and Floor Coverings Retail Sales Forecast (EUR mn), by Channel Group, 2014-2019
Table 4: Germany Furniture and Floor Coverings Retail Sales (US$ mn), by Channel Group, 2009-2014
Table 5: Germany Furniture and Floor Coverings Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019
Table 6: Germany Furniture and Floor Coverings Segmentation (% value), by Channel Group, 2009-2019
Table 7: Germany Furniture and Floor Coverings Retail Sales (EUR mn), by Category, 2009-2014
Table 8: Germany Furniture and Floor Coverings Retail Sales Forecast (EUR mn), by Category 2014-2019
Table 9: Germany Furniture and Floor Coverings Retail Sales (US$ mn), by Category, 2009-2014
Table 10: Germany Furniture and Floor Coverings Retail Sales Forecast (US$ mn), by Category 2014-2019
Table 11: Germany Furniture and Floor Coverings Retail Segmentation (% value), by Category, 2009-2019
Table 12: Germany Floor Coverings Retail Sales (EUR mn), by Channel Group, 2009-2014
Table 13: Germany Floor Coverings Retail Sales Forecast (EUR mn), by Channel Group, 2014-2019
Table 14: Germany Floor Coverings Retail Sales (US$ mn), by Channel Group, 2009-2014
Table 15: Germany Floor Coverings Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019
Table 16: Germany Floor Coverings Retail Segmentation, by Channel Group, 2009-2019
Table 17: Germany Furniture Retail Sales (EUR mn), by Channel Group, 2009-2014
Table 18: Germany Furniture Retail Sales Forecast (EUR mn), by Channel Group, 2014-2019
Table 19: Germany Furniture Retail Sales (US$ mn), by Channel Group, 2009-2014
Table 20: Germany Furniture Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019
Table 21: Germany Furniture Retail Segmentation, by Channel Group, 2009-2019
Table 22: Key Furniture and Floor Coverings Retailers in Germany
Table 23: Germany Exchange Rate EUR-US$ (Annual Average), 2009-2014
Table 24: Germany Exchange Rate EUR-US$ (Annual Average), 2015-2019
Table 25: Retail Channel Definitions
Table 26: Retail Category Definitions

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