Food and Grocery 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
Food and grocery is by far the largest product category, accounting for a majority of the total retail sales in 2014. German consumers are generally known to be price conscious, and prefer savings over convenience. This is one of the reasons that hypermarkets, supermarkets, and hard discounters account for the majority share of 59.3% in terms of spend per channel. Sales through online channel are still in nascent stages, given the fact that consumers prefer physical stores to purchase products. However, sales through online channel is expected to witness healthy double-digit growth over the next few years.

Key Findings
- Food and grocery is expected to grow at a CAGR of 1.7%

- Conscious consumerism is on the rise, fueling the demand for organic and local food products.

- Demand for luxury, ready-to-eat food items, and healthy categories including organics, will result in higher spending on food and groceries.

- Growing aging population and single households in Germany open new opportunities for retailers

- Drinks segment is expected to be the most promising market during the forecast period, with a CAGR of 2.2% over the next five years.

Synopsis
“Food and Grocery 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 food and grocery retail dynamics for drinks, household products, packaged food, tobacco and unpackaged food from 2009 to 2019

- Sales of food and grocery products through the following channels from 2009 to 2019: Hypermarkets, supermarkets and hard-discounters; food and drinks specialists; convenience stores (including Independents) and gas stations; cash and carries and warehouse clubs; other general and non-specialist direct retailers; value, variety stores and general merchandise retailers; online; drug stores and health and beauty stores; vending machines; duty free retailers; department stores; other specialist retailers

- An overview of key food and grocery retailers operating across Germany and their presence across distribution channels

Reasons To Buy
- Gain a comprehensive knowledge on food and grocery 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 food and grocery 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 drinks, household products, packaged food,
unpackaged food and tobacco in the market, 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 food and grocery market

- Analysis of key international and domestic players operating in the food and grocery 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 an expanding 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
6.2 Food and Grocery Category Overview
6.3 Food and Grocery Category Analysis
6.4 Major Retailers

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 Food and Grocery in overall Retail 2014 and 2019
Figure 27: Retail Sales Value and Growth (EUR billion, %) of Food and Grocery 2014-2019
Figure 28: Spend-per-Head on Food and Grocery 2014 and 2019
Figure 29: Online Spend in Food and Grocery 2014-2019
Figure 30: Online Share of total Food and Grocery Spend 2014 and 2019
Figure 31: Spending per Channel in Food and Grocery (%) 2014 and 2019
Figure 32: Germany Food and Grocery Retail Sales and Forecast (EUR mn), by Channel Group, 2009-2019
Figure 33: Germany Food and Grocery Retail Market Dynamics, by Channel Group, 2009-2019
Figure 34: Germany Food and Grocery Retail Sales and Forecast (EUR mn), by Category 2009-2019
Figure 35: Germany Food and Grocery Retail Market Dynamics, by Category 2009-2019
Figure 36: Germany Drinks Retail Sales and Forecast (EUR mn), by Channel Group, 2009-2019
Figure 37: Germany Household Products Retail Sales and Forecast (EUR mn), by Channel Group, 2009-2019
Figure 38: Germany Packaged Food Retail Sales and Forecast (EUR mn), by Channel Group, 2009-2019
Figure 39: Germany Tobacco Retail Sales and Forecast (EUR mn), by Channel Group, 2009-2019
Figure 40: Germany Unpackaged Food Retail Sales and Forecast (EUR mn), by Channel Group, 2009-2019
Figure 41: The Triangulated Market Sizing Methodology

List of Tables

Table 1: Major Organic food retailers in Germany
Table 2: Germany Electrical and Electronics Retail Sales (EUR mn), by Channel Group, 2009-2014
Table 3: Germany Electrical and Electronics Retail Sales Forecast (EUR mn), by Channel Group, 2014-2019
Table 4: Germany Electrical and Electronics Retail Sales (US$ mn), by Channel Group, 2009-2014
Table 5: Germany Electrical and Electronics Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019
Table 6: Germany Electrical and Electronics Retail Segmentation (% value), by Channel Group, 2009-2019
Table 7: Germany Electrical and Electronics Retail Sales (EUR mn), by Category 2009-2014
Table 8: Germany Electrical and Electronics Retail Sales Forecast (EUR mn), by Category 2014-2019
Table 9: Germany Electrical and Electronics Retail Sales (US$ mn), by Category 2009-2014
Table 10: Germany Electrical and Electronics Retail Sales Forecast (US$ mn), by Category 2014-2019
Table 11: Germany Electrical and Electronics Retail Segmentation (% value), by Category, 2009-2019
Table 12: Germany Communications Equipment Retail Sales (EUR mn), by Channel Group, 2009-2014
Table 13: Germany Communications Equipment Retail Sales Forecast (EUR mn), by Channel Group, 2014-2019
Table 14: Germany Communications Equipment Retail Sales (US$ mn), by Channel Group, 2009-2014
Table 15: Germany Communications Equipment Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019
Table 16: Germany Communications Equipment Retail Segmentation, by Channel Group, 2009-2019
Table 17: Germany Computer Hardware and Software Retail Sales (EUR mn), by Channel Group, 2009-2014
Table 18: Germany Computer Hardware and Software Retail Sales Forecast (EUR mn), by Channel Group, 2014-2019
Table 19: Germany Computer Hardware and Software Retail Sales (US$ mn), by Channel Group, 2009-2014
Table 20: Germany Computer Hardware and Software Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019
Table 21: Germany Computer Hardware and Software Retail Segmentation, by Channel Group, 2009-2019
Table 22: Germany Consumer Electronics Retail Sales (EUR mn), by Channel Group, 2009-2014
Table 23: Germany Consumer Electronics Retail Sales Forecast (EUR mn), by Channel Group, 2014-2019
Table 24: Germany Consumer Electronics Retail Sales (US$ mn), by Channel Group, 2009-2014
Table 25: Germany Consumer Electronics Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019
Table 26: Germany Consumer Electronics Retail Segmentation, by Channel Group, 2009-2019
Table 27: Germany Household Appliances Retail Sales (EUR mn), by Channel Group, 2009-2014
Table 28: Germany Household Appliances Retail Sales Forecast (EUR mn), by Channel Group, 2014-2019
Table 29: Germany Household Appliances Retail Sales (US$ mn), by Channel Group, 2009-2014
Table 30: Germany Household Appliances Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019
Table 31: Germany Household Appliances Retail Segmentation, by Channel Group, 2009-2019
Table 32: Germany Photographic Equipment Retail Sales (EUR mn), by Channel Group, 2009-2014
Table 33: Germany Photographic Equipment Retail Sales Forecast (EUR mn), by Channel Group, 2014-2019
Table 34: Germany Photographic Equipment Retail Sales (US$ mn), by Channel Group, 2009-2014
Table 35: Germany Photographic Equipment Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019
Table 36: Germany Photographic Equipment Retail Segmentation, by Channel Group, 2009-2019
Table 37: Key Electrical and Electronics Retailers in Germany
Table 38: Germany Exchange Rate EUR-US$ (Annual Average), 2009-2014
Table 39: Germany Exchange Rate EUR-US$ (Annual Average), 2015-2019
Table 40: Retail Channel Definitions
Table 41: Retail Category Definitions

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