Clothing and Footwear 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
Clothing and footwear are two major product sectors in Germany accounting for 11.5% of the total retail sales in 2014. Growth in the sectors will be affected by the changing demographic profile of the country. The aging population and their lifestyle trends, including the need to lead healthier lifestyles is set to drive the modest growth over the next few years. Increasing demand for footwear with better quality and advanced level of sophistication is driving sales in the segment. New innovations, especially in the sportswear segment, are expected to drive future sales in the footwear market in Germany.

Key Findings
- Improving living standards and a demand for high quality textiles is providing new growth dimensions to retailers
- Clothing, footwear, accessories, and luxury goods specialists command the major share, accounting for 55.2% of total sales in the clothing sector followed by department stores.
- Footwear sales are expected to growing at a CAGR of 3.7% during 2014-2019
- A wider choice of products, convenience, and the increasing penetration of smartphones is driving the sales of clothing and footwear through the online channel.

Synopsis
"Clothing and Footwear 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 clothing and footwear retail dynamics for men's clothing, women's clothing, children's clothing, men's footwear, women's footwear, and children's footwear from 2009 to 2019
- Sales of clothing and footwear products through the following channels from 2009 to 2019: Clothing, footwear, accessories and luxury goods specialists; department stores; other specialist retailers; online; hypermarkets, supermarkets and hard-discounters; value, variety stores and general merchandise retailers; other general and non-specialist direct retailers; cash and carries and warehouse clubs and duty free retailers
- An overview of key clothing and footwear retailers operating across Germany and their presence across distribution channels

Reasons To Buy
- Gain a comprehensive knowledge on clothing and footwear 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 clothing and footwear 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 menswear, womenswear, childrenswear, men's
footwear, women's footwear and children's footwear 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 clothing and footwear market

- Analysis of key international and domestic players operating in the clothing and footwear 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 Clothing
6.1.2 Footwear
6.2 Clothing and Footwear Category Overview
6.2.1 Clothing
6.2.2 Footwear
6.3 Major Retailers
6.3.1 Clothing
6.3.2 Footwear

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 Clothing in overall Retail 2014 and 2019
Figure 27: Retail Sales Value and Growth (EUR billion, %) of Clothing 2014-2019
Figure 28: Spend-per-Head on Clothing 2014 and 2019
Figure 29: Share of Clothing by Women's Wear, Men's Wear and Children's Wear 2014 and 2019
Figure 30: Childrenswear Sales Value and Growth (EUR billion, %) 2014-2019
Figure 31: Menswear Sales Value and Growth (EUR billion, %) 2014-2019
Figure 32: Womenswear Sales Value and Growth (EUR billion, %) 2014-2019
Figure 33: Online Spend in Clothing 2014-2019
Figure 34: Online Share of Total Clothing Spend 2014 and 2019
Figure 35: Spending per Channel in Clothing (%) 2014 and 2019
Figure 36: Share of Footwear in Total Retail 2014 and 2019
Figure 37: Retail Sales Value and Growth (EUR billion, %) of Footwear 2014-2019
Figure 38: Spend-per-Head on Footwear 2014 and 2019
Figure 39: Share of Footwear by Women's Footwear, Men's Footwear and Children's Footwear 2014 and 2019
Figure 40: Women's Footwear Sales Value and Growth (EUR billion, %) 2014-2019
Figure 41: Men's Footwear Sales Value and Growth (EUR billion, %) 2014-2019
Figure 42: Children's Footwear Sales Value and Growth (EUR billion, %) 2014-2019
Figure 43: Online Spend in Footwear 2014-2019
Figure 44: Online Share of total Footwear Spend 2014 and 2019
Figure 45: Spending per Channel in Footwear (%) 2014 and 2019
Figure 46: Germany Clothing Retail Sales and Forecast (EUR mn), by Channel Group, 2009-2019
Figure 47: Germany Clothing Retail Sales and Forecast (EUR mn), by Sub-Category, 2009-2019
Figure 48: Germany Footwear Retail Sales and Forecast (EUR mn), by Channel Group, 2009-2019
Figure 49: Germany Footwear Retail Sales and Forecast (EUR mn), by Sub-Category, 2009-2019
Figure 50: The Triangulated Market Sizing Methodology

List of Tables

Table 1: Major Organic food retailers in Germany
Table 2: Germany Clothing Retail Sales (EUR bn), by Product Sub-Category, 2009-2014
Table 3: Germany Clothing Retail Sales (EUR bn), by Product Sub-Category, 2014-2019
Table 4: Germany Footwear Retail Sales (EUR bn), by Product Sub-Category, 2009-2014
Table 5: Germany Footwear Retail Sales (EUR bn), by Product Sub-Category, 2014-2019
Table 6: Germany Clothing Retail Sales (EUR mn), by Channel Group, 2009-2014
Table 7: Germany Clothing Retail Sales Forecast (EUR mn), by Channel Group, 2014-2019
Table 8: Germany Clothing Retail Sales (US$ mn), by Channel Group, 2009-2014
Table 9: Germany Clothing Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019
Table 10: Germany Clothing Retail Segmentation, by Channel Group, 2009-2019
Table 11: Germany Clothing Retail Sales (EUR mn), by Sub-Category, 2009-2014
Table 12: Germany Clothing Retail Sales Forecast (EUR mn), by Sub-Category, 2014-2019
Table 13: Germany Clothing Retail Sales (US$ mn), by Sub-Category, 2009-2014
Table 14: Germany Clothing Retail Sales Forecast (US$ mn), by Sub-Category, 2014-2019
Table 15: Germany Footwear Retail Sales (EUR mn), by Sub-Category, 2009-2019
Table 16: Germany Footwear Retail Sales Forecast (EUR mn), by Sub-Category, 2014-2019
Table 17: Germany Footwear Retail Sales (US$ mn), by Sub-Category, 2009-2014
Table 18: Germany Footwear Retail Sales Forecast (US$ mn), by Sub-Category, 2014-2019
Table 19: Germany Footwear Retail Segmentation, by Sub-Category, 2009-2019
Table 20: Germany Footwear Retail Sales (EUR mn), by Channel Group, 2009-2014
Table 21: Germany Footwear Retail Sales Forecast (EUR mn), by Channel Group, 2014-2019
Table 22: Germany Footwear Retail Sales (US$ mn), by Channel Group, 2009-2014
Table 23: Germany Footwear Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019
Table 24: Germany Footwear Retail Sales Segmentation, by Channel Group, 2009-2019
Table 25: Germany Clothing Retailers in Germany
Table 26: Key Clothing Retailers in Germany
Table 27: Key Footwear Retailers in Germany
Table 28: Germany Exchange Rate EUR-US$ (Annual Average), 2009-2014
Table 29: Germany Exchange Rate EUR-US$ (Annual Average), 2015-2019
Table 30: Retail Channel Definitions
Table 31: Retail Category Definitions

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