

# Womenswear in Germany

December 2023

**Table of Contents** 

#### Womenswear in Germany - Category analysis

# **KEY DATA FINDINGS**

### 2023 DEVELOPMENTS

Shy recovery for womenswear in 2023 Polarisation evident in womenswear in Germany Omnichannel is becoming the norm amongst big players

### PROSPECTS AND OPPORTUNITIES

Climate change is changing the seasonality of collections Newer fashion trends for a post-pandemic lifestyle Omnichannel retail to bring a more streamlined shopping experience

#### CATEGORY DATA

Table 1 - Sales of Womenswear by Category: Volume 2018-2023 Table 2 - Sales of Womenswear by Category: Value 2018-2023 Table 3 - Sales of Womenswear by Category: % Volume Growth 2018-2023 Table 4 - Sales of Womenswear by Category: % Value Growth 2018-2023 Table 5 - NBO Company Shares of Womenswear: % Value 2019-2023 Table 6 - LBN Brand Shares of Womenswear: % Value 2020-2023 Table 7 - NBO Company Shares of Women's Nightwear: % Value 2019-2023 Table 8 - LBN Brand Shares of Women's Nightwear: % Value 2020-2023 Table 9 - NBO Company Shares of Women's Outerwear: % Value 2019-2023 Table 10 - LBN Brand Shares of Women's Outerwear: % Value 2020-2023 Table 11 - NBO Company Shares of Women's Swimwear: % Value 2019-2023 Table 12 - LBN Brand Shares of Women's Swimwear: % Value 2020-2023 Table 13 - NBO Company Shares of Women's Underwear: % Value 2019-2023 Table 14 - LBN Brand Shares of Women's Underwear: % Value 2020-2023 Table 15 - Forecast Sales of Womenswear by Category: Volume 2023-2028 Table 16 - Forecast Sales of Womenswear by Category: Value 2023-2028 Table 17 - Forecast Sales of Womenswear by Category: % Volume Growth 2023-2028 Table 18 - Forecast Sales of Womenswear by Category: % Value Growth 2023-2028

# Apparel and Footwear in Germany - Industry Overview

# EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture 2023 key trends Competitive landscape Retailing developments What next for apparel and footwear?

### MARKET DATA

Table 19 - Sales of Apparel and Footwear by Category: Volume 2018-2023
Table 20 - Sales of Apparel and Footwear by Category: Value 2018-2023
Table 21 - Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023
Table 22 - Sales of Apparel and Footwear by Category: % Value Growth 2018-2023
Table 23 - NBO Company Shares of Apparel and Footwear: % Value 2019-2023
Table 24 - LBN Brand Shares of Apparel and Footwear by Format: % Value 2018-2023
Table 25 - Distribution of Apparel and Footwear by Format and Category: % Value 2023
Table 26 - Distribution of Apparel and Footwear by Category: Volume 2023-2028
Table 27 - Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 29 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028Table 30 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

#### DISCLAIMER

#### SOURCES

Summary 1 - Research Sources

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/womenswear-in-germany/report.