

Mobile E-Commerce (Goods) in Germany

May 2022

Table of Contents

Mobile E-Commerce (Goods) in Germany - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Consumers increasingly see e-commerce as "mobile first"

Social commerce gains traction amidst pandemic-induced e-commerce surge

Live shopping emerges as an innovative mobile shopping experience

PROSPECTS AND OPPORTUNITIES

Online shopping will see an ongoing shift towards mobile

Shopping function with social media provides high growth potential

Influence of gen Z will fuel mobile e-commerce growth amongst the wider population

CHANNEL DATA

Table 1 - Mobile E-Commerce (Goods): Value 2016-2021

Table 2 - Mobile E-Commerce (Goods): % Value Growth 2016-2021

Table 3 - Mobile E-Commerce (Goods) Forecasts: Value 2021-2026

Table 4 - Mobile E-Commerce (Goods) Forecasts: % Value Growth 2021-2026

Retailing in Germany - Industry Overview

EXECUTIVE SUMMARY

Retailing in 2021: The big picture

Pandemic-induced e-commerce surge continues

Variety stores an outlier amidst sluggish recovery for store-based retailers

What next for retailing?

OPERATING ENVIRONMENT

Informal retailing

Opening hours

Summary 1 - Standard Opening Hours by Channel Type 2021

Physical retail landscape

Cash and carry

Table 5 - Cash and Carry Sales: Value 2016-2021

Seasonality

Christmas

Summer sales

Payments

Delivery and collection

Emerging business models

MARKET DATA

Table 6 - Sales in Retailing by Store-based vs Non-Store: Value 2016-2021

Table 7 - Sales in Retailing by Store-based vs Non-Store: % Value Growth 2016-2021

Table 8 - Sales in Store-based Retailing by Channel: Value 2016-2021

Table 9 - Sales in Store-based Retailing by Channel: % Value Growth 2016-2021

Table 10 - Store-based Retailing Outlets by Channel: Units 2016-2021

Table 11 - Store-based Retailing Outlets by Channel: % Unit Growth 2016-2021

Table 12 - Sales in Non-Store Retailing by Channel: Value 2016-2021

Table 13 - Sales in Non-Store Retailing by Channel: % Value Growth 2016-2021

Table 14 - Grocery Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 15 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 16 - Sales in Grocery Retailers by Channel: Value 2016-2021

- Table 17 Sales in Grocery Retailers by Channel: % Value Growth 2016-2021
- Table 18 Grocery Retailers Outlets by Channel: Units 2016-2021
- Table 19 Grocery Retailers Outlets by Channel: % Unit Growth 2016-2021
- Table 20 Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2016-2021
- Table 21 Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2016-2021
- Table 22 Sales in Non-Grocery Specialists by Channel: Value 2016-2021
- Table 23 Sales in Non-Grocery Specialists by Channel: % Value Growth 2016-2021
- Table 24 Non-Grocery Specialists Outlets by Channel: Units 2016-2021
- Table 25 Non-Grocery Specialists Outlets by Channel: % Unit Growth 2016-2021
- Table 26 Mixed Retailers: Value Sales, Outlets and Selling Space 2016-2021
- Table 27 Mixed Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021
- Table 28 Sales in Mixed Retailers by Channel: Value 2016-2021
- Table 29 Sales in Mixed Retailers by Channel: % Value Growth 2016-2021
- Table 30 Mixed Retailers Outlets by Channel: Units 2016-2021
- Table 31 Mixed Retailers Outlets by Channel: % Unit Growth 2016-2021
- Table 32 Retailing GBO Company Shares: % Value 2017-2021
- Table 33 Retailing GBN Brand Shares: % Value 2018-2021
- Table 34 Store-based Retailing GBO Company Shares: % Value 2017-2021
- Table 35 Store-based Retailing GBN Brand Shares: % Value 2018-2021
- Table 36 Store-based Retailing LBN Brand Shares: Outlets 2018-2021
- Table 37 Non-Store Retailing GBO Company Shares: % Value 2017-2021
- Table 38 Non-Store Retailing GBN Brand Shares: % Value 2018-2021
- Table 39 Grocery Retailers GBO Company Shares: % Value 2017-2021
- Table 40 Grocery Retailers GBN Brand Shares: % Value 2018-2021
- Table 41 Grocery Retailers LBN Brand Shares: Outlets 2018-2021
- Table 42 Grocery Retailers LBN Brand Shares: Selling Space 2018-2021
- Table 43 Non-Grocery Specialists GBO Company Shares: % Value 2017-2021
- Table 44 Non-Grocery Specialists GBN Brand Shares: % Value 2018-2021
- Table 45 Non-Grocery Specialists LBN Brand Shares: Outlets 2018-2021
- Table 46 Non-Grocery Specialists LBN Brand Shares: Selling Space 2018-2021
- Table 47 Mixed Retailers GBO Company Shares: % Value 2017-2021
- Table 48 Mixed Retailers GBN Brand Shares: % Value 2018-2021
- Table 49 Mixed Retailers LBN Brand Shares: Outlets 2018-2021
- Table 50 Mixed Retailers LBN Brand Shares: Selling Space 2018-2021
- Table 51 Forecast Sales in Retailing by Store-based vs Non-Store: Value 2021-2026
- Table 52 Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2021-2026
- Table 53 Forecast Sales in Store-based Retailing by Channel: Value 2021-2026
- Table 54 Forecast Sales in Store-based Retailing by Channel: % Value Growth 2021-2026
- Table 55 Forecast Store-based Retailing Outlets by Channel: Units 2021-2026
- Table 56 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2021-2026
- Table 57 Forecast Sales in Non-Store Retailing by Channel: Value 2021-2026
- Table 58 Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2021-2026
- Table 59 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026
- Table 60 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026
- Table 61 Forecast Sales in Grocery Retailers by Channel: Value 2021-2026
- Table 62 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2021-2026
- Table 63 Forecast Grocery Retailers Outlets by Channel: Units 2021-2026
- Table 64 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2021-2026
- Table 65 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2021-2026
- Table 66 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026
- Table 67 Forecast Sales in Non-Grocery Specialists by Channel: Value 2021-2026
- Table 68 Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth 2021-2026

- Table 69 Forecast Non-Grocery Specialists Outlets by Channel: Units 2021-2026
- Table 70 Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth 2021-2026
- Table 71 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026
- Table 72 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026
- Table 73 Forecast Sales in Mixed Retailers by Channel: Value 2021-2026
- Table 74 Forecast Sales in Mixed Retailers by Channel: % Value Growth 2021-2026
- Table 75 Forecast Mixed Retailers Outlets by Channel: Units 2021-2026
- Table 76 Forecast Mixed Retailers Outlets by Channel: % Unit Growth 2021-2026

DISCLAIMER

SOURCES

Summary 2 - 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/mobile-e-commerce-goods-in-germany/report.