

# Germany: Consumer Profile

September 2023

Table of Contents

## INTRODUCTION

Scope

Key drivers affecting consumers in Germany in 2022

How developments today shape consumer of tomorrow

Key findings

## POPULATION AND SOCIETY

Today 2022: Baby Boomers are the key demographic in Germany

Today: Immigration and influx of refugees and asylum seekers mitigate population decline

Baby boomers are not eager to engage with brands online

Tomorrow 2040: Longer life expectancy and low birth rate boost older cohort

Tomorrow : Millennials will be the largest and most affluent consumer cohort by 2040

Tomorrow : Largest German cities will no longer grow due to population decline

Areas of opportunity

Case study: Pensioners receive more money in 2022 and are willing to spend

## HOUSEHOLDS AND HOMES

Today 2022: German households are increasingly opting to live child-free

While household size is decreasing, Germans live in larger more spacious homes

Energy efficiency is a top priority for home features, especially for baby boomers

Tomorrow 2040: Fewer families with children, and more elderly single consumers

Older men will remain key household decision makers

Single-person households to stay somewhat behind in universal internet access

Areas of opportunity

Case study: BVG Jelbi integrating mobility into a one-stop shop for Berliners

## INCOME AND EXPENDITURE

Today 2022: Growing incomes and stronger spending by higher income bands

Germany's middle class hit by cost of living crisis

Gen Z Germans demonstrate highest intentions to increase spending

Tomorrow 2040: Social classes D and E to remain most prevalent by 2040

Tomorrow 2040: Senior population will be predominant in the top-income band by 2040

Tomorrow 2040: North Rhine-Westphalia to remain Germany's largest consumer market

Areas of opportunity

Case study: Mycashbacks offer a good way to engage with German consumers

## LIFESTYLES

Key findings consumer survey

Younger generations have a more positive outlook on their future

Germans are not relying on government support as much

More than a half of Germans are worried about climate change

Work-life balance matters less, while job security remains the top priority for Germans

Germans put high importance on price, while unique experience are also valued

Areas of opportunity

Case study: Aldi sets goals to improve animal welfare

## CONCLUSION

Key findings

## 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/germany-consumer-profile/report](http://www.euromonitor.com/germany-consumer-profile/report).