

Department Stores in Germany

May 2022

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Department Stores in Germany - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

No return to glory: department stores only sees limited recovery amidst reopening New company strategy Galeria 2.0 launched in an attempt to revitalise the channel Luxury stores use the pandemic to accelerate modernisation efforts

PROSPECTS AND OPPORTUNITIES

The development of department stores depends on the success of Galeria 2.0 Structural changes in store-based retailing weaken prospects for Galeria 2.0 Luxury department stores poised to continue to benefit from their unique selling point

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