

# E-Commerce (Goods) in Germany

May 2022

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

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

E-commerce maintains strong growth, with movement towards omnichannel future

Amazon's rise continues as platforms benefit the most from the shift online

Online pharmacies gain significant ground

#### PROSPECTS AND OPPORTUNITIES

Growth will continue well into the forecast period amidst pandemic-induced shifts

Rise of direct-to-consumer could turn consumers' focus away from platforms

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