



General Merchandise Stores in Germany

May 2026

Table of Contents

[General Merchandise Stores in Germany - Category analysis](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Woolworth Drives Growth by Prioritising Private Label and Low Prices

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for General Merchandise Stores

INDUSTRY PERFORMANCE

Woolworth Drives Growth by Prioritising Private Label and Low Prices

Chart 2 - Woolworth Focuses on Private Label

Galeria and Decathlon's Collaboration Transforms the City Centre Shopping Experience

Chart 3 - Galeria Optimising Use of Selling Space

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Søstrene Grene and Action Diversify Formats to Attract Cautious Shoppers

Galeria and Variety Stores Shift to Integrated E-Commerce and Click-And-Collect

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Galeria Rebounds with New Ownership as Tedi and Woolworth Expand Presence

Chart 8 - Market Insight for General Merchandise Stores

Mergers and Acquisitions Put Pressure on Smaller Players

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for General Merchandise Stores

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for General Merchandise Stores

Chart 15 - Population 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail in Germany - Industry Overview](#)

EXECUTIVE SUMMARY

Consumers Look for Value Due to Germany's Stagnant Economy

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Consumers Look for Value Due to Germany's Stagnant Economy

Discounters Shape Price Expectations as Supermarkets Adapt
Rewe Leverages Discount Pricing to Defend Share against Discounters
Chart 18 - Rewe Highlights Private Label Prices
Chart 19 - Value Sales 2020-2030
Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

Discounters and Retail E-Commerce Set New Standards for Value and Convenience
Digital Innovation Will Be Key to Capturing Price-Focused Shoppers
Chart 21 - Forecast Value Sales 2020-2030
Chart 22 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Edeka Strengthens Its Lead Thanks to Expansion
Chart 23 - Market Insight for Retail
Retail Shake-Up: Kodi, Tedi, and Zalando Reshape the Landscape
Chart 24 - Kaufland Trials Medical Services at Its Hypermarket
Chart 25 - Company Shares 2025
Chart 26 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail
Opening Hours for Physical Retail
Summary 1 - Standard Opening Hours by Channel Type 2025
Seasonality
Christmas
Summer Sales

ECONOMIC CONTEXT

Chart 27 - Economic Context for Retail
Chart 28 - Real Gdp Growth 2020-2030
Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Retail
Chart 31 - Population 2020-2030
Chart 32 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/general-merchandise-stores-in-germany/report.