Euromonitor International

Retail E-Commerce in Germany

May 2026

Table of Contents

Retail E-Commerce in Germany - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Retail E-Commerce Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Retail E-Commerce

INDUSTRY PERFORMANCE

Amazon and Temu Drive Surge in Marketplace E-Commerce
Chart 2 - Marketplaces Assert Their Dominance
Tiktok Shop and Otto Drive Rise in Social Commerce
Chart 3 - Tiktok Shop Launches in Germany
Chart 4 - Value Sales 2020-2030
Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

The Rise of Marketplace E-Commerce Remains Key to Growth
Health and Beauty Specialist E-Commerce Leverages Personalisation
Sustainability, Security, and Convenience Reshaping the Market
Chart 6 - Forecast Value Sales 2020-2030
Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Amazon and Temu Reshape Competition as Smaller Players Struggle
Chart 8 - Competitive Landscape for Retail E-Commerce
Market Shakeup: Zalando Expands as Rivals Retreat
Chart 9 - Company Shares 2025
Chart 10 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Retail E-Commerce
Chart 12 - Real Gdp Growth 2020-2030
Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Retail E-Commerce
Chart 15 - Population 2020-2030
Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Retail in Germany - Industry Overview

EXECUTIVE SUMMARY

2025 Development

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/retail-e-commerce-in-germany/report.