



Euromonitor
International

General Merchandise Stores in Germany

May 2025

Table of Contents

General Merchandise Stores in Germany - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Variety stores continues on upwards growth trajectory
Galeria continues to lose share while main competitors make gains
Department store chain Galeria focuses on path to profitability to remain afloat

PROSPECTS AND OPPORTUNITIES

Variety stores set to record solid performance despite slowdown in growth
No short-term relief for department stores due to significant challenges
Closer integration of e-commerce with store-based activities expected

CHANNEL DATA

Table 1 - General Merchandise Stores: Value Sales, Outlets and Selling Space 2019-2024
Table 2 - General Merchandise Stores: Value Sales, Outlets and Selling Space: % Growth 2019-2024
Table 3 - Sales in General Merchandise Stores by Channel: Value 2019-2024
Table 4 - Sales in General Merchandise Stores by Channel: % Value Growth 2019-2024
Table 5 - General Merchandise Stores GBO Company Shares: % Value 2020-2024
Table 6 - General Merchandise Stores GBN Brand Shares: % Value 2021-2024
Table 7 - General Merchandise Stores LBN Brand Shares: Outlets 2021-2024
Table 8 - General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space 2024-2029
Table 9 - General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
Table 10 - Forecast Sales in General Merchandise Stores by Channel: Value 2024-2029
Table 11 - Forecast Sales in General Merchandise Stores by Channel: % Value Growth 2024-2029

Retail in Germany - Industry Overview

EXECUTIVE SUMMARY

Retail in 2024: The big picture
Similar growth rates for discounters and supermarkets, while interest in organic food and drinks continues to rise
Enhancing retail success through omnichannel integration
What next for retail?

OPERATING ENVIRONMENT

Informal retail
Opening hours for physical retail
Summary 1 - Standard Opening Hours by Channel Type 2024
Seasonality
Christmas
Summer Sales

MARKET DATA

Table 12 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2019-2024
Table 13 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2019-2024
Table 14 - Sales in Retail Offline by Channel: Value 2019-2024
Table 15 - Sales in Retail Offline by Channel: % Value Growth 2019-2024
Table 16 - Retail Offline Outlets by Channel: Units 2019-2024
Table 17 - Retail Offline Outlets by Channel: % Unit Growth 2019-2024
Table 18 - Sales in Retail E-Commerce by Product: Value 2019-2024
Table 19 - Sales in Retail E-Commerce by Product: % Value Growth 2019-2024
Table 20 - Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024
Table 21 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 22 - Sales in Grocery Retailers by Channel: Value 2019-2024
Table 23 - Sales in Grocery Retailers by Channel: % Value Growth 2019-2024
Table 24 - Grocery Retailers Outlets by Channel: Units 2019-2024
Table 25 - Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024
Table 26 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024
Table 27 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024
Table 28 - Sales in Non-Grocery Retailers by Channel: Value 2019-2024
Table 29 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2019-2024
Table 30 - Non-Grocery Retailers Outlets by Channel: Units 2019-2024
Table 31 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024
Table 32 - Retail GBO Company Shares: % Value 2020-2024
Table 33 - Retail GBN Brand Shares: % Value 2021-2024
Table 34 - Retail Offline GBO Company Shares: % Value 2020-2024
Table 35 - Retail Offline GBN Brand Shares: % Value 2021-2024
Table 36 - Retail Offline LBN Brand Shares: Outlets 2021-2024
Table 37 - Retail E-Commerce GBO Company Shares: % Value 2020-2024
Table 38 - Retail E-Commerce GBN Brand Shares: % Value 2021-2024
Table 39 - Grocery Retailers GBO Company Shares: % Value 2020-2024
Table 40 - Grocery Retailers GBN Brand Shares: % Value 2021-2024
Table 41 - Grocery Retailers LBN Brand Shares: Outlets 2021-2024
Table 42 - Non-Grocery Retailers GBO Company Shares: % Value 2020-2024
Table 43 - Non-Grocery Retailers GBN Brand Shares: % Value 2021-2024
Table 44 - Non-Grocery Retailers LBN Brand Shares: Outlets 2021-2024
Table 45 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2024-2029
Table 46 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2024-2029
Table 47 - Forecast Sales in Retail Offline by Channel: Value 2024-2029
Table 48 - Forecast Sales in Retail Offline by Channel: % Value Growth 2024-2029
Table 49 - Forecast Retail Offline Outlets by Channel: Units 2024-2029
Table 50 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2024-2029
Table 51 - Forecast Sales in Retail E-Commerce by Product: Value 2024-2029
Table 52 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2024-2029
Table 53 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029
Table 54 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
Table 55 - Forecast Sales in Grocery Retailers by Channel: Value 2024-2029
Table 56 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2024-2029
Table 57 - Forecast Grocery Retailers Outlets by Channel: Units 2024-2029
Table 58 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029
Table 59 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029
Table 60 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
Table 61 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2024-2029
Table 62 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2024-2029
Table 63 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2024-2029
Table 64 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

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SOURCES

Summary 2 - Research Sources

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