

MARKET REPORT



Online Retail in Germany

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Online Retail in Germany

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Online Retail in Germany

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Summary

Online Retail in Germany industry profile provides top-line qualitative and quantitative summary information including: market size (value 2014-18, and forecast to 2023). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The Online Retail market includes all sales within each category listed below, provided they take place over the internet, where the payment does not occur in-store on a later occasion. Data is included irrespective of whether the vendor is a pure-play internet company or the online offering of a bricks and mortar retailer.
- The German online retail sector generated total revenues of \$55.7bn in 2018, representing a compound annual growth rate (CAGR) of 12.7% between 2014 and 2018.
- The apparel retail segment was the sector's most lucrative in 2018, with total revenues of \$17.3bn, equivalent to 31% of the sector's overall value.
- Growth of the German sector is largely attributed to the rapid growth of M-commerce, which is in line with the rising adoption of mobile internet devices.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the online retail market in Germany
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the online retail market in Germany
- Leading company profiles reveal details of key online retail market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Germany online retail market with five year forecasts

Reasons to Buy

- What was the size of the Germany online retail market by value in 2018?
- What will be the size of the Germany online retail market in 2023?
- What factors are affecting the strength of competition in the Germany online retail market?
- How has the market performed over the last five years?
- What are the main segments that make up Germany's online retail market?

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Table Of Contents for Online Retail in Germany

- Table of Contents1 Executive Summary1.1. Market value1.2. Market value forecast1.3. Category segmentation1.4. Geography segmentation1.5. Market rivalry1.6. Competitive Landscape2 Market Overview2.1. Market definition2.2. Market analysis3 Market Data3.1. Market value4 Market Segmentation4.1. Category segmentation4.2. Geography segmentation4.3. Market distribution5 Market Outlook5.1. Market value forecast6 Five Forces Analysis6.1. Summary6.2. Buyer power6.3. Supplier power6.4. New entrants6.5. Threat of substitutes6.6. Degree of rivalry7 Competitive Landscape7.1. Who are the leading players?7.2. What strategies do the leading players follow?7.3. Who are the main challengers to the incumbents?7.4. What is the rationale for the recent M&A activity?8 Company Profiles8.1. Amazon.com, Inc.8.2. Zalando SE8.3. MediaMarktSaturn Retail Group8.4. Lidl Dienstleistung GmbH & Co KG8.5. notebooksbilliger.de AG8.6. Otto GmbH & Co KG9 Macroeconomic Indicators9.1. Country data10 Appendix10.1. Methodology10.2. Industry associations10.3. Related MarketLine research10.4. About MarketLine

List Of Tables in Online Retail in Germany

List of Tables

Table 1: Germany online retail sector value: \$ billion, 2014-18

Table 2: Germany online retail sector category segmentation: \$ billion, 2018

Table 3: Germany online retail sector geography segmentation: \$ billion, 2018

Table 4: Germany online retail sector distribution: % share, by value, 2018

Table 5: Germany online retail sector value forecast: \$ billion, 2018-23

Table 6: Amazon.com, Inc.: key facts

Table 7: Amazon.com, Inc.: Annual Financial Ratios

Table 8: Amazon.com, Inc.: Key Employees

Table 9: Zalando SE: key facts

Table 10: Zalando SE: Annual Financial Ratios

Table 11: Zalando SE: Key Employees

Table 12: MediaMarktSaturn Retail Group: key facts

Table 13: MediaMarktSaturn Retail Group: Key Employees

Table 14: Lidl Dienstleistung GmbH & Co KG: key facts

Table 15: Lidl Dienstleistung GmbH & Co KG: Key Employees

Table 16: notebooksbilliger.de AG: key facts

Table 17: notebooksbilliger.de AG: Key Employees

Table 18: Otto GmbH & Co KG: key facts

Table 19: Otto GmbH & Co KG: Key Employees

Table 20: Germany size of population (million), 2014-18

Table 21: Germany gdp (constant 2005 prices, \$ billion), 2014-18

Table 22: Germany gdp (current prices, \$ billion), 2014-18

Table 23: Germany inflation, 2014-18

Table 24: Germany consumer price index (absolute), 2014-18

Table 25: Germany exchange rate, 2014-18

List Of Figures, Charts and Diagrams in Online Retail in Germany

List of Figures

Figure 1: Germany online retail sector value: \$ billion, 2014-18

Figure 2: Germany online retail sector category segmentation: % share, by value, 2018

Figure 3: Germany online retail sector geography segmentation: % share, by value, 2018

Figure 4: Germany online retail sector distribution: % share, by value, 2018

Figure 5: Germany online retail sector value forecast: \$ billion, 2018-23

Figure 6: Forces driving competition in the online retail sector in Germany, 2018

Figure 7: Drivers of buyer power in the online retail sector in Germany, 2018

Figure 8: Drivers of supplier power in the online retail sector in Germany, 2018

Figure 9: Factors influencing the likelihood of new entrants in the online retail sector in Germany, 2018

Figure 10: Factors influencing the threat of substitutes in the online retail sector in Germany, 2018

Figure 11: Drivers of degree of rivalry in the online retail sector in Germany, 2018

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