Beauty and Personal Care Retailing - Germany - January 2018

Report Price: £995.00 | $1343.55 | €1119.77

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"There is growing pressure on the market leaders in beauty and personal care retailing in Germany. Online is growing, with Amazon an increasingly important player. There are newcomers in the specialist cosmetics and perfumery sectors. We think that some of the market leaders are already showing signs of this increased pressure."
– Richard Perks, Director of Retail Research

This report looks at the following areas:

Drugstores dominate the beauty market in Germany. Online is growing fast with Amazon a long way ahead among the pureplayers. The specialist drugstores have outperformed the retail sector as a whole since 2013, the year after Schlecker closed down, and we think that partly reflects a recovery of Schlecker's market share.

But in 2017 the specialists lost share of all retail sales and we are concerned that the weakness reflects the problems of maturity allied to a number of newcomers in addition to the rise of Amazon. So we are cautious about the prospects for the drugstore sector and we feel that some of the market leaders may already be showing signs of the pressure.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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