

Footwear Retailing - Germany - April 2017

Report Price: £995.00 | \$1236.29 | €1164.25

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“The footwear specialists dominate the market in Germany, and grew well ahead of spending on footwear in 2016. Those that have recognised the need to digitise their business have performed particularly well, however there is still much to be done by the specialists to tap into the rising demand for footwear online.”

– **Alice Goody, Retail Analyst**

This report looks at the following areas:

- Which retailers had been used for footwear shopping, in-store and online
- Agreement with a variety of attitude statements towards shopping for footwear

Consumer spending on footwear picked up in 2016, growing by 3.1% to €13.1 billion. Against this backdrop, the footwear specialists outperformed the market, growing by 7.0%. Market leader Deichmann has seen particularly strong growth, gaining market share despite its relative maturity.

The biggest challenge for the specialists comes in the form of the pureplays and the young fashion retailers, which have been successful in capturing the spending of young consumers – the biggest footwear buyers.

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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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Table of Contents

Overview

What you need to know
Areas covered in this report

Executive Summary

The market
Spending and inflation
Figure 1: Germany: Consumer spending on footwear (incl. VAT), 2012-16
Figure 2: Germany: Consumer prices, annual % change, July 2015 –January 2017
Figure 3: Germany: Consumer spending on footwear (inc VAT) by segment, 2015
Channels of distribution
Figure 4: Germany: Estimated channels of distribution for footwear spending, 2016
Sector size and forecast
Figure 5: Germany: Footwear specialists' sales growth, excl VAT, 2012-16
Leading players
Key metrics
Market shares
Figure 6: Germany: Leading specialist footwear retailers: Shares of specialist footwear retailers' sales, 2014-16
Online
The consumer
Where and how they shop for footwear
Figure 7: Germany: Where they shop for footwear, in-store or online, February 2017
Attitudes to shopping for footwear
Figure 8: Germany: Attitudes to shopping for footwear, February 2017
What we think

Issues and Insights

Footwear specialists outshine the market
The facts
The implications
Amazon and the pureplays pose the greatest competition
The facts
The implications

The Market – What You Need to Know

Footwear spending picks up in 2016
Pureplays grow their share of spending
Clothing specialists lose share
Specialists outperform the market

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Market Size

Solid economic performance

Footwear spending grows ahead of clothing

Figure 9: Germany: Consumer spending on footwear and clothing (incl. VAT), 2012-16

Inflation

Figure 10: Germany: Consumer prices, annual % change, 2012-16

Figure 11: Germany: Consumer prices, annual % change, July 2015 –January 2017

Market Segmentation

Figure 12: Germany: Consumer spending on footwear (inc VAT) by segment, 2015

Channels of Distribution

Specialists dominate the market

Figure 13: Germany: Estimated channels of distribution for footwear spending, 2016

Sector Size and Forecast

Footwear specialists' sales growth accelerates

Figure 14: Germany: Footwear specialists' sales, excl VAT, 2012-16

Figure 15: Germany: Footwear specialists' sales, Forecasts, excl VAT, 2017-21

Leading Players – What You Need to Know

Specialists invest in multichannel developments

Deichmann the market leader

Rising demand for footwear online

Otto the biggest retailer for shoes online

Leading Players

Deichmann surging ahead

Görtz implements restructuring and refurbishments

Foot Locker failing to keep pace

Consolidation

Polish discounter CCC gains foothold

Figure 16: Germany: Leading specialist footwear retailers, Sales, 2014-16

Figure 17: Germany: Leading specialist footwear retailers, Outlet numbers, 2014-16

Figure 18: Germany: Leading specialist footwear retailers, Sales per outlet, 2014-16

Market Shares

Figure 19: Germany: Leading specialist footwear retailers: Shares of specialist footwear retailers' sales, 2014-16

Online

Online activity and device usage

Shopping online

Figure 20: Germany: Percentage buying online in last 12 months, 2011-16

Online sales

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Report Price: £995.00 | \$1236.29 | €1164.25

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Figure 21: Germany: Online sales of clothing and footwear, incl. VAT, 2014-16

Leading online players

Figure 22: Germany: Leading online footwear retailers, 2015-16

The Consumer – What You Need to Know

Close to nine in ten buy footwear

Specialists the preferred retailer

Amazon comes second to only the specialists

Comfort and quality over fashion and price

Unseasonal weather hampers German shoe spending

Who Shops for Footwear

Figure 23: Germany: Who has bought footwear for themselves over the last 12 months, by gender and age, February 2017

Young men the most likely to buy shoes online

Figure 24: Germany: Who has bought footwear for themselves over the last 12 months, in-store or online, by gender and age, February 2017

Where They Shop for Footwear

Specialist footwear retailers dominate

Figure 25: Germany: Where they shop for footwear, net in-store or online, February 2017

Amazon is the top online retailer

Figure 26: Germany: Where they shop for footwear, in-store or online, February 2017

Figure 27: Germany: Where young shoppers buy footwear online, February 2017

Non-specialists hold most appeal among the young

Independent shoe stores attract an older demographic

Figure 28: Germany: Profile of those who had bought footwear in-store or online, by type of retailer used, February 2017

Attitudes to Shopping for Footwear

Comfort and quality over fashion and price

Figure 29: Germany: Attitudes to shopping for footwear, February 2017

Made in Germany lacks esteem

Finding a solution to fit

Unseasonal weather hampers German shoe spending

Figure 30: Germany: Attitudes to shopping for footwear, February 2017

Supermarket shoppers value comfort and low prices

Figure 31: Germany: Attitudes to shopping for footwear, crossed by where they shop for footwear net online and in-store, February 2017

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Data sources

C&J Clark

What we think

Clarks brand still strong but needs to shift perceptions

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- Slow to latch on to Athleisure growth
- A need to build a multichannel business
- Reorganising to improve efficiency
- Moving towards more structured promotional periods
- Company background
- Company performance
 - Figure 32: C&J Clark (UK): group financial performance, 2012/13-2016/17
 - Figure 33: C&J Clark (UK): outlet data, 2012/13-2016/17
 - Figure 34: C&J Clark: European stores outside UK & RoI, April 2017
- Retail offering

Deichmann Schuh

- What we think
- Rack concept helps Deichmann stand out
- Diversifying the brand portfolio
- Expanding geographically
- Omnichannel outlets merge shops and online
- Ship2Home responds to customer disappointment
- Ellie Goulding collection taps into celebrity interest
- Where now?
- Company background
- Company performance
 - Figure 35: Deichmann Schuh: group financial performance, 2012-16
 - Figure 36: Deichmann Schuh: outlet data, 2012-16
- Retail offering

Ludwig Görtz

- What we think
- Lack of profitability hurts ability to invest
- An opportunity for differentiation?
- Exclusive brands potential
- Where now?
- Company background
- Company performance
 - Figure 37: Ludwig Görtz: group financial performance, 2011-15
 - Figure 38: Ludwig Görtz: outlet data, 2011-15
- Retail offering

Schuh

- What we think
- Focusing on fashion

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Investing in technology

Where now?

Company background

Company performance

Figure 39: Schuh (UK): group* financial performance, 2012/13-2016/17

Figure 40: Schuh (UK): outlet data, 2012/13-2016/17

Retail offering

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