

## 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?

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