

# Germany Health & Beauty Market 2017- German's Spending on Health Beauty Will Grow By 2.0% CAGR to €56.79 Billion By 2021

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## SUMMARY

WiseGuyReports published new report, titled "Health & Beauty Retailing in Germany, Market Shares, Summary and Forecasts".

Health & Beauty Retailing in Germany, Market Shares, Summary and Forecasts to 2021" provides data for historic and forecast retail sales, and also includes information on the business environment and country risk related to German retail environment. In addition, it analyzes the key consumer trends influencing German health and beauty industry.

German's spending on health beauty will grow by 2.0% CAGR to €56.79 billion by 2021. As the population ages, and all consumers become more health conscious, the health segment is growing much faster than beauty. In beauty the development of low priced beauty, skincare and cosmetic products is giving consumers more choice at lower prices, keeping growth down. Online remains as the fastest growing channel with the availability of wide range of beauty products online, however, specialist retailers dominate the sector; dm and Rossmann lead the market with 27.5% share.

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What else does this report offer?

- In-depth analysis of the latest trends in consumer shopping, covering the factors driving shopping, consumer insights, market dynamics (covering 26 product categories),
  - The report also details major retailers in each category group with their product proposition analysis and market positioning in 2016 along with recent key developments
  - Market insights based on consumer trends, changing economic and demographic factors, technology innovations, and other macroeconomic factors
  - Qualitative and quantitative insights of changing retail dynamics across various channels
- Scope
- German's spending on health beauty will grow by 2.0% CAGR to €56.79 billion by 2021.
  - Online remains as the fastest growing channel with CAGR of 12.3% over the five year period
  - dm and Rossmann lead the market with an estimated market share of 27.5%

Key points to buy



- Gain a comprehensive knowledge on health and beauty sector in the German retail market and develop a competitive advantage from the start of your supply chain
- Investigate current and forecast behavior trends in health and beauty category to identify the best opportunities to exploit
- Analysis of key international and domestic players operating in the health and beauty market
- Explore novel opportunities that will allow you to align your product offerings and strategies to meet demand by analyzing the vital economic and population trends, key consumer and technology trends influencing the health and beauty market

## Table of Contents

Key Findings  
The State of the Nation  
The State of Retail  
Health & Beauty  
Methodology  
Appendix

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## About Us

Wise Guy Reports is part of the Wise Guy Research Consultants Pvt. Ltd. and offers premium progressive statistical surveying, market research reports, analysis & forecast data for industries and governments around the globe.

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