

# Retailing in Germany Market 2017-Facilitate Decision-Making Based on Strong Historic and Forecast Data

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## SUMMARY

WiseGuyReports published new report, titled "Service Station Retailing in Germany".

"Service Station Retailing in Germany 2017", a Sector Report by provides an executive-level overview of the German service station market today, with values and volumes up to 2017. It delivers quantitative and qualitative insight into the fuel market, based on in depth interviews with major fuel operators across Europe and proprietary data from service station retail databases. It provides: National Fuel Volumes (2012 to 2022e) and Values. Breakdown of the top five fuel retailers shop, car wash, company owned, motorway and unmanned sites. Company Fuel Volumes, Values and Market Shares. Major competitor analysis by country.



Retailing in Germany

Total fuel consumption in Germany increased by 1.8% in 2016 compared to the previous year. Aral has the largest service station network, at 2,335 sites, amounting to 16.2% of the national network. The total number of service stations with a car wash in Germany increased by 0.4% to 10,344 sites. The total number of service stations with a shop marginally increased by 1.1% to 13,141 sites.

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## Scope

- Total fuel consumption in Germany increased by 1.8% in 2016 compared to the previous year.
- Aral has the largest service station network, at 2,335 sites, amounting to 16.2% of the national network.
- The total number of service stations with a car wash in Germany increased by 0.4% to 10,344 sites.
- The total number of service stations with a shop marginally increased by 1.1% to 13,141 sites.

## Key points to buy

- Identify who are the top five players in Germany and how many fuel outlets, motorway & unmanned

sites, shops & car wash they have.

- Plan effect market strategies by uncovering market share and average fuel throughput per site of the top five players in the market.
- Understand how the service station network evolving and which players are opening new outlets as well as incresing forecourt shops and car washes.
- Identify what strategies the key players have across their fuel and non- fuel offerings in terms of products sold, branding, promotions, partnerships and suppliers used.

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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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