

Germany France and Italy Catalogue Market Expected to Reach USD 30,303 Million by 2032, at CAGR of 20.8% - AMR

Growth in digitization and growing awareness to reduce the usage of paper based products as compared to digital experience significant growth.

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/EINPresswire.com/ -- Allied Market Research published a new report, titled, " The [Germany France and Italy Catalogue Market](#) Expected to Reach USD 30,303 Million by 2032, at CAGR of 20.8% - AMR." The report offers an extensive analysis of key growth

strategies, drivers, opportunities, key segment, Porter's Five Forces analysis, and competitive landscape. This study is a helpful source of information for market players, investors, VPs, stakeholders, and new entrants to gain thorough understanding of the industry and determine steps to be taken to gain competitive advantage.

The Germany, France and Italy catalogue market was valued at USD 4,611 million in 2022, and is projected to reach USD 30,303 million by 2032, registering a CAGR of 20.8% from 2023 to 2032.

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Rise in penetration of smartphones coupled with strong internet access in Germany, France, and Italy and surge in need to enhance customer experience & satisfaction. In addition, an increase in the use of catalogue marketing strategies in the retail & e-commerce sector has fostered the growth of the market. Increase in demand for digital catalogue marketing & advertising strategies in small & medium enterprises (SMEs) is projected to be opportunistic for the growth of the Germany, France, and Italy catalogue market.

The Germany, France, and Italy catalogue market is segmented into type, industry vertical, and



country. Depending on type, the market is categorized into digital and print or paper. On the basis of industry vertical, it is fragmented into retail & e-commerce, FMCG, and others. Country wise, it is analyzed across Germany, France, and Italy.

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On the basis of type, the print or paper segment dominated the catalogue market in 2022 and is expected to maintain its dominance in the upcoming years. A printed catalogue is an important element of the sales and marketing team. It has all the vital information about products or services, influences buying decisions of consumers, and provides maximum percentage of success ratio. In addition, due to rapid digitalization, customers are being bombarded with massive information about several products & services online, which they tend to ignore most of the time. However, the printed catalogue gives the exact information required for customers, which fosters the demand for print and paper.

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The key players profiled in the Germany, France, and Italy catalogue market analysis are Aldi, Auchan, Carrefour, Conad, Coop, Bonial, E.Leclerc, Esselunga SpA, Lidl, METRO AG, Offerista group GmbH, Rewe, Selex group, Shopfully, Tiendeo, and Végé. These players have adopted various strategies to increase their market penetration and strengthen their position in the industry.

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Key Findings of the Study

□ By type, the paper or print segment accounted for the largest Germany France and Italy catalogue market share in 2022.

□ Country, Germany generated the highest revenue in 2021.

□ On the basis of industry vertical, the retail and e-commerce segment generated the highest revenue in 2022.

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Lastly, this report provides market intelligence most comprehensively. The report structure has been kept such that it offers maximum business value. It provides critical insights into the market dynamics and will enable strategic decision-making for the existing market players as well as those willing to enter the market.

About Us:

Allied Market Research (AMR) is a market research and business-consulting firm of Allied Analytics LLP, based in Portland, Oregon. AMR offers market research reports, business solutions, consulting services, and insights on markets across 11 industry verticals. Adopting extensive research methodologies, AMR is instrumental in helping its clients to make strategic business decisions and achieve sustainable growth in their market domains. We are equipped with skilled analysts and experts and have a wide experience of working with many Fortune 500 companies and small & medium enterprises.

Pawan Kumar, the CEO of Allied Market Research, is leading the organization toward providing high-quality data and insights. We are in professional corporate relations with various companies. This helps us dig out market data that helps us generate accurate research data tables and confirm utmost accuracy in our market forecasting. Every data company in the domain is concerned. Our secondary data procurement methodology includes deep presented in the reports published by us is extracted through primary interviews with top officials from leading online and offline research and discussion with knowledgeable professionals and analysts in the industry.

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