

German Retail Federation Brief profile

Berlin, February 2017

The German Retail Federation – HDE

Retailers voice in Berlin

- represents the retail industry in Germany
- over 100.000 members (all sizes and sectors)
- the voice of the sector vis-à-vis national and EU-level politics, other business sectors, the media and the public
- active member of more than 60 national and international organisations

The German Retail Federation – HDE Retailers voice in Brussels



The German Retail Sector

Third largest economic sector

- 482,2 Billion Euro annual turnover
- 50 million customers per day
- 3 million employees
- 150,000 trainees

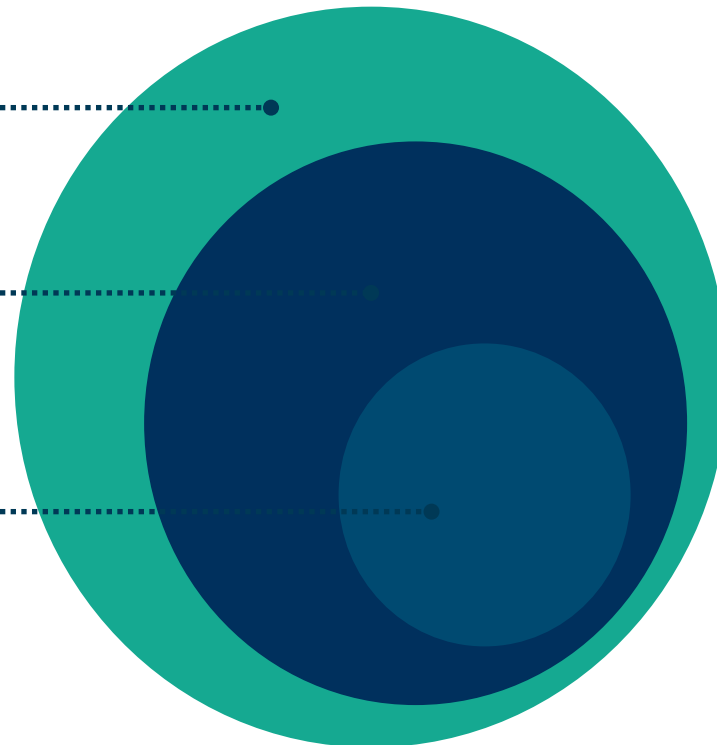
The German Retail Sector Driver for domestic growth



GDP
3.025,9 billion Euro

Privat Consumption
1.633,4 billion Euro
GDP share : 54%

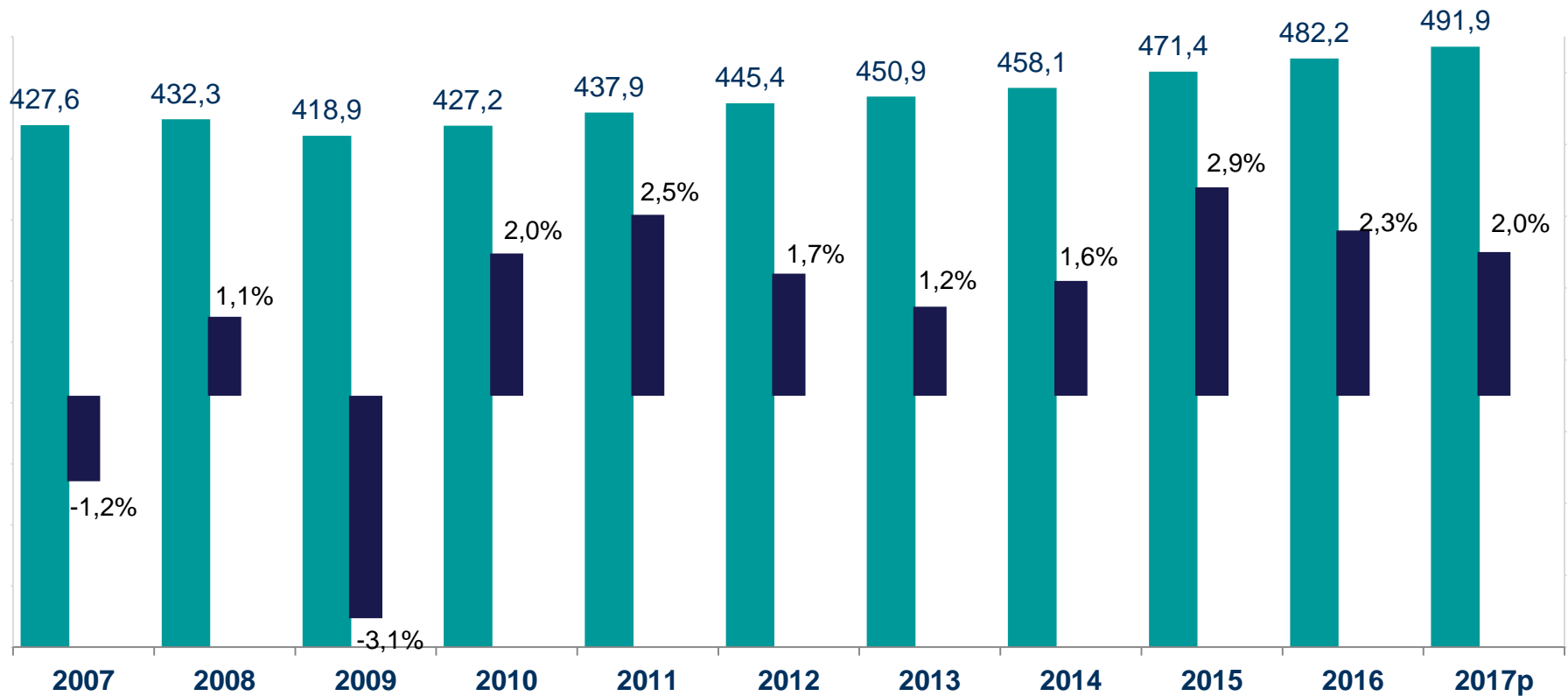
Retail Sales
482,2 billion Euro
GDP share : 15,7%



The German Retail Sector

Steadily growing annual revenues

Billion Euro
nominal change to previous year



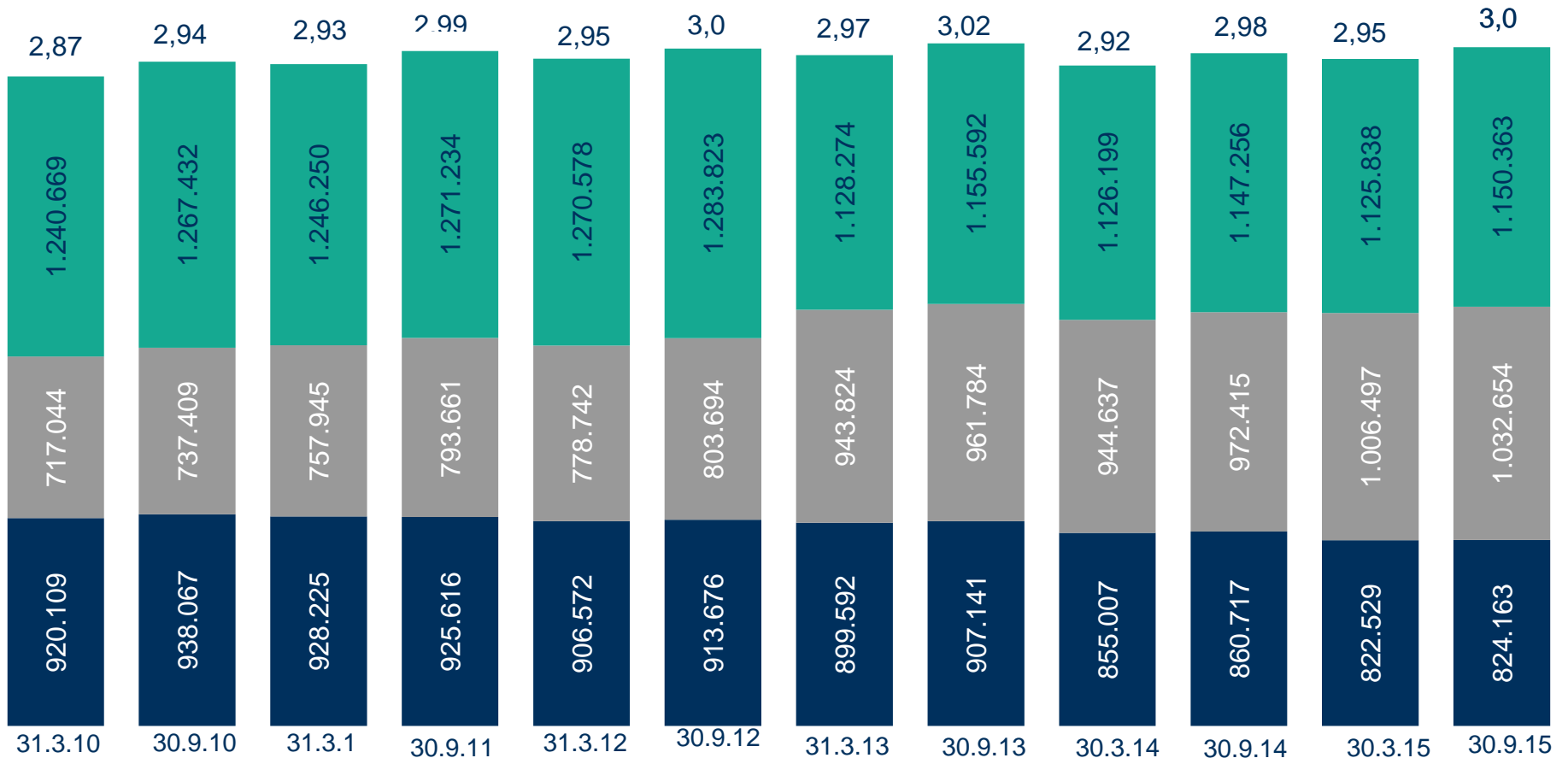
The German Retail Sector ...creates jobs

total in millions:

■ minor employment *

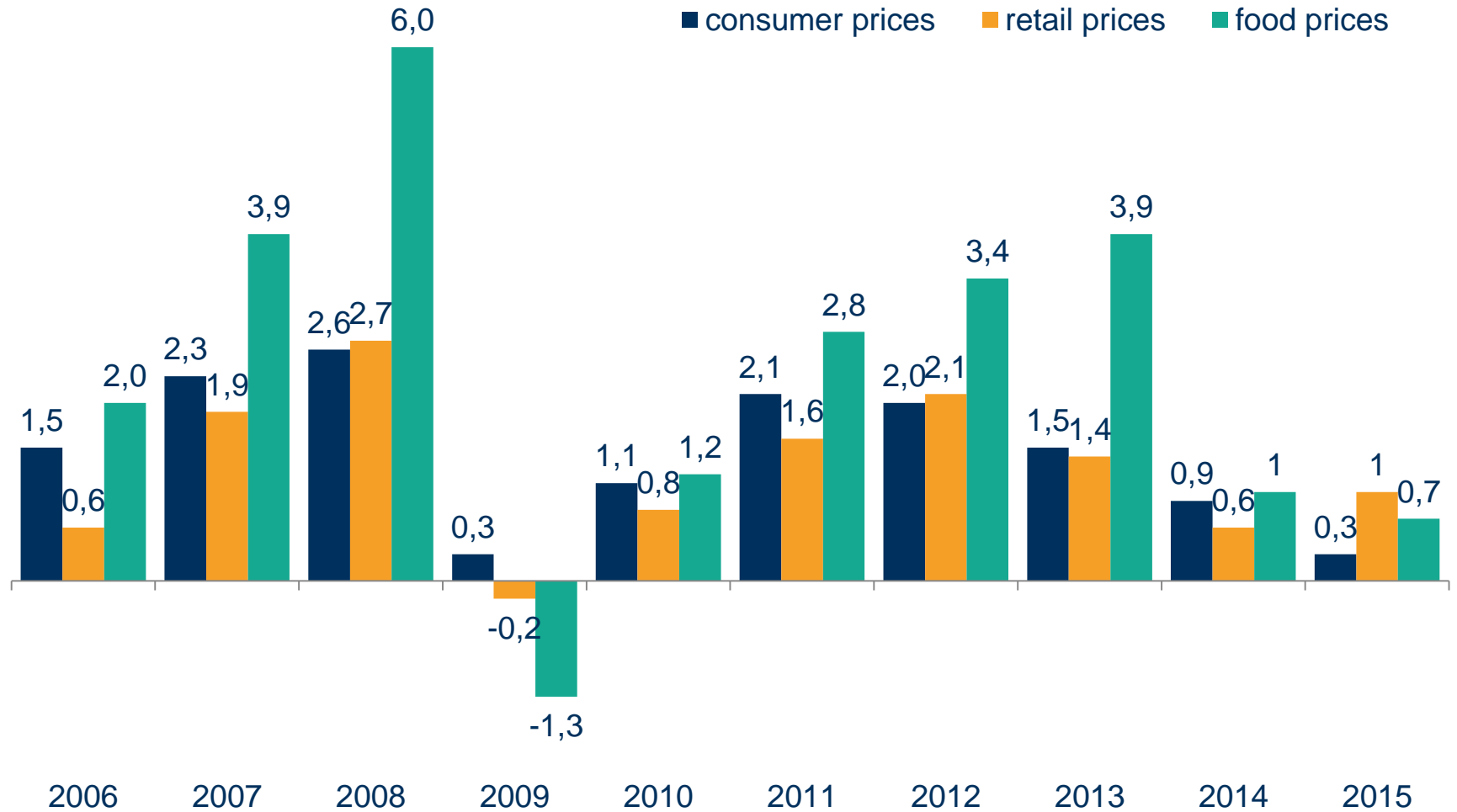
■ Part-Time*

■ Full-Time*



The German Retail Sector

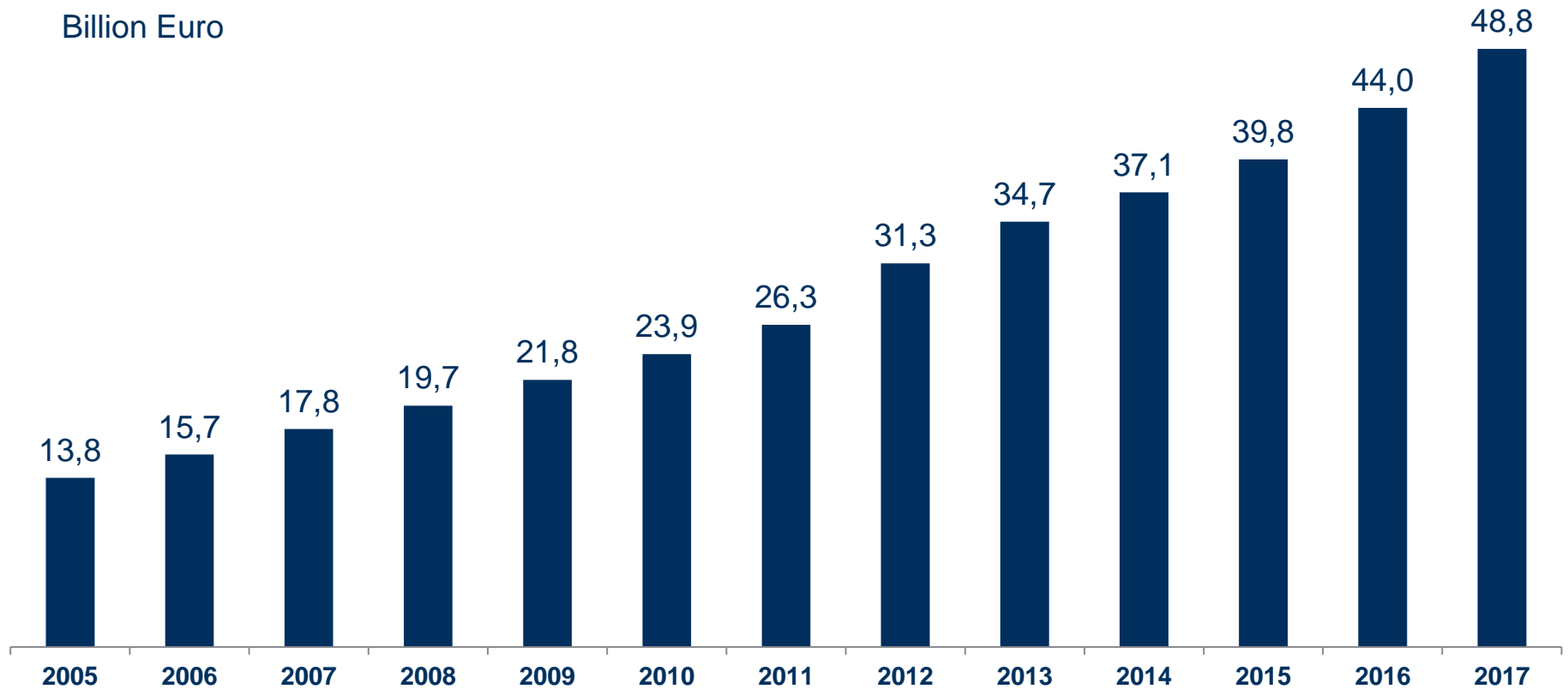
Prices: Consumer-friendly development



The German Retail Sector

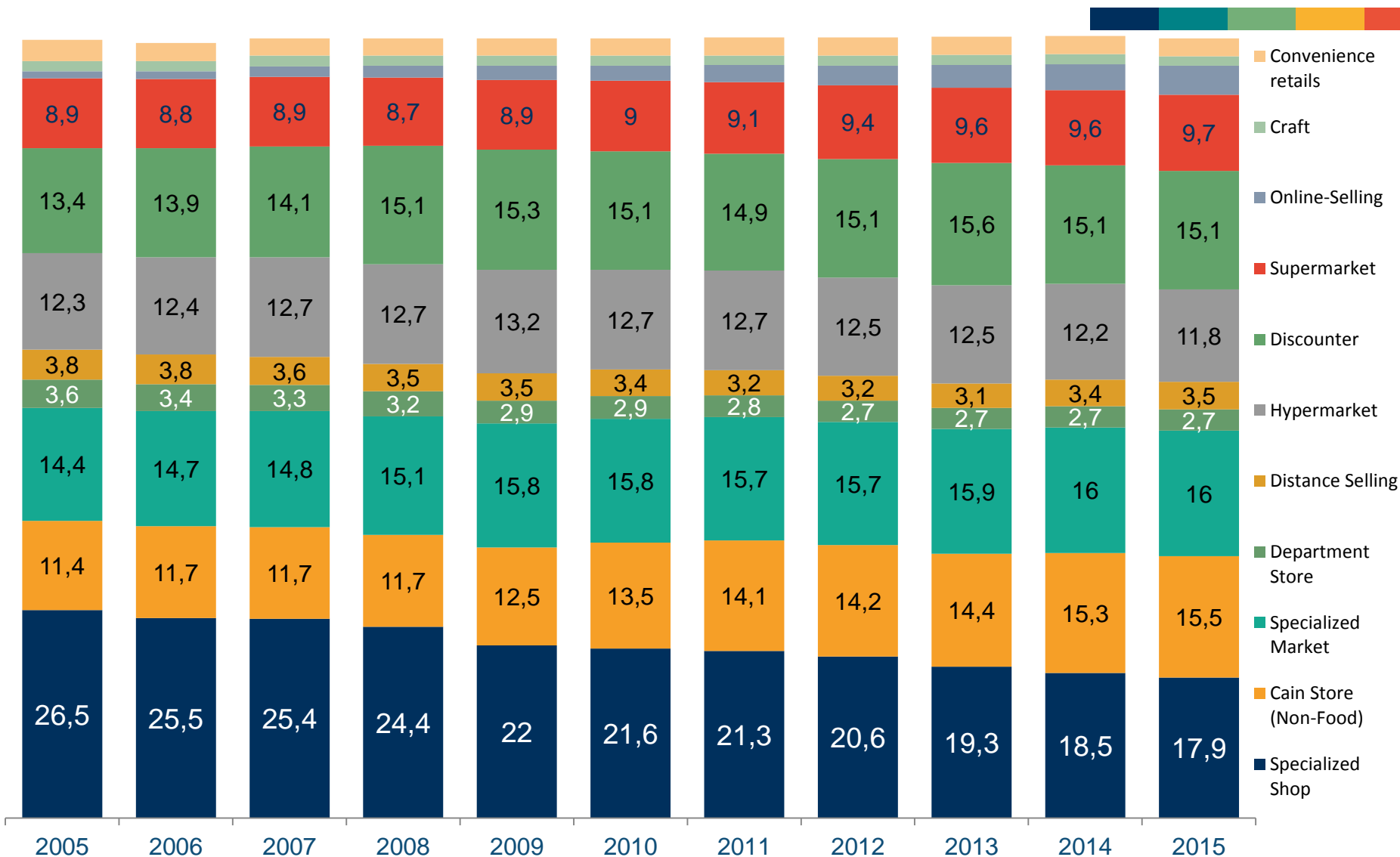
E-Commerce: Rapidly growing market

Billion Euro



The German Retail Sector

E-Commerce: Rapidly growing market



Berlin

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