business development germany

CONSUMER GOODS IN GERMANY

BDG Industrial Solutions

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CONSUMER GOODS IN GERMANY
AN INDUSTRY OVERVIEW

The Industry in Numbers

A population of 83,5 million of the world's wealthiest consumers make Germany the largest consumer goods market in Europe. Recent years have shown a continuing positive development for the market. In 2020, the country's purchasing power rose to a record level of 1,973.0 bn EUR, a 3.42% increase compared to the provious year and the largest increase for over two decades. Expert analysts predict a continuous positive trend for the industry.

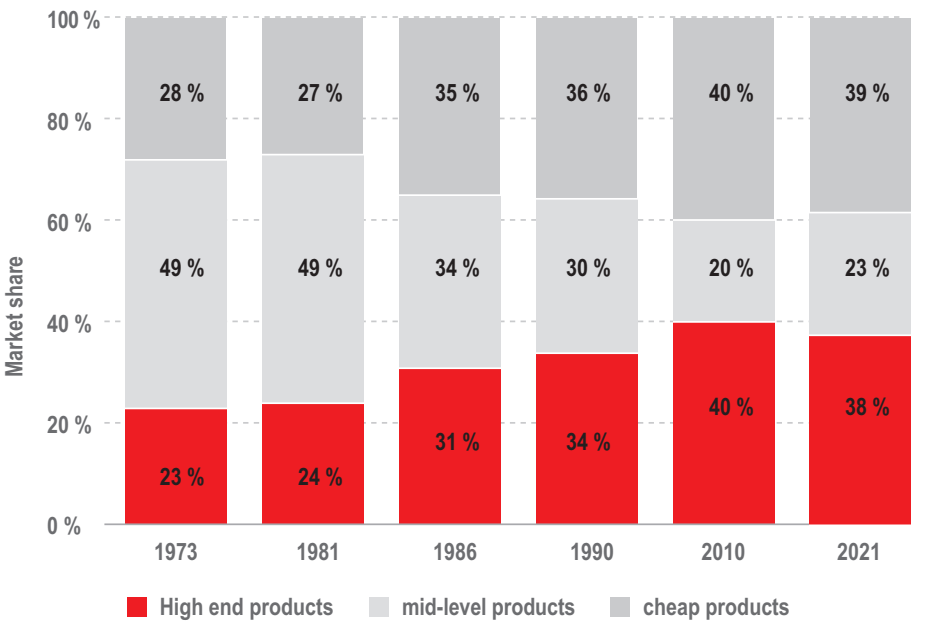
Market Summary

The consumer goods market in Germany is intensely competitive. Yet, the country's affluent consumers and the stable growth of the domestic spending power create great market opportunities. Germany's excellent infrastructure and its location provide easy access to other European markets.

Market Trends and Opportunities

German consumers follow a value-for-price-concept. Thus, the industry faces a higher demand for luxury as well as no-name products across all product segments. Generation 50+ consumers are the most attractive target group for the consumer goods market as they represent the largest and most affluent consumer group. They are in particular quality-conscious and thus are willing to buy quality products in the high price segment.

Turnover of product categories in the German consumer market:



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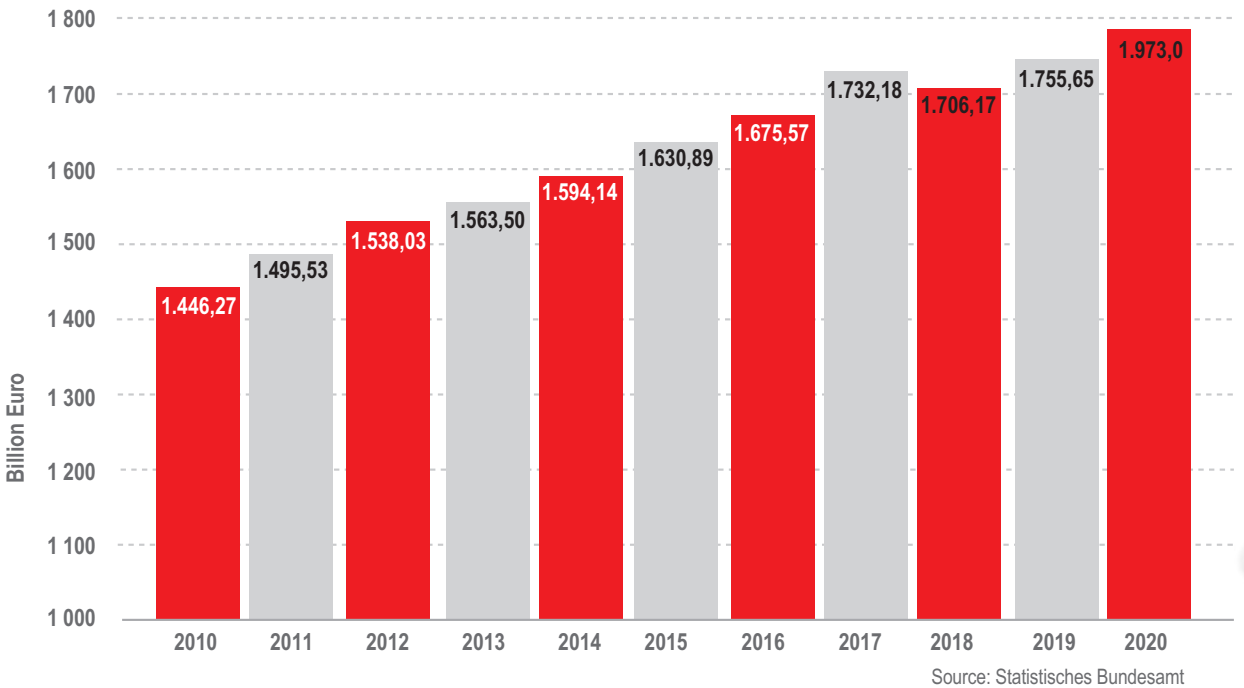
CURRENT MARKET TRENDS

Household total consumption expenditure in Germany (bn EUR) 2010-2021



Source: Statistisches Bundesamt

The increase in total expenditure shows the strength of the German market. This is however also a risk for a company that is interested in entering into Germany; you are not alone!
Therefore it is crucial to thoroughly prepare the entry process and to find the right partners and distributors.

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FINDING THE RIGHT DISTRIBUTORS

Our team has many years of experience, when it comes to finding suitable distributors and sales-partners within the consumer market. We work according to a success-proven basic concept, the BDG-distributor-search®:

1. Criteria

- Preparation
- Initial interview
- Clarification on frame-conditions
- Definition of search profile
- Business deal
- Review of existing material

2. Handout

- Creation of a suitable communication and presentation tool in German
- Translation
- Used for initial contacting

3. Research

- Databases
- Organisations
- Desktop research
- Check of websites
- Financial data
- Creation of the longlist
- Prioritisation

4. Contacting

- Phoning
- E-Mails
- Generation of interest in products of client
- Pre-negotiations
- Meetings
- Reporting
- Sending out product samples

5. Shortlist

- Presentation of shortlist with interested candidates
- Gathering additional information about the company
- Basis for meetings and negotiations

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WHY BDG INDUSTRIAL SOLUTIONS?

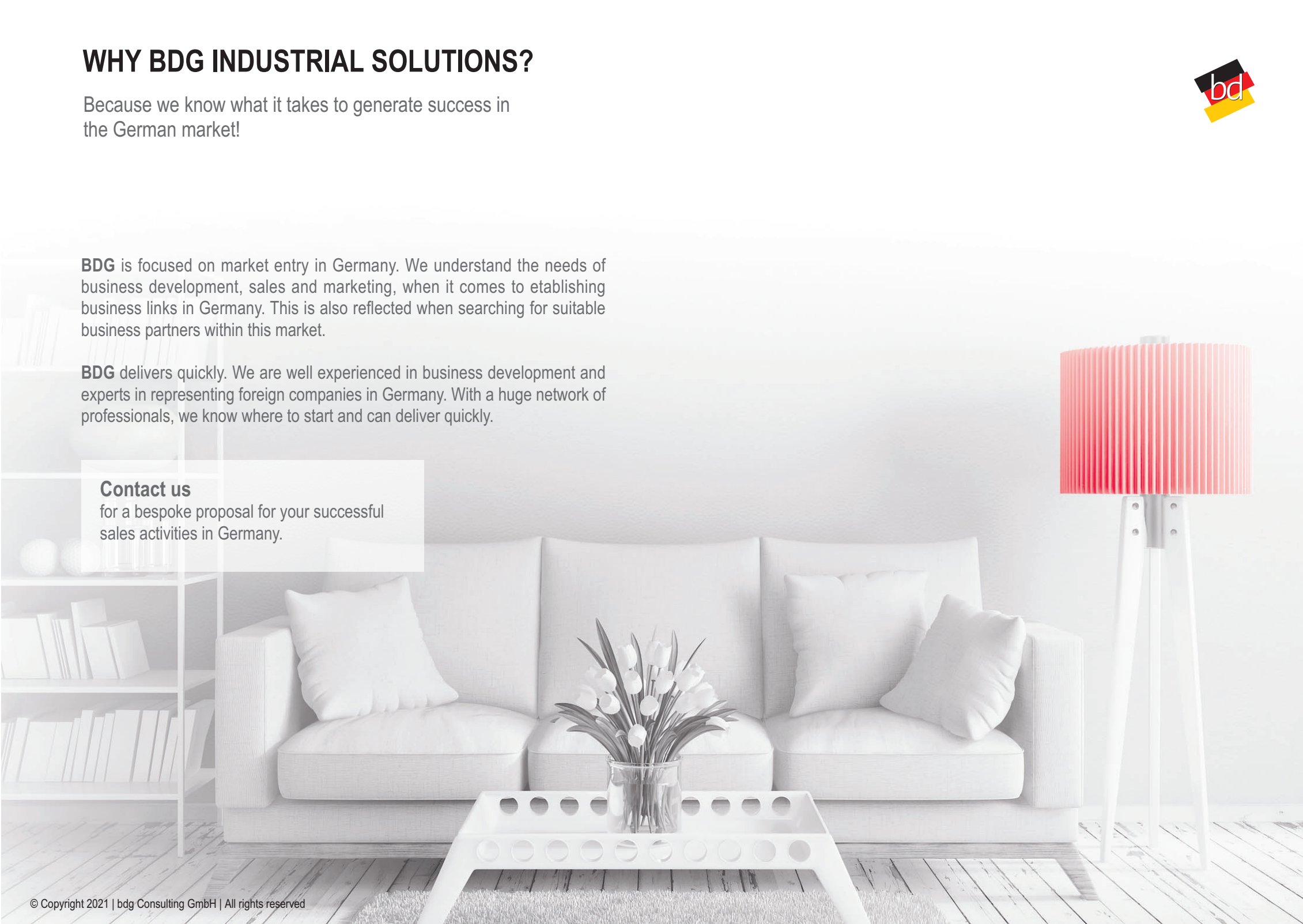
Because we know what it takes to generate success in the German market!

BDG is focused on market entry in Germany. We understand the needs of business development, sales and marketing, when it comes to etablishing business links in Germany. This is also reflected when searching for suitable business partners within this market.

BDG delivers quickly. We are well experienced in business development and experts in representing foreign companies in Germany. With a huge network of professionals, we know where to start and can deliver quickly.

Contact us

for a bespoke proposal for your successful sales activities in Germany.



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WE SUPPORT

Since 2018 bdg Consulting GmbH has been committed to the UN Global Compact corporate responsibility initiative and its principles in the areas of human rights, labour, the environment and anti-corruption.

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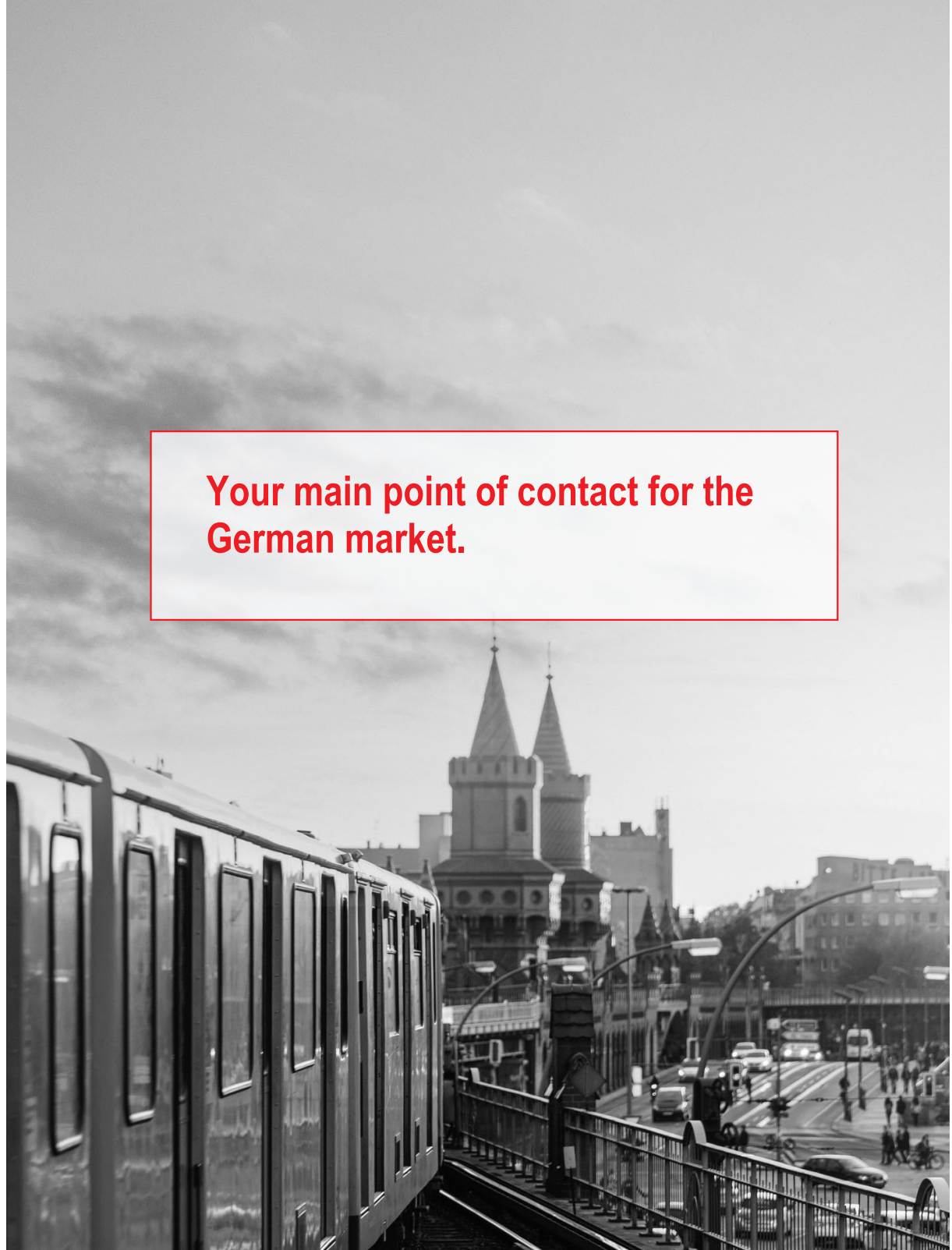
Your main point of contact for the German market.