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by Jeff Gibbs Germany

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Consumer Profile

Germany

Consumer Profile

According to Eurostat, in

2019, the median age of

the population was 46,

the third oldest

population in the world.

The population is aging,

since the median age was

44.3 years in 2010.

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Germany's population rose by 148,000 (+0.2%) in 2019.

Reaching the German consumer -

Santandertrade.com

A consumer

segmentation section in

the report breaks down

the Germany 's

consumers by specific

age groups, ranging from

babies and infants to

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Profile Germany pensioners; highlighting the factors that influence purchasing decisions and the products in greatest demand for each segment. Use the Consumer Lifestyle in Germany report to answer questions including:

Consumer Lifestyles in
Germany | Market
Research Report ...

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Understanding German

Consumers: A Cultural

Guide

JOIN THE DOTS

WHAT DOES IT

MEAN TO BE

GERMAN? Germany is

an individualist and a

highly decentralised

society (1). Germans

focus on their immediate

family as a priority and

have a strong belief in the

ideal of self-fulfilment,

drawing a lot of self-

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Profile Germany
esteem from intellect and
expertise.

Understanding German
Consumers: A Cultural
Guide

Consumer Spending in
Germany decreased to
374.09 EUR Billion in the
second quarter of 2020
from 419.94 EUR Billion
in the first quarter of
2020. Consumer
Spending in Germany

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Profile Germany
averaged 368.97 EUR
Billion from 1991 until
2020, reaching an all time
high of 430.92 EUR
Billion in the fourth
quarter of 2019 and a
record low of 311.49
EUR Billion in the third
quarter of 1991.

Germany Consumer
Spending | 1991-2020
Data | 2021-2022 ...
consumer profile

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Profile According to Eurostat, in 2019, the median age of the population was 46, the third oldest population in the world. The population is aging, since the median age was 44.3 years in 2010. Germany's population rose by 148,000 (+0.2%) in 2019. Reaching the German consumer -

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Profile Germany
Consumer ...

Consumer Profile
Germany -
dbnspeechtherapy.co.za
StatistischesBundesamt|G
ermany General
information Capitalcity
Officiallanguage
Currency Berlin German
Euro Germany 349,360
France 547,557 km ²
Land area in relation to

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France Source: WB-WDI

Economy and finance

Grossdomesticproduct

(GDP),total GDP,

realchange GDP

percapita GDP percapita

bnUS\$ %since2000 US\$

internat.US\$ 3,863 +27

46,564 53,567

Country Profile

Germany - Statistisches

Bundesamt

Future shifts in customer

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preferences and consumer behavior require alignments to corporate strategy early on. A number of fundamental, consumer-relevant developments can be consolidated into five major trends. Our research identified these trends in the German consumer market, but we think the insights are

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relevant globally. 1.

What German consumers want tomorrow | McKinsey Market and Trade Profile Germany. Key insights

- Germany is Britain 's 3rd most important source market in terms of visits and 2nd most important for visitor spending.
- 52% of spending came from

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holiday trips in 2016. •
In 2016 the number of
business trips remained
more than 300,000 lower
than it was at its record-
level in 2006.

Market Profile Germany
- VisitBritain

Traveller Profile

Motivations for travel

German travellers choose
a destination based on
world class nature,

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Profile Germany

aquatic and coastal experiences and good food and wine. A destination must also satisfy the rational factors of safety and security and value for money. Where are they going?

CONSUMER PROFILE
GERMANY - Tourism
Australia
Santander Consumer
Bank AG is the 25th

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largest bank in Germany in terms of total assets. In 2018 its total assets were 43 047,86 mln EUR, providing the bank with the market share of 0.61%. In 2018 the bank's net income was 0,00 EUR.

Santander Consumer Bank AG (Germany) - Bank Profile
What is a Customer

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Profile? The golden rule for any business to reach the zenith of success is to know the interests, likes, dislikes and trends of the customers. A document that contains all such information including the buying patterns, demographic characteristics is called a customer profile, alias Customer Persona or Avatars.

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Customer Profile: 5

Examples of Ideal

Customer Profile ...

Verbraucherzentrale

Bundesverband (VZBV),

is a non governmental

organisation that acts as

an umbrella organisation

for 41 German consumer

associations. VZBV

represents the interests of

consumers vis-a-vis the

regulators, the private

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sector and civil society.

Its objective is to protect and empower consumers everywhere by means of lobbying and campaigning at the national and European levels, by taking collective legal action on behalf of consumers and by ensuring that all its actions receive ...

Federation of German

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Consumer Organisations (VZBV ...

Germany: Country
Profile. Sep 2020. The
economy will enter
recession in 2020.

Domestic activity will be
held back by the
temporary measures in
place to contain the
Coronavirus
(COVID-19), including
curfews and business
closures. Meanwhile,

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external demand will be
stifled by the global ...

Market Research

Germany - Euromonitor
International

According to some
studies, German
consumers are among the
most demanding in the
world. Some consumers
are willing to pay more
for a better quality
product. Consumer

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confidence is high (above the average for OECD countries) but has decreased in 2018.

Online shopping has become the norm in Germany and the country is Europe's largest online market .

Reaching the Consumers
in Germany -
AttijariTrade
Germany's adult

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population (18 years and older) nearly reached 70 million people at the end of 2018, with 40-to 59-year-olds making up the largest age group.

Germany: population by age | Statista

According to some studies, German consumers are among the most demanding in the world. Some consumers

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are willing to pay more for a better quality product. Consumer confidence is high (above the average for OECD countries) but has decreased in 2018. Online shopping has become the norm in Germany and the country is Europe's largest online market .

Reaching the Consumers

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AttijariTrade

Test out YouGov Profiles yourself with our Profiles LITE App currently available in the UK, US and Germany. This app showcases just a small selection of the power of the professional YouGov Profiles tool. For more information about YouGov Profiles in MENA, please contact

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Scott Booth, Head of
Profile Germany

Data Products

on +971 4 365 2736.

YouGov | Profiles

A consumer profile is a description of a customer, or a set of customers, based on the characteristics that they have in common. Using Market Segmentation to Create Consumer Profiles No matter how

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targeted your product,
there will be some
variations in your ideal
customers.

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0f29