

Germany - Largest apparel market in the European Union

Germany is Europe's largest importer of apparel with total imports worth of €41.8 billion in 2022, of which 44.8% were intra-EU imports and 55.1% are extra-EU imports. In the 2017-2022 5-year period, intra-EU imports grew by an average of 7.9% per year, while extra-EU imports increased by 4.6% (compared to an overall growth in imports of 6%). The significant increase in intra-EU imports highlights the growing trend of importing apparel from other European countries like Poland and the Netherlands.

Table 7: Apparel imports into Germany: value, volume, growth

2022 Imports in value (euro)	5-yr average annual growth (%)	2022 Imports in volume (units)	5-yr average annual growth (%)
€41.8 bn	6%	6.8 billion	2.14%

Source: Eurostat

Table 8: Apparel imports into Germany: major countries exporting into Germany

Major exporters (% share)
China (14.5%), Bangladesh (13.6%), Poland (12.5%), Netherlands (8.8%), Turkey (8%), Italy (5.3%)
Top developing countries exporting into Germany (% share)
China (14.5%), Bangladesh (13.6%), Turkey (8%), Vietnam (2.8%), Pakistan (2.6%), India (2.55%)

Source: Eurostat

Germany sources 54.1% of its imports from developing countries. China is the largest developing country exporting to Germany, although China's share decreased by 2.25% between 2017 and 2022. Poland has increased its share by 4.8% and is now the third-biggest exporter of apparel to Germany.

Germany is a country with strict and/or increasing sustainability and circularity requirements, driven by national legislation and policies. Some German legislation regarding harmful chemicals goes beyond [EU REACH](#) legislation. It also has its own social and environmental standard, the [Grüner Knopf](#) label, which is displayed on garments at the point of sale. Although investment in chemicals management and certification is required, in the years to come this will create opportunities for higher-quality and sustainable products in line with the overall segment trends.

According to [Statista](#), the German apparel market is expected to grow annually by 0.88% over the next four years.

Leading apparel brands in Germany include [Hugo Boss](#), [Adidas](#), [Escada](#), [Tom Tailor](#), [Jil Sander](#), [Joop!](#) and [PUMA](#).

Leading apparel retailers in the country include [Zalando](#), [C&A](#), [H&M](#), [Peek & Cloppenburg](#), [KiK](#), [New Yorker](#), [Takko](#), [S.Oliver](#) and others.