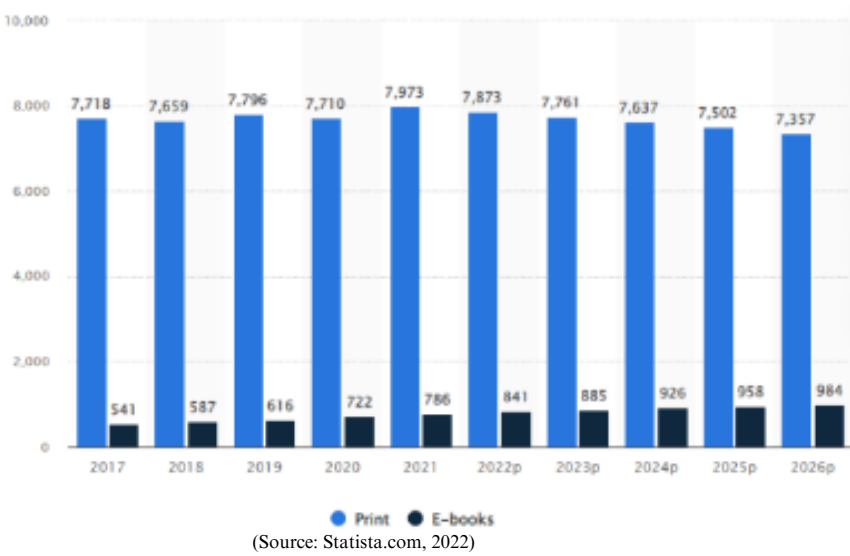


COMMERCIAL MARKET OUTLOOK (CMO) DASHBOARD

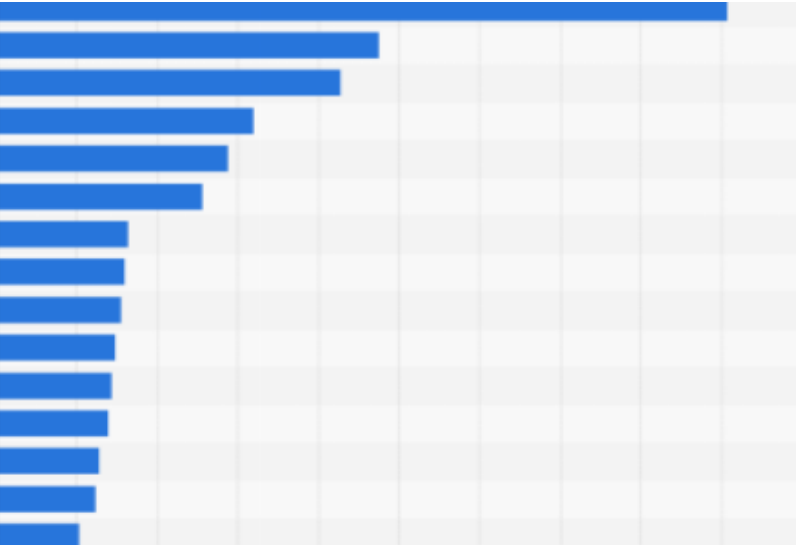
GERMANY

INDUSTRY OVERVIEW



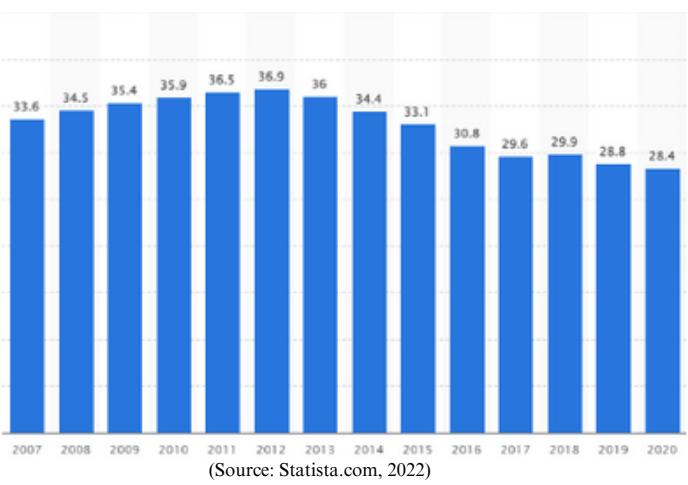
Considering the market expansion strategies for Bookish, the company can expand their market to Germany. It is essential to analyse the marketing trends in book and publication industry which is key to analysing the market. In 2021, German book market generated a revenue of 7.9 million euros from printed books and approximately 790 million euros from e-books (Statista.com, 2022). It is also observed that e-book sales have also increased in recent times.

SALES AND STORES



The German capital, Berlin has the highest number of bookstores in Germany. According to information retrieved in 2020, the number of bookstores in Berlin is 227. In the adjacent areas such as Bavaria and Hamburg, also have an increased number of bookstores 119 and 107 respectively (Statista.com, 2022). Therefore, it can be effective for Bookish to expand its business in this industry where the company has the scope to achieve profitability. In this regard, it is important for Bookish to consider the competition within the industry. There are a higher number of independent stores such as Thalia, Weltbild and Hugundubel in Germany that have a higher number of chains of stores in Germany.

CUSTOMER PERCEPTION



Developing forecasting is important for businesses to enhance customer perception which helps in understanding market situations and trends that are key in developing the overall forecast of the business. In Germany, there were approximately 28.4 million buyers in 2020 (Statista.com, 2022). This shows that in Germany there is positive scope for enhancing business for Bookish as there are inclined readers. However, in recent times due to digitalisation, it is observed that readers are preferring ebooks more than printed books. In 2021, more than 38 million ebooks were sold in the German book market (Statista.com, 2022). This highlights that readers are shifting their reading preferences as they are using advanced technology to read books.

BOOKS AND PUBLISHING



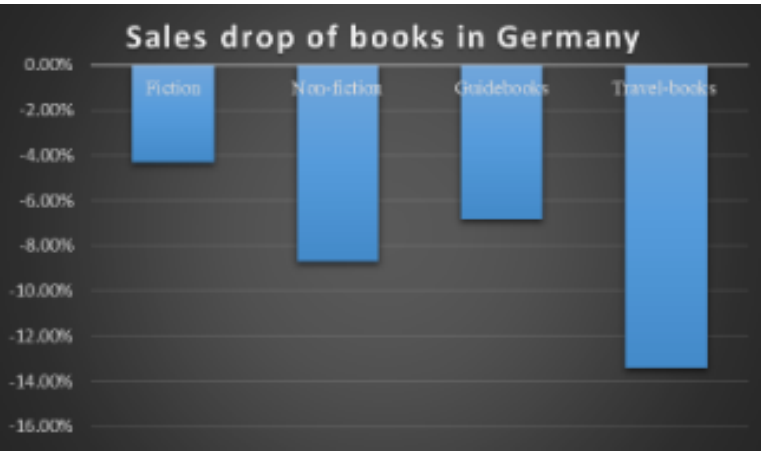
German book sales have experienced a decline in recent years as per the implication of Covid-19. In this regard, it is important to understand the reason for declining book sales which has helped in developing implications. In 2020, book sales in Germany declined by 9% and it has been observed that after 2004, book sales in Germany have recorded a significant decline (Statista.com, 2022). Therefore, it is important for the bookish to understand key implications of publishing.

COMPETITOR ANALYSIS



German bookstore retailers Hugendubel, Dussmann and Ocelot can give Bookish tough competition that can potentially impact the revenue generation of the industry. In 2023, the sales in German book retail increased by 8.8% which indicates the sales in book industry (Statista.com, 2022). Therefore it is essential to analyse the implication of competitors in the market.

SALES FLUCTUATIONS

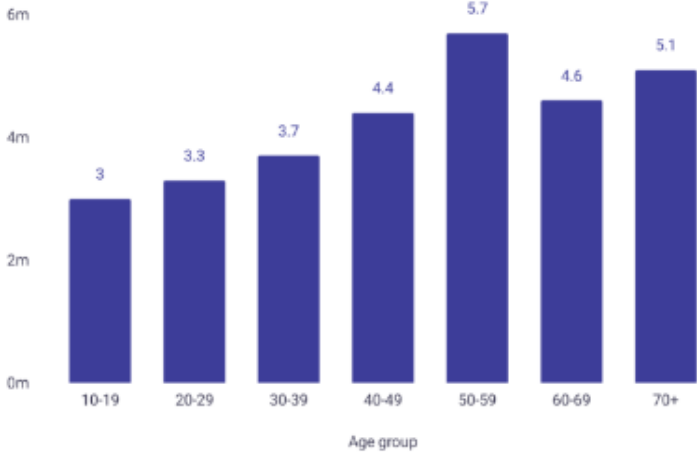


(Source: Inspired by Publishingperspectives.com, 2023)

The market of books sales in Germany was seen overall falling by 2.1%. In 2022, the sales volume was done by about 3.2%. The partial cause of this is expected to be the inflation rate increase in the country. The inflation rate as of 2022, was seen increasing to about 8.7%. This was the highest inflation rate seen since the Cold War in 1990. Due to this a potential loss in retail traffic was seen at about 20%. Due to this book sales have also dropped a significant amount. Sales of fictional books dropped about 4.3%. Non-fictional book sales dropped down 8.7%. Guidebook sales declined by about 6.8% (Publishingperspectives.com, 2023). Travel books sales dropped to a major 13.4%. This indicates an overall decline in the selling of physical copies of books in the country.

AGE DISTRIBUTION OF READERS IN GERMANY

How many Germans buy a book in each age group?



A global survey conducted on different age groups in Germany shows that book reading habits are the most common in the middle aged men and women. The statistics showed that individuals aged between 50 to 59 years old buy the most books. Until the age group of 60, each age group buys more books than the age group before them. This indicates that with age the consideration for buying books in Germany increases (Wordsrated.com, 2021). The next highest book buying age group is seen with the group of higher than 70 years of age. The children having an age group of 10-19 years buy the least amount of books. Young adults have a mediocre buying behaviour. Bookish can focus on targeting the older generation for maximum exposure of their book selling operations in Germany.

THE E-BOOK MARKET



With the years, the number of e-book reading in the country has only increased. In 2010, the sales volume of e-books in 2010 was 1.9 million . Within 10 years, the volume increased exponentially to 35.8 million. An almost 10 fold increase of sales in e-books has been seen in the span of a decade. By the end of 2021, the volume increased to 38 million (Statista.com, 2022). An increase in e-book sales would only mean a decrease in physical book reading habits.