

Brand Intelligence

What's Trending in Germany?



Say Goodbye to Fast Fashion and Hello to Ethical, Sustainable Fashion



"Moral" and mindful consumption is taking hold as German consumers are making informed decisions that align with personal values in ethical and sustainable fashion.

Start to the End of Fast Fashion

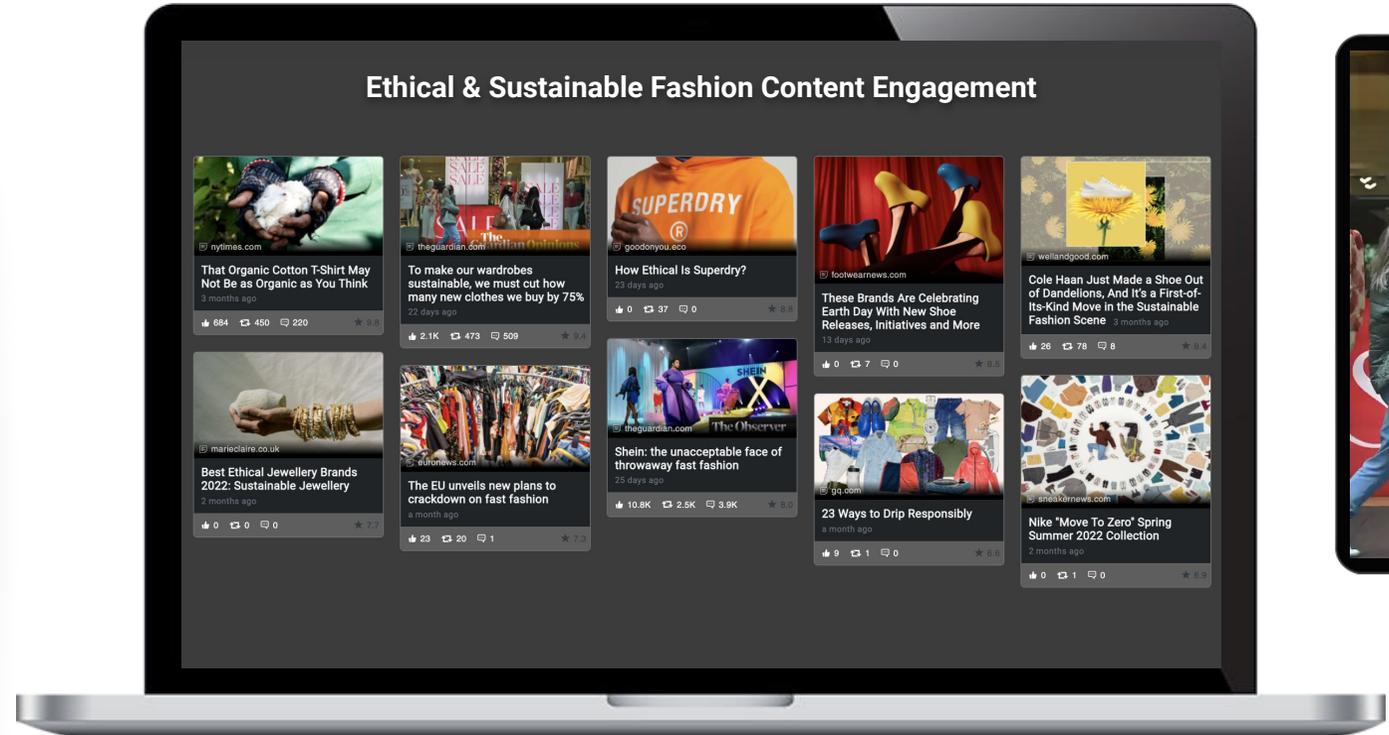
EU plans to counter mass-market fast fashion, calling for change towards not only sustainable, long-lasting clothes but also ethical working conditions for factory workers.

Quality over Quantity for Purchases

Sustainable fashion also means reducing on buying more pieces, so consumers are likely considering brands that have sustainability initiatives (i.e. Nike) during their purchase journey.

What Does This Mean For My Brand?

Understand the shift in the retail landscape as well as the decision-making process for German consumers. Inform creative messaging to surround the core values of the brand.



Organic Cotton, Secondhand, and Vegan Resonate Most with Consumers



Key buzzwords for German consumers include organic cotton, secondhand pieces, and vegan, indicating that they are most likely researching specifically for **green fashion that have less carbon footprint.**

Transparency is Key

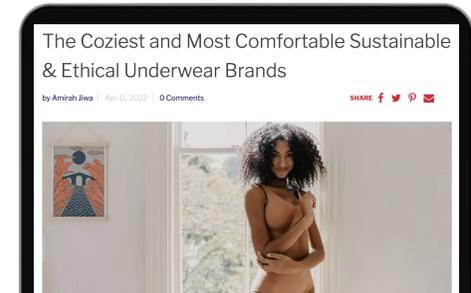
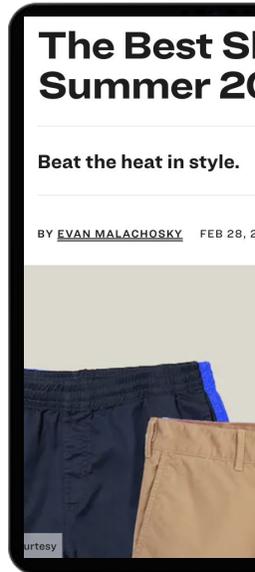
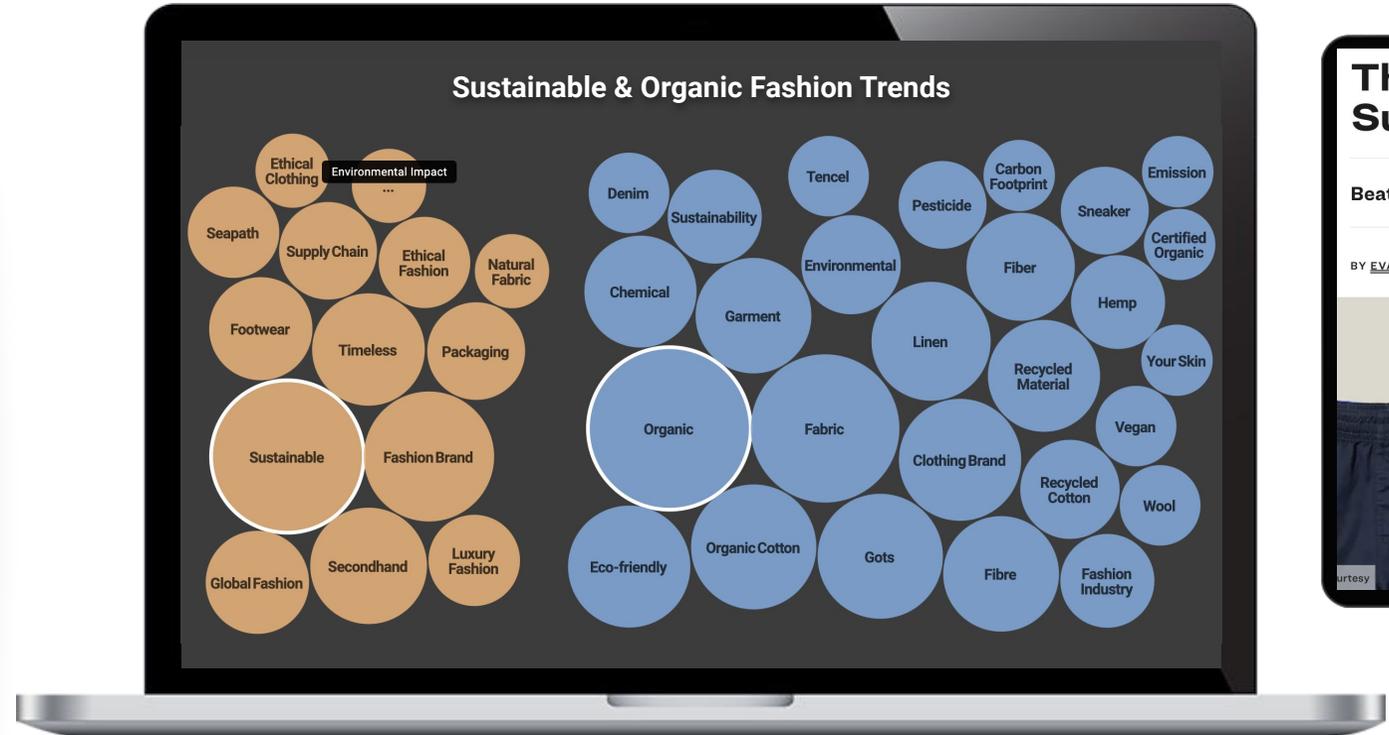
Having transparency in the manufacturing process is important (i.e. GOTS certified organic cotton, chemical-free, cruelty-free, pesticide-free, bamboo, hemp, vegan silk/wool, PETA-approved, etc.)

Conscious of Environmental Impact

Consumers are likely to look for secondhand items or pay premiums for green products. They are also conscious of eco-friendly packaging.

What Does This Mean For My Brand?

German consumers want to make smarter, more informed decisions and are willing to go the extra mile to research on different kinds of brands that adhere to green fashion. A viable audience to target is an eco-conscious shopper who is looking for not just high-quality products but also a cause to support.



Superfood - 'Super' Anything - Is Top of Mind for German Consumers



Trends around **superfoods** are growing in Germany. Consumers are in search for foods/fruits and recipes that elevate their health and wellbeing.

Longevity and Wellbeing from Superfood

Main interests surround the benefits of superfoods and healthy recipes – vitamins, minerals, antioxidants, etc. that help combat chronic diseases, offer boosts of energy, and aids digestion.

Superfruits for the Skin

A part of their wellbeing routine includes skincare, and consumers are looking at different types of berries that are rich in antioxidants (i.e. maqui berry, goji berry).

What Does This Mean For My Brand?

Align with growing interest around wellbeing, health, and nutrition that come from superfood and superfruits trends happening in real time.

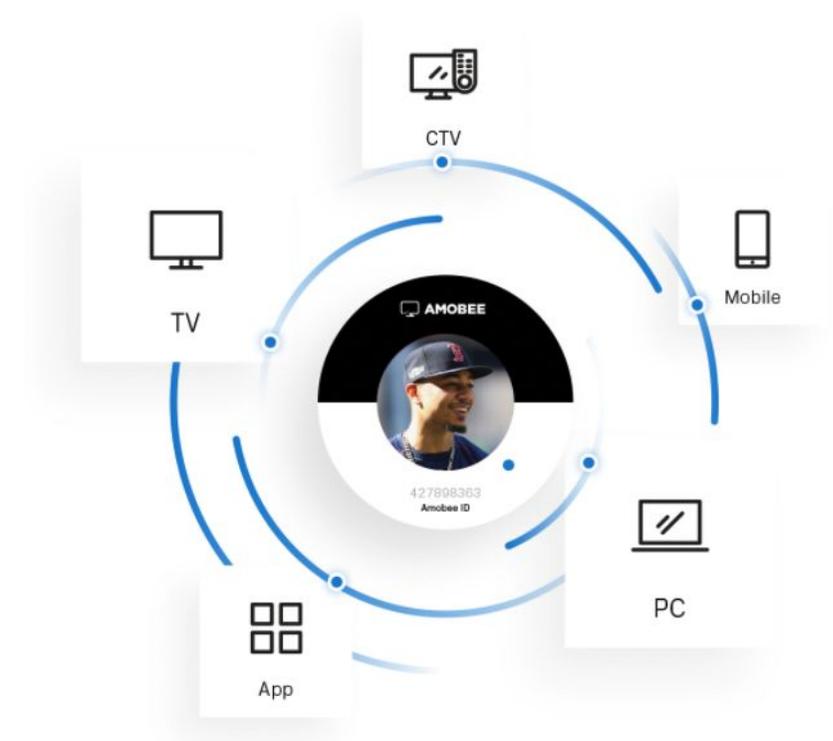
Reach target audiences with recipe content and skincare routines that are resonating well with German consumers.



Brand Intelligence

A real-time research and insights platform powering cookieless activation strategies

- **Global scalability** with proprietary panel coverage of 8 million global users from the world's leading markets. Panel size for Germany: 700K users
- **Unified data** from cross channel sources with additional availability to leverage 1st party data
- **Real-time analysis** of 3.4 billion content engagements and consumption trends daily
- **Seamless integration** that enables Brand Intelligence insights for instant activation in Amobee's DSP



Thank you

[Questions? Let's Chat](#)

Amobee is ready to help.

Only Amobee provides agencies and advertisers with innovative, intelligence driven data solutions that enhance consumer engagement and increase campaign performance, both for the present and cookieless future. Partner with Amobee today and begin accessing a unique tech stack that offers the capabilities to:

Unify • On-and-offline line data. Leverage web engagement, TV viewership, social listening, and bidstream data from the programmatic ecosystem within our data visualization solution called Brand Intelligence. • Discover new insights about your customers and consumers like them. • Unify data from disparate sources, including 1st party, offline, and CRM data to increase understanding and uncover valuable insights to inform strategy and hone target accuracy.

Optimize • Turn those insights into actionable strategies within our DSP, which is then all captured within a data warehouse where you can build measurement instruments to understand exactly what's happening in your advertising practice that matters. • Optimize tactics and campaigns with efficient and effective audience and media activation that maximizes budget allocation and drives performance.

Grow • Utilize Amobee's DataMine and other reporting solutions to understand your audience and campaign growth, and map back to important metrics such as online/offline sales.