

GERMANY AFFILIATE
MARKETING

Overview and Insights to Drive Success

DIVE INTO Germany's thriving market and dynamic affiliate landscape, as one of Europe's largest consumer markets.

DISCOVER how this digitally-forward region presents brands with immense opportunities to reshape the affiliate channel.

01

The German Market + Population

€90.4B

went to e-comm gross sales in Germany in 2022²



84.3M

TOTAL POPULATION in Germany, a major consumer market in Europe¹

24.5% IN 2022

DESPITE COVID, online retail sales of goods increased by 24.5% in 2022 compared to 2019²



39.9%

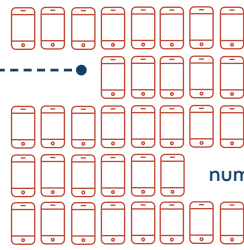
surge in digital services sales, like vacation bookings and concert tickets, after the lockdowns²

Germany's **INTERNET PENETRATION** rate in early 2022, with 78 million internet users³

93%

02

Affiliate Marketing in Germany



75.6M

number of **SMARTPHONE USERS** expected in Germany by 2024⁴

AFFILIATE MARKETING started in 1999 and has grown continuously since



11%

of the global affiliate marketing industry is held by Germany, ranking third after the US and UK⁵

83%

of companies consider affiliate marketing important in their online marketing mix⁶



70%

OF ADVERTISERS over the next 5 years anticipate higher priority for the affiliate channel within their companies due to its performance-driven approach⁶

50%

OF AFFILIATES

59%

OF ADVERTISERS

47%

OF AGENCIES & NETWORKS/TECHS

expect increased affiliate marketing revenues in 2023⁶

6%

OF ADVERTISERS plan to allocate budget from other marketing channels to affiliate marketing in 2023⁶

03

Regional Trends

GERMAN SHOPPERS increasingly seek discounts and coupons, especially in fashion and food industries, due to the current economic situation⁷



Incentive and comparison sites are top affiliate models in 2023⁶

58%

CONTENT PAGES now rank first (58%) in popularity, surpassing their previous third place (57%)⁸

Influencers and voucher/coupons sites share **FOURTH PLACE** at 39%⁶

39%



Germany maintains **STRICT PRIVACY** and personal data laws, which can also impact affiliate programs



29M

Nearly 29 million Germans prioritized supporting socially and ecologically responsible companies in 2021⁸

SEIZE THE OPPORTUNITY

to reshape your brand's affiliate channel globally.

CONTACT AP TODAY

¹ www.destatis.de >

² www.internetworld.de >

³ www.datareportal.com >

⁴ www.statista.com >

⁵ www.demandsage.com >

⁶ www.xpose360.de >

⁷ www.trustdeals.de >

⁸ www.statista.com >