

# GERMAN at a glance

German ranks 10th among languages in the world. Most native German speakers live in Germany, Austria, Switzerland and Central European regions. It's the most widely spoken native language in the European Union. Germany has the EU's biggest economy, and the fourth largest worldwide.

## 229 million

The total the number of German speakers worldwide

## 101 Million

The number of people worldwide who speak German as their **first language**

## 128 million

People speaking German as their **second language**

## Linguistic Insights

German is an **official language** in Germany, Belgium, Austria, Switzerland, Luxembourg and Liechtenstein. It's a **co-official language** in regions of Italy, Poland and Brazil.

### That's a Mouthful

The average German word is 10.6 letters long

### Kraftfahrzeughaftpflichtversicherung

This 37-letter word, often cited as the **longest in the German dictionary**, means "automobile liability insurance"

### Book Lovers

About **10% of all books worldwide** are published in German. German-speaking countries are ranked fifth in terms of annual publication of new books

## Online

Internet penetration in Germany

## 90%

Average internet penetration of German-speaking countries

## 92%

## 51.7%

World average internet penetration rate

## Location of Many German-Speaking Internet Users:

- **Germany:** 72.3 million
- **Austria:** 7.3 million
- **Switzerland:** 4.8 million
- **Luxembourg:** 0.3 million
- **Liechtenstein:** 0.04 million

## E-Commerce

## 25%

Germany's contribution to Europe's B2C e-commerce industry

## #1

Fastest e-commerce growth rate of any Western European country

## #2

Germany is Europe's second largest online market (behind the UK)

**x3:** Germany's e-commerce growth potential over the UK

## 58.4 billion euros

E-commerce sales in Germany in 2017

## Mobile & Social

## 80%

Growth rate of retail web traffic from German smartphones in Q2 2016. **This is much higher than the European average of 54%**. Traffic from German tablets is also higher than the European average.

## 15%

German m-commerce growth from 2016 to 2017

## 50%

Germany's **social media adoption rate**, which is lower than average. The details tell a more nuanced story, however:

**80+%**: German users between 18 and 35 on social networks

**39%**: German users over 35 years old using social networks

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