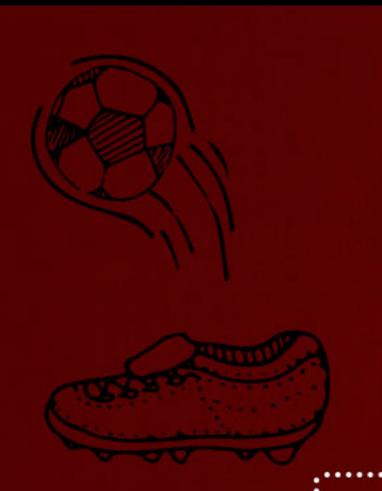
GERMAN at a glance

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



People speaking German as their second language

101 Million The number of people

worldwide who speak German as their first 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



Internet penetration in Germany

Average internet penetration of German-speaking countries

..... 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

GERMANY

SWITZERLAND

AUSTRIA

POLAND

SPAIN

Germany's contribution to Europe's B2C

E-Commerce

e-commerce industry

Western European country

x3: Germany's Germany is Europe's e-commerce

Fastest e-commerce

growth rate of any

online market (behind the UK)

second largest

58.4 billion euros

80%..... Growth rate of retail web traffic from German

Mobile & Social

smartphones in Q2 2016. This is much higher than the European average of 54%. Traffic from German tablets

FRANCE

is also higher than the European average. 15%

2016 to 2017

50%

German m-commerce growth from

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

using social networks

over 35 years old

E-commerce sales in Germany in 2017

motionp⊚int

www.motionpoint.com

growth potential

over the UK

Sources: The Culture Trip, Wikipedia, Quora, BBC, CMO.com, Statista, Allensbach, Internet World Stats,

Ecommerce News, eMarketer, Germany Trade & Invest, Vista Wide