

*Aarkstore announce a new report "Service Station Retailing in Germany" through its vast collection of market reserach report.*

Online PR News "22-February-2010" Introduction

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Based on Datamonitor's essential market data and insight into the country's leading fuel retailers, this brief provides you with an up-to-date picture of the service station retailing market. In addition to outlining site numbers, fuel sales, competitor shares, c-store, car wash and automatic network data, it also details retailers' fuels, c-store, car wash and card product offerings.

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Scope

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\*Data and analysis based on an annual programme of research with national service station retailers and delivered in an useable presentation format.

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\*A country synopsis followed by a market examination of fuel demand and value, total service stations and vehicle numbers for 5 years to January 2009.

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\*A review of the competitive landscape including fuel sales by service station brand, motorway and unmanned formats and shop and car wash information.

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\*Insight into the main competitors' propositions for fuels, c-store, food service, cards and car wash as well as ownership and network expansion plans.

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Highlights

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German service station fuel consumption fell marginally in 2008. Diesel consumption in Germany is on the increase, however, in line with the growth in diesel car parc. The total number of German service stations has falled by 5.7% since 2005, to 14,447 service stations in 2009. This is expected to fall by another 2% over 2010.

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The German service station market is dominated by BP owned Aral, and Shell, who have a combined fuel volume market share of 46%. Esso, Jet and Total branded sites are the next largest fuel retailers, with a combined fuel volume market share of 28.5%. All the major fuel retailers have a presence on motorway sites.

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95% of German service stations have a shop, one of the highest service station shop penetration rates in Europe. Government legislation preventing motorists from washing their cars at home also means that a particularly high 74% of service stations in Germany have a car wash.

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Reasons to Purchase

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\*Develop new marketing ideas for your service station shop, car wash and card propositions by examining the activities of other players across Europe.

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\*Access a clear overview of the competitive position and operations of key fuel retailers. This is particularly useful for suppliers to the sector.

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\*Assess how the competitive position of the country's service station brands has been evolving and identify new emerging players.

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For more information, please visit :

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[www.aarkstore.com/reports/Service-Station-Retailing-in-Germany-37621.html](http://www.aarkstore.com/reports/Service-Station-Retailing-in-Germany-37621.html)

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