



*Online-Verbraucherbefragung in Deutschland im Zeitraum 10.06.2021-07.10.2021, durchgeführt von Q&A Insights Europe BV, insgesamt rund 94.768 Bewertungen in 36 Kategorien. Mehr Informationen unter www.haendlerdesjahres.de



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PARTICIPANTS, NOMINEES AND WINNERS EDITION 2021-2022

Overall



Händler des Jahres Deutschland 2021-2022

155 physical retailers in **33** categories
17 categories with a winner
50 nominees

More than **67.000** evaluations in 33 categories.

The title 'Händler des Jahres Deutschland' 2021-2022 is for Action!

The overall winner of the award 'Händler des Jahres Deutschland' is determined based on NPS, among other factors. Only participants that have met the voting limit of 380 votes after analysis and won a category award are qualifying for this overall title. When a participant has won multiple categories, the reviews/numbers will be combined proportionally.

Retailer of the Year Germany 2021-2022

The title 'Retailer of the Year Germany' 2021-2022 is for Amazon!

The winner of the title 'Retailer of the Year Germany' is determined by consumers during the category assessment. At the end of the questionnaire, they are asked which retailer they think is the best overall and to what extent they stand out from other (web) stores. Only participants that have met the voting limit after analysis and won a category award are qualifying for this overall title.

Webshop Award Germany 2021-2022

250 webshops in **33** categories
12 categories with a winner
28 nominees

Almost **28.000** evaluations in 33 categories.

The title 'Webshop Award Germany' 2021-2022 is for Lidl!

The overall winner of the award 'Webshop Award Germany' is determined based on NPS, among other factors. Only participants that have met the voting limit of 380 votes after analysis and won a category award are qualifying for this overall title. When a participant has won multiple categories, the reviews/numbers will be combined proportionally.

Explanation of the following ‘Category’ pages (1)

At the next 20 pages we show you some information per category. In the ‘Händler des Jahres Deutschland’ 2021-2022 election and the ‘Webshop Award Germany’ 2021-2022 election are 30 equal categories and 3 separate categories. We show you per category the participants, the nominees and the winner. We only show the categories where a winner could be announced. Before the information is shown, we will explain shortly what we mean with ‘Participants’ and ‘Nominees’ per category in this report.

‘Participants’

1. All retail chains with a minimum of five stores in Germany and retail chains with more than 30 stores in Europe, with at least three of which are located in Germany, could be voted for/evaluated in the ‘Händler des Jahres Deutschland’ 2021-2022 election. They were presented in a dropdown list in the questionnaire.

The names of the retailers we mention in this report as ‘Participants’ are the retailers that have actually been voted for/evaluated by the respondents that filled in the questionnaire of the 2021-2022 edition.

2. All retail chains that met the above requirement and have a webshop - selling products in Germany - and all ‘pure players’ in Germany could be voted for/evaluated in the ‘Webshop Award Germany’ election, edition 2021 -2022. They were presented in a dropdown list in the questionnaire.

The names of the (online) retailers we mention in this report as ‘Participants’ are the (online) retailers that have actually been voted for/evaluated by the respondents that filled in the questionnaire of the 2021-2022 edition.

Explanation of the following ‘Category’ pages (2)

‘Nominees’

The (online) retailers that have reached the minimum voting limit for the specific category (380, 200 or 150 votes) with a minimum of two and a maximum of five nominees per category.

‘Winner’

Only one of the nominees can be the winner of this category. The ‘category winner’ will be the nominee with the highest, corrected* final mark.

**A correction based on the number of assessments is subtracted from the average final grade to calculate the corrected final grade. Simply put, the correction has to do with the fact that it says more if 500 people give you a grade ‘7’, than if 100 people give you a grade ‘7’.*



1. Baufachmärkte (2021-2022)



	<i>Händler des Jahres Deutschland 2021-2022</i> Voting limit: 380 votes	<i>Webshop Award Germany 2021-2022</i> Voting limit: 200 votes
Participants	Bauhaus Globus Baumarkt Hagebau Hellweg Hornbach Obi toom Baumarkt	Bauhaus Baumarkt24 Denqbar Globus Baumarkt Hagebau Hellweg Hornbach ManoMano Obi Svh24 toom Baumarkt
Nominees	Obi toom Baumarkt	Obi toom Baumarkt
Winner	toom Baumarkt	toom Baumarkt
Total votes in this category	2490	1554

2. Bücher und Zeitschriften (2021-2022)



Webshop Award Germany 2021-2022
Voting limit: 200 votes

Participants	Bol Buecher Hugendubel Jokers Osiandersche Buchhandlung Thalia Weltbild
Nominees	Thalia Weltbild
Winner	Thalia
Total votes in this category	1282

3. Büromaterial (2021-2022)



Webshop Award Germany 2021-2022
Voting limit: 150 votes

Participants	Askania Büromarkt Böttcher büroshop24 fairtoner officio-das büro-depot Otto Office Staples Viking
Nominees	Fairtoner Otto Office
Winner	Fairtoner
Total votes in this category	877



4. Damenmode (2021-2022)



	<i>Händler des Jahres Deutschland 2021-2022</i> <i>Voting limit: 200 votes</i>	<i>Webshop Award Germany 2021-2022</i> <i>Voting limit: 200 votes</i>
Participants	Adler Benetton Betty Barclay Bonita Brax C&A Ernsting's family Esprit H&M Hallhuber Mango Peek & Cloppenburg S.Oliver Vero Moda Zara	Adler Baur Benetton Betty Barclay Bonita Bonprix Brax C&A Ernsting's family Esprit H&M Hallhuber Mango Peek & Cloppenburg S.Oliver Vero Moda Zalando Zara
Nominees	C&A Ernsting's family H&M	Bonprix C&A H&M Zalando
Winner	Ernsting's family	Bonprix
Total votes in this category	2076	1857

5. Dekoartikel (2021-2022)



Händler des Jahres Deutschland 2021-2022
Voting limit: 200 votes

Participants	Action Depot Designforum Nanu Nana Villeroy und Boch
Nominees	Action Depot Nanu Nana
Winner	Action
Total votes in this category	2124



6. Dessous & Unterwäsche (2021-2022)



	<i>Händler des Jahres Deutschland 2021-2022</i> <i>Voting limit: 200 votes</i>	<i>Webshop Award Germany 2021-2022</i> <i>Voting limit: 150 votes</i>
Participants	C&A Calida H&M Herzog & Bräuer Hunkemöller Lascana Palmers	C&A Calida Enamora H&M Herzog & Bräuer Hunkemöller Lascana Palmers Strumpfmode24
Nominees	C&A H&M Hunkemöller	C&A H&M Hunkemöller
Winner	Hunkemöller	Hunkemöller
Total votes in this category	1687	1292



7. Discounter (2021-2022)



	<i>Händler des Jahres Deutschland 2021-2022</i> Voting limit: 380 votes	<i>Webshop Award Germany 2021-2022</i> Voting limit: 200 votes
Participants	Aldi Nord Aldi Süd Lidl Netto Markendiscount Norma Penny	Lidl Netto Markendiscount Norma24 Penny
Nominees	Aldi Süd Lidl Penny	Lidl Netto Markendiscount
Winner	Lidl	Lidl
Total votes in this category	29353	10679

8. Drogerie (2021-2022)



Händler des Jahres Deutschland 2021-2022
Voting limit: 380 votes

Participants	dm-drogeriemarkt Müller Drogerie Rossmann The Body Shop Yves Rocher
Nominees	dm-drogeriemarkt Müller Drogerie Rossmann
Winner	dm-drogeriemarkt
Total votes in this category	2115

9. Elektronik (2021-2022)



Händler des Jahres Deutschland 2021-2022
Voting limit: 200 votes

Participants	Berlet Elektrofachmärkte Conrad Electronic EP: ElectronicPartner Euronics Expert Media Markt MediMax Saturn
Nominees	Media Markt Saturn
Winner	Media Markt
Total votes in this category	1162

10. Gartencenter/Blumenfachhandel (2021-2022)



Händler des Jahres Deutschland 2021-2022
Voting limit: 200 votes

Participants	Bellandris Blume 2000 Blumen Risse Dehner Hornbach Pflanzen-Kölle
Nominees	Dehner Hornbach
Winner	Dehner
Total votes in this category	927

11. Generalist (2021-2022)



Webshop Award Germany 2021-2022
Voting limit: 200 votes

Participants	Amazon Bader Brands4friends Galeria Heine Limango Otto Tchibo
Nominees	Amazon Otto
Winner	Amazon
Total votes in this category	1102

12. Haushaltswaren und Geschenke (2021-2022)



Händler des Jahres Deutschland 2021-2022
Voting limit: 200 votes

Participants	Action Depot Flying Tiger Copenhagen Kodi Nanu Nana WMF
Nominees	Action Kodi Nanu Nana Depot WMF
Winner	Action
Total votes in this category	2903

13. Lebensmittel to go (2021-2022)



Händler des Jahres Deutschland 2021-2022
Voting limit: 150 votes

Participants	Backwerk Brezelbäckerei Dietsch Burger King Dunkin Donuts Gilgens Hardt Kamps KFC McDonald's Merzenich Middelberg Nordsee Pizza Hut Stadtbäckerei Junge Subway
Nominees	Burger King McDonald's
Winner	Burger King
Total votes in this category	766

14. Möbel (2021-2022)



Händler des Jahres Deutschland 2021-2022
Voting limit: 200 votes

Participants	Dänisches Bettenlager Höffner IKEA Poco Porta Möbel Roller SB Möbel Boss Segmüller XXXLutz
Nominees	Dänisches Bettenlager IKEA Poco Roller XXXLutz
Winner	IKEA
Total votes in this category	2276



15. Parfümerie (2021-2022)



	<i>Händler des Jahres Deutschland 2021-2022</i> <i>Voting limit: 200 votes</i>	<i>Webshop Award Germany 2021-2022</i> <i>Voting limit: 200 votes</i>
Participants	Douglas Müller Parfümerie Parfümerie Becker Sephora Stadt-Parfümerie Pieper	Ausliebezumduft Cocopanda Douglas Flaconi Müller Parfümerie Parfumdreams Parfümerie Becker Sephora Stadt-Parfümerie Pieper
Nominees	Douglas Müller Parfümerie	Douglas Flaconi
Winner	Douglas	Flaconi
Total votes in this category	1065	988

16. Schuhe (2021-2022)



Händler des Jahres Deutschland 2021-2022
Voting limit: 200 votes

Participants	ABC Schuhcenter Deichmann Foot Locker Geox Görtz Quick Schuh RENO Schuh Roland Shoe4You SIEMES Schuhcenter Tamaris
Nominees	Deichmann Görtz RENO Schuh Tamaris
Winner	Deichmann
Total votes in this category	2100



17. Spielwaren (2021-2022)



	<i>Händler des Jahres Deutschland 2021-2022</i> <i>Voting limit: 200 votes</i>	<i>Webshop Award Germany 2021-2022</i> <i>Voting limit: 150 votes</i>
Participants	Müller (Abteilung Spielzeug) MyToys Smyths Toys Spiele Max	Müller (Abteilung Spielzeug) MyToys Smyths Toys Spiele Max Spielzeughit Spielzeugwelten.de Walz-kidzz
Nominees	Müller (Abteilung Spielzeug) MyToys	Müller (Abteilung Spielzeug) MyToys
Winner	MyToys	MyToys
Total votes in this category	893	811



18. Sport und Freizeit (2021-2022)



	<i>Händler des Jahres Deutschland 2021-2022</i> <i>Voting limit: 200 votes</i>	<i>Webshop Award Germany 2021-2022</i> <i>Voting limit: 200 votes</i>
Participants	A.W.Niemeyer Decathlon Globetrotter Intersport Jack Wolfskin Runners Point SPORT 2000 Sport Scheck	A.W.Niemeyer Decathlon Globetrotter Intersport Jack Wolfskin Runners Point Sport Scheck
Nominees	Decathlon Intersport Jack Wolfskin Sport Scheck	A.W.Niemeyer Decathlon Intersport
Winner	Intersport	Intersport
Total votes in this category	1652	1187



19. Supermärkte (2021-2022)



	<i>Händler des Jahres Deutschland 2021-2022</i> Voting limit: 380 votes	<i>Webshop Award Germany 2021-2022</i> Voting limit: 150 votes
Participants	CAP-Markt EDEKA Globus SB-Warenhaus Kaufland Marktkauf Nahkauf Neukauf REWE Tegut	Allyouneedfresh Bring24 EDEKA24 Food Gourmondo Lebensmittel mytime REWE Sayfresh
Nominees	EDEKA Kaufland REWE	Lebensmittel REWE
Winner	Kaufland	REWE
Total votes in this category	7084	747



20. Zoofachhandel (2021-2022)



	<i>Händler des Jahres Deutschland 2021-2022</i> <i>Voting limit: 200 votes</i>	<i>Webshop Award Germany 2021-2022</i> <i>Voting limit: 200 votes</i>
Participants	Fressnapf Futterhaus Megazoo Zoo & Co	Fressnapf Futterplatz Petspremium Schecker - nur Hunde Zoo & Co Zooplus Zooroyal
Nominees	Fressnapf Futterhaus	Fressnapf Zooplus
Winner	Fressnapf	Zooplus
Total votes in this category	883	912

DISCLAIMER

All information displayed about the results of the elections 'Retailer of the Year Germany' edition 2021-2022, including the displayed numbers of votes, the voting limits, the names of the participants, nominees and winners, and all other textual and numerical information has been selected and presented with the greatest possible care, but is always subject to typing/entering or other errors. No rights can therefore be derived from this.

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