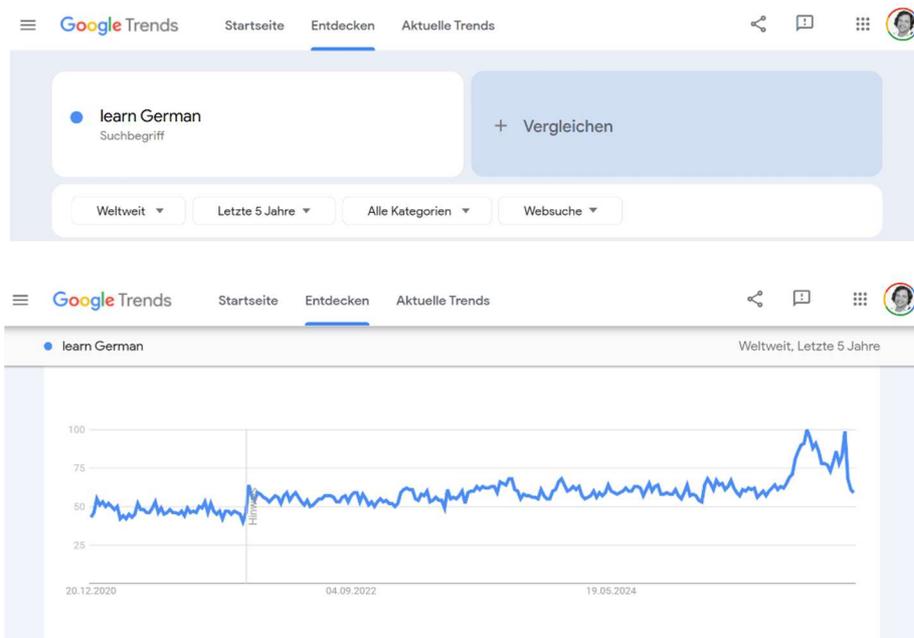


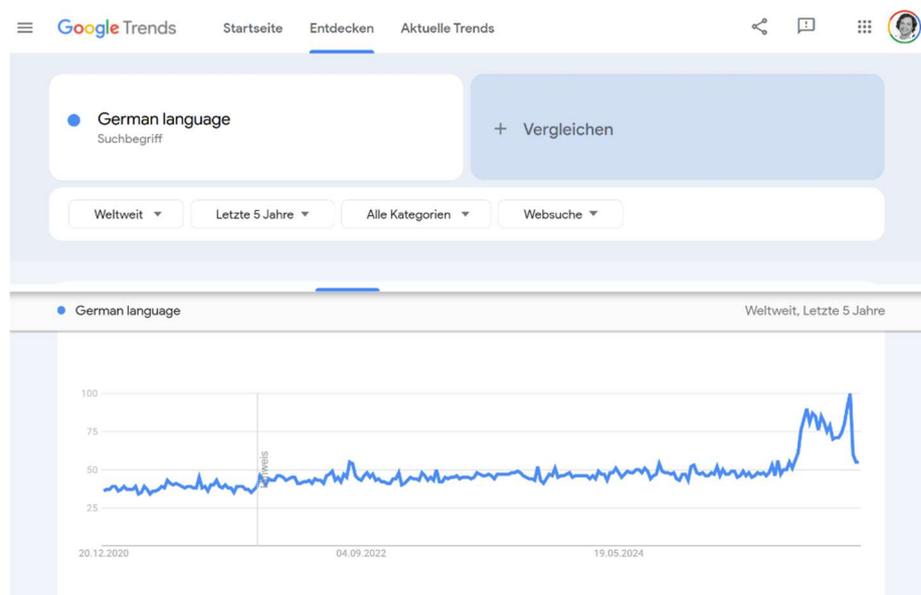
Interest in the German Language

Search: “learn German” – Worldwide – Last 5 Years – All Categories

Google Trends scales search interest on a 0–100 index, where 100 = peak popularity for the query over the selected time and region. A score of 50 means half as many relative searches as the peak, and 0 means too few to register. (Proportional values, not absolute counts).



Search: “German language” – Worldwide – Last 5 Years – All Categories



Conclusion: Even though German ranks behind Spanish and French in terms of popular languages, interest in German has increased significantly in recent years, especially since 2024.

Interest in the German Language

United States	2024	
German-Students	421,735	Study GFLW
German-Teachers	14,500	Study GFLW
College students enrolled in German courses in the USA	15,000	Most recent public survey 2016

Source: “German as a Foreign Language Worldwide”, German-Students from High Schools and Universities 2024. Source: Report (USA, 1990s-2000s): approx. 193 primary school teachers, 6,909 lower secondary school teachers, 7,445 upper secondary school teachers who teach German. According to Wikipedia, German remains the third most taught foreign language at American universities after Spanish and French.

United States	2024	
Language Schools German	> 50	GLSC
L. School German Students	> 7,500	GLSC

According to the German Language School Conference (GLSC), there are currently more than 50 German language schools in the USA that teach German. This figure refers only to member and networked schools of the GLSC, i.e. a clearly defined association — not to all schools where German is taught (e.g. universities or adult education centres are not included here).

United Kingdom	2024	
German-Students	1,168,380	Foreign Office UK *
GCSE German	34,700	The Guardian
A-Level German	2,600	The Guardian

Source: “German as a Foreign Language Worldwide”, a global study on German learners, was conducted as part of a comprehensive survey carried out by the Foreign Office, Goethe-Institute, DAAD and other partners – usually every five years. (Foreign Office). The number indicates how many people in a particular country (in this case, the UK) are learning German as a foreign language at a given point in time, including learners in schools, universities and language schools.

Language Trips to Germany	2024	
Language Trips	25,210	participants registered for German language courses

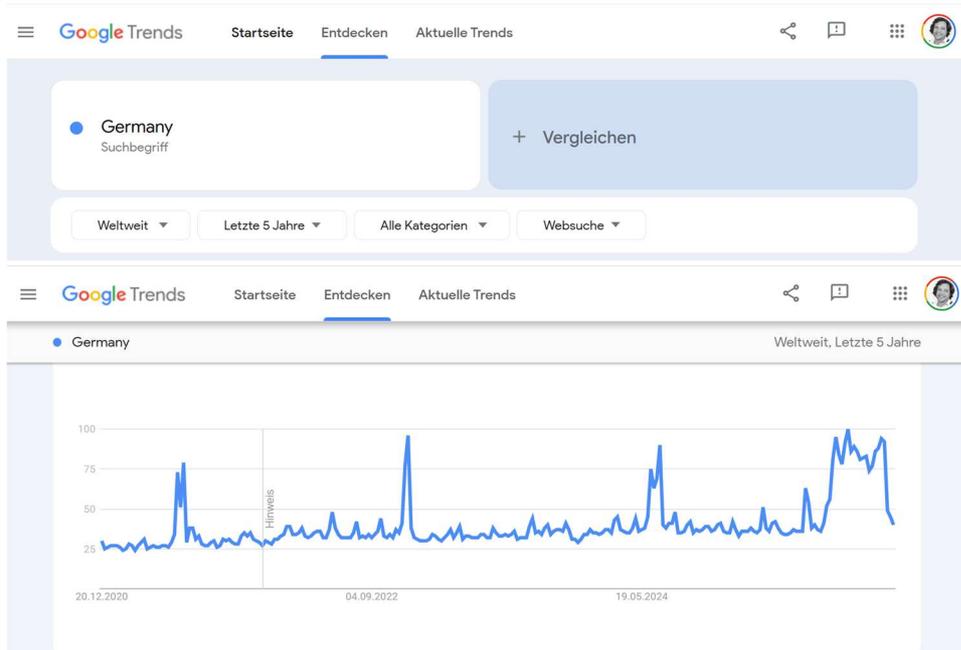
Market analysis by the Professional Association of German Language Schools and Language Travel Organisers (FDSV) 2024. Analysis primarily concerns language trips to Germany and learning German there. The figure only covers a sub-sector (language trips, not all language schools — i.e. it does not include regular integration or evening courses, for example).

Language Schools in Europe	2024	
German language schools in Europe	2,485	As of October 2025

Source: Rentech Digital. It can be estimated that several hundred to over a thousand language schools or centres offer German courses in Germany alone, especially in large cities such as Berlin, Munich, Frankfurt, Hamburg, etc.

Interest in Germany

Search: **“Germany”** – Worldwide – Last 5 Years – All Categories



Conclusion: Even though the long-term average in terms of interest in Germany has not changed over the past five years, the statistics clearly show that there has been a significant increase in interest, particularly in the past year.

Interest in Germany

U.S. Tourists in Germany	2024	
	7.2 million	overnight stays
UK Tourists in Germany	2024	
	5.3 million	overnight stays
Worldwide Tourists in Germany	2024	
	85.3 million	overnight stays

Tourism in Germany		
2020	32,0 Mio.	overnight stays
2021	31,0 Mio.	overnight stays
2022	68,1 Mio.	overnight stays
2023	80,9 Mio.	overnight stays
2024	85,3 Mio.	overnight stays

Source: lamexpat.com/Deutschland Reisen. USA was second largest source market. UK was fourth-largest source market for overnight stays in Germany in 2024. Trend: After the slump caused by the pandemic in 2020/21, incoming tourism recovered strongly until 2024.

Expats in Germany

U.S. Expats in Germany	2025	
	154,200	
UK Expats in Germany	2025	
	30-40,000	<i>Berlin alone: 14,718</i>
Indian Expats in Germany	2025	
	301,000	
Worldwide Expats in Germany	2025	
	12,400,000	

Source: Umzug Ins Ausland Leitfaden/Private Berlin Tours/Wikipedia. Note: The U.S. figure refers to American citizens who live permanently abroad.

General Findings from Search Analyses

In the US and UK, Spanish is far more searched than other languages. In the US, the top language learning searches in 2023 included Spanish, English (for learners), Japanese and then German — indicating Germans are among the common follow-ups but not the most popular.

In the UK and Canada, French and Spanish dominated, with German further down the list. The analysis also showed that while German is not top-rank in overall searches, there is notable content and search engagement, e.g., TikTok content for #learngerman received 52 million views — which suggests niche but meaningful interest.

From a recent summary of the *Deutsch als Fremdsprache weltweit* data, the top countries by number of German learners in 2025 include:

- **United Kingdom:** ~1,168,380 learners
- **United States:** ~ 421,735 learners

Note: UK and USA are the two largest English-dominant countries on that list. Source: lamExpat in Germany. Combining those two gives roughly **~1.59 million German learners** in the UK and USA combined.

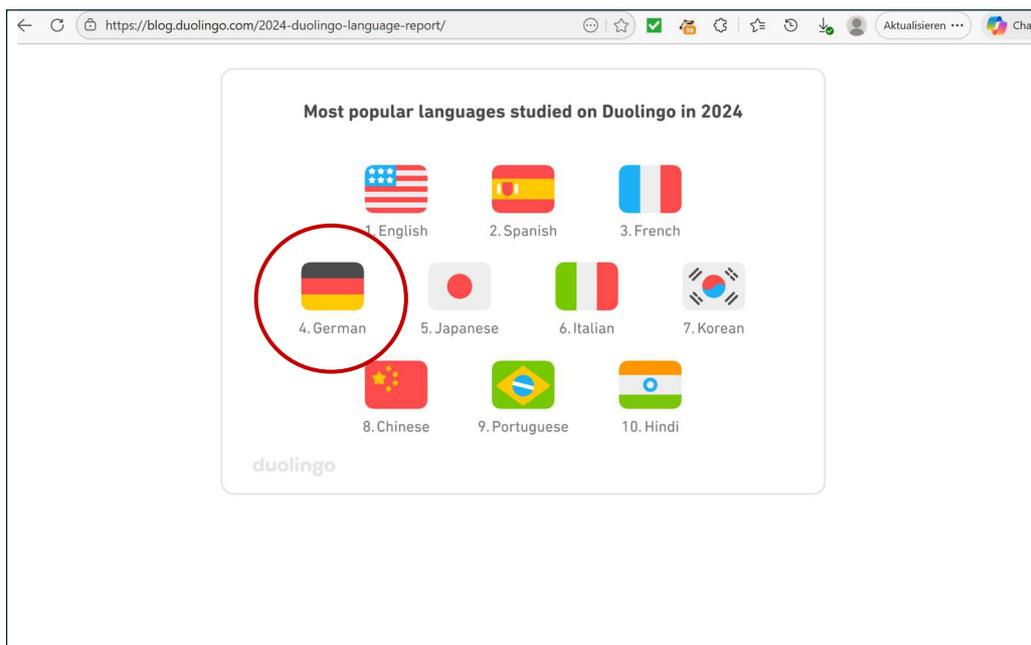
There are also other predominantly English-speaking countries where German is taught in schools/universities (e.g., Canada, Australia, Ireland, New Zealand). These countries aren't always individually listed in published rankings because their numbers are smaller compared with large European or Asian countries but based on typical patterns from past editions of the survey, they likely add **a few hundred thousand** learners collectively.

Estimate for 2025: Approximately **1.7 – 2.0 million people are learning German in major English-speaking countries** worldwide. This means in context:

- That estimate represents roughly 11–13 % of the **global total** of **~15.4 million German learners**.
- Most of these are in formal education programs (schools and universities).
- This **doesn't include self-taught learners** using apps, online lessons, or informal study.
- It **doesn't account** for **bilingual communities** where English isn't the only language but is widely used (e.g., Singapore, India).
- Data availability varies by country and survey year, and complete breakdowns aren't always published.
- *Source: Auswärtiges Amt (German Ministry of Foreign Affairs)*

These numbers also don't account for readers who are generally interested in languages, in other cultures and/or in Germany.

Duolingo 2024



Literary Interest in Germany

Amazon US-Marketplace	2024	
Books → Travel → Europe → Germany	≈ \$ 387. -	Medium monthly sales per title
Bestseller average approx.	≈ 10	Sales/day
Bestseller average approx.	≈ 300	Sales/month

Data sourced from Kindle Ranker. Basis: Amazon.com (US marketplace). Self-publishing only (KDP), no publisher books. Applies only to top titles in the category.

The 4 Bestsellers on German Language

Book Title	Commercial Status	Estimated Reach (Proxy Data)
German All-in-One For Dummies	High Volume. The "For Dummies" series is a mass-market staple. The high review count suggests it is likely the volume leader in this category.	~1,500+ Reviews Amazon Wholesale Pricing:
The Everything Learning German Book	Strong Steady Seller. Now in its 3rd Edition Amazon, indicating consistent enough sales over years to warrant updated print runs.	~240–300+ Ratings Goodreads
Café in Berlin (Dino lernt Deutsch)	Niche Bestseller. While having lower total volume than the big textbooks, it dominates the "German Storytelling" niche with a very high rating average (4.9/5) Google .	~125+ Ratings (per platform) Learnoutlive
Practice Makes Perfect: Complete German	Educational Staple. Part of a massive series by McGraw-Hill. The existence of a "Premium" and "Second" edition confirms it met sales targets to justify republication.	„Premium Second Edition“ Penguinbookshop

Estimated Wholesale Pricing

Book Title	List Price (MSRP)	Est. Wholesale Price (Per Unit)	Publisher / Notes
German All-in-One For Dummies	~\$38.00 – \$40.00	\$19.00 – \$22.80	Wiley Often includes Audio/CD content.
Practice Makes Perfect: Complete German	\$40.00	\$20.00 – \$24.00	McGraw-Hill Based on "Premium 2nd Edition".
The Everything Learning German Book	\$19.99	\$10.00 – \$12.00	Simon & Schuster Price for the current 3rd Edition.
Café in Berlin (Dino lernt Deutsch)	\$9.99	\$5.50 – \$6.50	Indie / CreateSpace Print-on-Demand titles may vary in discount.

Key Takeaway

Volume Leader: *German All-in-One For Dummies* appears to have the **widest distribution** based on the sheer volume of user feedback.

Longevity: Both *The Everything Learning German Book and Practice Makes Perfect* rely on their "**Series**" reputation. Their sales are driven by institutional trust rather than viral hits.

High Engagement: *Café in Berlin* has fewer ratings but significantly higher sentiment (near 5 stars), suggesting that while fewer people buy it compared to a textbook, **nearly everyone who buys it finishes and likes it**.

Official sales numbers can be estimated by popularity and relative market share using Amazon Best Seller Rankings and Review Counts, which act as a reliable "public scoreboard" for sales volume.

1. Market Leader: "German All-in-One For Dummies"

Estimated Popularity: Highest volume of sales.

Data Evidence:

#1 Best Seller in the "German Language Instruction" category on Amazon.

Review Volume: Consistently maintains **1,500+ global ratings** across major markets (US/UK). In the book world, a review-count this high typically correlates to **tens of thousands of copies** sold.

Series Power: The "*For Dummies*" brand has sold over 250 million books globally. Being the primary German title in this massive ecosystem guarantees it the widest distribution.

2. Competitor: "Practice Makes Perfect: Complete German All-in-One"

Estimated Popularity: Very High (Close second to *Dummies*).

Data Evidence:

#2 Best Seller in German Language Instruction.

Editions: Now in its "Premium Second Edition," **which signals strong enough continued sales to justify updated print runs**.

Context: It often trades the #1 spot with the *For Dummies* book depending on the week, indicating they are neck-and-neck in sales figures.

3. "Reader" Hit: "Café in Berlin" (Dino lernt Deutsch)

Estimated Popularity: High Niche Popularity (Indie Bestseller).

Data Evidence:

100+ ratings on niche platforms (like *LearnOutLive*) and consistently high rankings in the "German Short Stories" sub-category.

While it may not match the raw mass-market volume of *For Dummies*, it dominates the specific niche of "**German Fiction for Beginners**," often outselling traditional textbooks in that sub-sector.

4. Runner Up: "The Everything Learning German Book"

Estimated Popularity: Moderate to High.

Data Evidence:

~250+ Ratings: Significantly fewer than the *For Dummies* or *Practice Makes Perfect* series, suggesting it sells well but is likely 3rd or 4th in total market share.

Longevity: It has reached a "3rd Edition," which proves it has been a **steady seller for over a decade**, even if its daily volume is lower than the top two.

Based on this public data, the market is tiered as follows:

Tier 1 (Mass Market Hit): *German All-in-One For Dummies* (The default choice for most buyers).

Tier 2 (Strong Steady Seller): *Practice Makes Perfect* (The default for serious workbook learners).

Tier 3 (Category Specialist): *Cañe in Berlin* (The leader for story-based learning).

Conclusion

The long-term successes of the ‘*German For Dummies*’ and ‘*Practice Makes Perfect*’ titles confirm a continuing interest in learning German. At the same time, the success of ‘*Cañe in Berlin*’ shows that most learners prefer to be taught in an entertaining way. The influence of the ‘*For Dummies*’ design as a series should also be taken in consideration.

‘*That Damn German Language!*’ effortlessly closes the gap between classical German textbook and entertaining popular language ‘science’ book, offering to an estimated audience of **1.6 million readers** interested in the German language (US & UK alone) a never-before-seen way to engage with German as well as with the German people, culture and society.

Assuming that ‘*That Damn German Language!*’ appears in 3 instalments as a series, with further books in the same style to follow in the future (e.g. ‘On grammar’, etc.), then ‘*That Damn German Language!*’ **scores highly in all categories** in which the four bestsellers in the German language section only excel individually (and decidedly beyond that):

1. Hard data and educational facts/input (incl. tables & explanations)
2. Entertaining, amusing and light-hearted (incl. images & stories)
3. Serialisation
4. Insider-knowledge on German history, society and culture
5. Practical tips & tricks for German-learners, tourists and expats

Potential marketing measures could be targeted specifically at readers at universities, language schools and secondary schools, e.g. on websites and in publications concerned with language education, as well as at self-taught German-learners on apps like *Duolingo*. Marketing could also be placed where tourists, emigrants and businesspeople interested in Germany search the internet for travel, accommodation and information about Germany and the German language. Furthermore, marketing could be targeted at language enthusiasts, readers interested in culture (Germany & Europe) and larger intellectual circles who read books like Bill Bryson's *'Mother Tongue'*.

Sales success can also be achieved through word of mouth, which can be deliberately encouraged, for example by professors and teachers at universities, schools and language schools who receive a free copy, as well as by libraries and possibly even the Foreign Office. In addition, there could be book readings and/or lectures by the author at universities, schools, language institutions, and libraries.

Stefan J. Brede: “I am passionate about the German language and keen to promote and introduce German to interested readers everywhere. With *'That Damn German Language!'*, I try to pick up the thread that Mark Twain began to spin so long ago with his essay *'That Awful German Language'* and to continue the 'tradition' of introducing the German language 'beast' in a humorous and entertaining way to a new generation of interested readers worldwide.”