

Geomarketing product catalog

March 2020



Growth
from
Knowledge

Geomarketing is the analysis and visualization of the place-based component of market and company data. Geomarketing is therefore the basis for making more informed business decisions – across all industries, B2B and B2C.

Additional information on GfK's geomarketing products and services can be found at

www.gfk.com/geomarketing

Note on GfK market data:

Delivery time for the standard datasets is typically 3-5 business days after processing of the order.
In the case of customized products, delivery time is determined on a case-by-case basis with the client.
Coverage of the most detailed regional level is typically provided.

Time series comparisons: Our high-quality data allow you to make precise regional comparisons. However, we advise against using our data for time series comparisons, because our methodology has been refined and perfected numerous times over the course of the years. This means that there can be changes in the data sources used to compile the data. In compiling data, GfK GeoMarketing places the highest premium on the precise depiction of regional variations. Consequently, we are continually adopting improved methods and newer, more detailed data sources. This has a negative impact on time series comparisons. Were we to privilege time series comparisons we would have to largely neglect the adoption of improved methods, which we feel would be a mistake. Frequent changes to regional boundaries also detract from the accuracy of time series comparisons.

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All prices correspond to singler-user (in-house) licenses. The licensing conditions and general terms and conditions of GfK GeoMarketing apply. These can be accessed online at www.gfk.com/licenses. The prices do not include value added tax.

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Pricing information

Graduated pricing for multiple users

The graduated prices below apply to multi-user licenses for RegioGraph, digital maps and market data within a given company. Each company, company group or company entity must acquire its own licenses. Any existing licenses of a parent company are taken into account when determining license prices for a subsidiary of this company. By contrast, existing licenses of a subsidiary do not reduce the price of acquiring licenses for the parent company or another subsidiary.

Software RegioGraph

To calculate the price for a multi-user license, multiply the price for the single-user license by the corresponding multiplier from the table.

Number of users		multiplier
from	to	
1	1	1
2	2	1.5
3	5	2
6	10	2.5
11	15	3
16	20	3.5
21	25	4
26	50	5
51	100	6

Note:

Within a given software version year, previously purchased user licenses are taken into account when determining the multiplying factor to be used for calculating the price for additional user licenses.

Prices for consultant licenses

All listed prices apply to single-user (in-house) licenses. A consultant license is required if you'd like to create projects using RegioGraph, digital maps or market data and then pass on the resulting projects and related documents to your customers. For individual customer projects, it is also possible to license the product as a single-user, in-house license for the customer.

To calculate the price for a consultant license, multiply the price of the single-user license by a **factor of 3**.

Update and upgrade prices

Are you working with one of the two most recent releases of RegioGraph, a map edition or a market dataset? If so, you can update to the current product version at 30% off the full price.

You can upgrade your version of RegioGraph to the next higher version for the price difference between these two versions.

Subscriptions

You can secure an ongoing discount of 50% by ordering RegioGraph, digital maps or market data as a subscription. New versions of the ordered products will be automatically sent to you in the coming years without separate billing. This generally corresponds to an average of a maximum of one update per year. The discounted annual price already applies to the first delivery. The subscription has a minimum duration of 36 months and automatically renews for an additional year unless three months' notice is given prior to the expiration of the contract.

Worldwide digital maps

You can use geomarketing software, GIS, BI and CRM systems to visualize and analyze your company data on digital maps. In just a few steps, you can extract insights from your data that would otherwise not be apparent. GfK GeoMarketing's worldwide map collection is the ideal foundation for carrying out these cartographic analyses. Select from among 240 country map editions to support your international planning. All maps are created by our own in-house team of

cartographers and fit together seamlessly, without gaps or overlaps.

Highest quality standards

- Comprehensively researched
- Regularly updated
- High-resolution, gapless vector maps
- Available in all standard data formats, including ESRI ArcGIS (*.shp), RegioGraph (*.lay), MapInfo (*.tab), Oracle, GeoDatabase (*.gdb).

Update price

If your map edition is not older than the most recent two releases, you can update to the current version for 30% off the full price.

Ongoing savings of 50%!

Subscribe and save 50%, which already applies to your first order. We'll then automatically send you new map versions upon their release to ensure that you are always working with the latest products.

Below you'll find a summary of GfK GeoMarketing's complete map offering. We offer the world's largest collection of vector maps of postal and administrative boundaries. The map layers included in each country edition can be found in the corresponding tabular overview.

Select your edition

▪ Country editions

Looking for a map of a specific country? You can individually order country-specific map editions. These editions are priced in three categories, beginning at €500.

▪ Continent editions

The continent edition contains all maps of the countries located in the corresponding continent and is available for an attractive bundled rate. For each country, you'll receive all available postcode and administrative maps as well as individual map layers. All layers include complete German, international and local place-name attributions.

▪ World Map Edition

The World Map Edition is a combination of the individual continent editions and as such is one of the largest collections of vector-based administrative and postcode maps available on the market. The World Map Edition offers global coverage. Individual countries are saved in separate files. All map layers fit together seamlessly with those of neighboring countries, without gaps or overlaps.

6 DIGITAL MAPS

Europe	Admin. level 0	Admin. level 1	Admin. level 2	Admin. level 3	Admin. level 4	Admin. level 5	Admin. level 6	1-digit postcodes	2-digit postcodes	3-digit postcodes	4-digit postcodes	5-digit postcodes	6-digit postcodes	City points	price
Albania	✓	✓	✓					✓		✓				✓	€ 500
Austria	✓	✓	✓	✓	✓			✓		✓				✓	€ 1,000
Belarus	✓	✓	✓					✓					✓	✓	€ 2,000
Belgium	✓	✓	✓	✓	✓	✓		✓		✓				✓	€ 1,000
Bosnia-Herzegovina	✓	✓	✓	✓				✓			✓			✓	€ 1,000
Bulgaria	✓	✓	✓	✓				✓		✓				✓	€ 1,000
Croatia	✓	✓	✓					✓			✓			✓	€ 1,000
Cyprus	✓	✓	✓					✓		✓				✓	€ 500
Czech Republic	✓	✓	✓	✓				✓			✓			✓	€ 1,000
Denmark ¹	✓	✓	✓	✓				✓		✓				✓	€ 1,000
Estonia	✓	✓	✓	✓				✓			✓			✓	€ 1,000
Finland	✓	✓	✓	✓	✓			✓			✓			✓	€ 2,000
France ²	✓	✓	✓	✓	✓	✓	✓	✓			✓			✓	€ 2,000
Germany	✓	✓	✓	✓	✓		✓	✓			✓			✓	€ 1,000
Greece	✓	✓	✓	✓	✓	✓		✓			✓			✓	€ 1,000
Hungary	✓	✓	✓	✓	✓			✓		✓				✓	€ 1,000
Iceland	✓	✓	✓	✓				✓	✓					✓	€ 500
Ireland	✓	✓	✓	✓	✓			✓	✓					✓	€ 500
Italy ³	✓	✓	✓	✓	✓			✓			✓			✓	€ 2,000
Kosovo	✓	✓	✓					✓						✓	€ 500
Latvia	✓	✓	✓	✓				✓		✓				✓	€ 1,000
Lithuania	✓	✓	✓	✓				✓			✓			✓	€ 2,000
Luxembourg	✓	✓	✓	✓				✓		✓				✓	€ 500
Malta	✓	✓	✓	✓					✓					✓	€ 500
Moldova	✓	✓	✓					✓		✓				✓	€ 1,000
Montenegro	✓	✓						✓			✓			✓	€ 500
Netherlands	✓	✓	✓	✓	✓			✓		✓			✓	✓	€ 2,000
North Macedonia	✓	✓	✓					✓		✓				✓	€ 500
Norway ⁴	✓	✓	✓	✓	✓	✓		✓		✓				✓	€ 2,000
Poland	✓	✓	✓	✓	✓			✓			✓			✓	€ 2,000
Portugal	✓	✓	✓	✓	✓	✓		✓		✓				✓	€ 1,000
Romania ⁵	✓	✓	✓					✓					✓ ⁵	✓	€ 2,000
Serbia	✓	✓	✓	✓				✓			✓			✓	€ 1,000
Slovakia	✓	✓	✓	✓				✓			✓			✓	€ 1,000
Slovenia	✓	✓	✓	✓	✓			✓		✓				✓	€ 1,000
Spain ⁷	✓	✓	✓	✓	✓			✓			✓			✓	€ 2,000
Sweden	✓	✓	✓	✓				✓			✓			✓	€ 2,000
Switzerland ⁸	✓	✓	✓	✓				✓		✓			✓	✓	€ 1,000
Turkey ⁹	✓	✓	✓	✓ ⁹				✓			✓			✓	€ 2,000
Ukraine	✓	✓	✓					✓	✓		✓ ¹¹			✓	€ 1,000
United Kingdom ⁶	✓	✓	✓					✓	✓		✓ ⁶			✓	€ 1,000
United Kingdom ¹⁰	✓	✓	✓					✓	✓		✓ ⁶	✓ ¹⁰		✓	€ 2,000

City points are categorized by number of inhabitants.

¹⁾ Denmark includes Faroe Islands and Greenland

²⁾ France includes Monaco

³⁾ Italy includes Vatican City State and San Marino

⁴⁾ Norway includes Svalbard and Jan Mayen

⁵⁾ Romania: coverage of 4-digit postcode areas included for larger cities

⁶⁾ United Kingdom: postcode sectors

⁷⁾ Spain includes Andorra and Gibraltar

⁸⁾ Switzerland includes Liechtenstein

⁹⁾ Turkey: The districts and neighborhood map is a combined map of districts and neighborhoods

¹⁰⁾ UK: Postcode unit points are not available for RegioGraph

¹¹⁾ Ukraine: 5-digit postcodes are only available for selected cities

Get a bonus when you order maps in the RegioGraph format!

Maps ordered in the *.lay format (RegioGraph) include purchasing power data for no additional charge!

Africa	Admin. level 0	Admin. level 1	Admin. level 2	Admin. level 3	Admin. level 4	Admin. level 5	Admin. level 6	Admin. level 7	Admin. level 8	1-digit postcodes	2-digit postcodes	3-digit postcodes	4-digit postcodes	5-digit postcodes	6-digit postcodes	City points	price
Algeria	✓	✓								✓						✓	€ 500
Angola	✓	✓	✓													✓	€ 500
Benin	✓	✓	✓													✓	€ 500
Botswana	✓	✓	✓													✓	€ 500
Burkina Faso	✓	✓	✓													✓	€ 500
Burundi	✓	✓	✓													✓	€ 500
Cameroon	✓	✓	✓													✓	€ 500
Cape Verde	✓	✓	✓	✓						✓						✓	€ 500
Central African Rep.	✓	✓	✓													✓	€ 500
Chad	✓	✓	✓													✓	€ 500
Comoros	✓	✓														✓	€ 500
Congo	✓	✓														✓	€ 500
Democratic Rep. of Congo	✓	✓	✓	✓												✓	€ 500
Djibouti	✓	✓	✓													✓	€ 500
Egypt	✓	✓	✓							✓						✓	€ 1,000
Equatorial-Guinea	✓	✓	✓													✓	€ 500
Eritrea	✓	✓	✓													✓	€ 500
Ethiopia	✓	✓	✓	✓												✓	€ 500
Gabon	✓	✓	✓													✓	€ 500
Gambia	✓	✓	✓													✓	€ 500
Ghana	✓	✓	✓							✓						✓	€ 500
Guinea	✓	✓	✓	✓												✓	€ 500
Guinea-Bissau	✓	✓	✓													✓	€ 500
Ivory Coast	✓	✓	✓	✓												✓	€ 500
Kenya	✓	✓							✓		✓					✓	€ 500
Lesotho	✓	✓							✓							✓	€ 500
Liberia	✓	✓	✓							✓						✓	€ 500
Libya	✓	✓														✓	€ 500
Madagascar	✓	✓	✓						✓							✓	€ 500
Malawi	✓	✓	✓													✓	€ 500
Mali	✓	✓	✓													✓	€ 500
Mauritania	✓	✓	✓													✓	€ 500
Mauritius	✓	✓							✓							✓	€ 500
Mayotte	✓	✓												✓		✓	€ 500
Morocco	✓	✓	✓	✓					✓	✓						✓	€ 1,000
Mozambique	✓	✓	✓							✓						✓	€ 500
Namibia	✓	✓	✓									✓				✓	€ 500
Niger	✓	✓	✓													✓	€ 500
Nigeria	✓	✓	✓							✓						✓	€ 500
Reunion	✓	✓	✓	✓	✓	✓								✓		✓	€ 500
Rwanda	✓	✓	✓	✓												✓	€ 500
Sao Tome and Principe	✓	✓	✓													✓	€ 500
Senegal	✓	✓	✓							✓						✓	€ 500
Seychelles	✓	✓														✓	€ 500
Sierra Leone	✓	✓	✓													✓	€ 500
Somalia	✓	✓	✓													✓	€ 500
South Africa	✓	✓	✓	✓	✓	✓	✓	✓		✓		✓				✓	€ 1,000
South Sudan	✓	✓	✓													✓	€ 500
Sudan	✓	✓	✓													✓	€ 500
Swaziland	✓	✓	✓									✓				✓	€ 500
Tanzania	✓	✓	✓	✓						✓	✓					✓	€ 500
Togo	✓	✓	✓													✓	€ 500
Tunisia	✓	✓	✓	✓						✓						✓	€ 500
Uganda	✓	✓	✓	✓	✓											✓	€ 500
Western Sahara	✓	✓	✓	✓					✓	✓						✓	€ 500
Zambia	✓	✓	✓	✓												✓	€ 500
Zimbabwe	✓	✓	✓													✓	€ 500

City points are categorized by number of inhabitants.

Asia	Admin. level 0	Admin. level 1	Admin. level 2	Admin. level 3	Admin. level 4	Admin. level 5	1-digit postcodes	2-digit postcodes	3-digit postcodes	4-digit postcodes	5-digit postcodes	6-digit postcodes	7-digit postcodes	City points	price
Afghanistan	✓	✓	✓				✓							✓	€ 1,000
Armenia	✓	✓					✓							✓	€ 500
Azerbaijan	✓	✓	✓				✓							✓	€ 500
Bahrain	✓	✓	✓	✓			✓		✓					✓	€ 500
Bangladesh	✓	✓	✓				✓							✓	€ 500
Bhutan	✓	✓	✓				✓							✓	€ 500
Brunei-Darussalam	✓	✓	✓				✓							✓	€ 500
Cambodia	✓	✓	✓					✓						✓	€ 1,000
China	✓	✓	✓	✓			✓	✓	✓		✓ ¹			✓	€ 2,000
Georgia	✓	✓	✓				✓							✓	€ 500
India	✓	✓	✓	✓					✓		✓			✓	€ 2,000
Indonesia	✓	✓	✓				✓				✓			✓	€ 2,000
Iran	✓	✓	✓				✓							✓	€ 1,000
Iraq	✓	✓	✓				✓							✓	€ 1,000
Israel	✓	✓	✓	✓			✓							✓	€ 1,000
Japan	✓	✓	✓	✓			✓	✓					✓	✓	€ 2,000
Jordan	✓	✓	✓				✓							✓	€ 500
Kazakhstan	✓	✓	✓				✓		✓					✓	€ 1,000
Korea North	✓	✓	✓											✓	€ 1,000
Korea South	✓	✓	✓	✓			✓				✓			✓	€ 1,000
Kuwait	✓	✓	✓				✓							✓	€ 1,000
Kyrgyzstan	✓	✓	✓					✓	✓					✓	€ 500
Laos	✓	✓	✓				✓							✓	€ 1,000
Lebanon	✓	✓	✓				✓							✓	€ 500
Malaysia	✓	✓	✓				✓				✓			✓	€ 1,000
Maldives	✓	✓					✓							✓	€ 500
Mongolia	✓	✓	✓				✓		✓					✓	€ 1,000
Myanmar	✓	✓	✓	✓			✓							✓	€ 500
Nepal	✓	✓	✓			✓		✓						✓	€ 1,000
Oman	✓	✓	✓			✓								✓	€ 500
Pacific Islands:															€ 500
▪ American Samoa	✓														
▪ Guam	✓														
▪ Northern Mariana Islands	✓														
▪ Solomon Islands	✓														
Pakistan	✓	✓	✓	✓			✓							✓	€ 1,000
Palestina	✓	✓	✓				✓							✓	€ 500
Papua New Guinea	✓	✓	✓				✓							✓	€ 500
Philippines	✓	✓	✓	✓			✓		✓					✓	€ 1,000
Qatar	✓	✓	✓											✓	€ 500
Russian Federation	✓	✓	✓	✓	✓ ¹		✓				✓ ¹			✓	€ 2,000
Saudi Arabia	✓	✓	✓			✓								✓	€ 1,000
Singapore	✓	✓	✓	✓			✓							✓	€ 500
Sri Lanka	✓	✓	✓				✓							✓	€ 500
Syria	✓	✓	✓											✓	€ 500
Taiwan	✓	✓	✓	✓		✓	✓	✓						✓	€ 1,000
Tajikistan	✓	✓	✓					✓	✓					✓	€ 500
Thailand	✓	✓	✓				✓				✓			✓	€ 1,000
Timor-Leste	✓	✓	✓											✓	€ 500
Turkmenistan	✓	✓	✓					✓	✓					✓	€ 500
United Arab Emirates	✓	✓												✓	€ 500
Uzbekistan	✓	✓	✓				✓		✓					✓	€ 1,000
Vietnam	✓	✓	✓				✓		✓					✓	€ 1,000
Yemen	✓	✓	✓											✓	€ 1,000

City points are categorized by number of inhabitants.

¹⁾ Russia/China: city districts and 6-digit postcodes are only available for selected cities.

America

	Admin. level 0	Admin. level 1	Admin. level 2	Admin. level 3	Admin. level 4	Admin. level 5	1-digit postcodes	2-digit postcodes	3-digit postcodes	4-digit postcodes	5-digit postcodes	6-digit postcodes	City points	price
Argentina	✓	✓	✓				✓				✓		✓	€ 2,000
Belize	✓	✓	✓										✓	€ 500
Bermuda	✓	✓					✓		✓				✓	€ 500
Bolivia	✓	✓	✓	✓									✓	€ 1,000
Brazil	✓	✓	✓	✓	✓		✓				✓ ³		✓	€ 2,000
Canada	✓	✓	✓	✓	✓			✓					✓	€ 1,000
Caribbean Islands:														€ 2,000
▪ Anguilla	✓	✓								✓			✓	€ 500
▪ Antigua and Barbuda	✓	✓											✓	€ 500
▪ Aruba	✓	✓											✓	€ 500
▪ Bahamas	✓	✓											✓	€ 500
▪ Barbados	✓	✓											✓	€ 500
▪ Bes	✓	✓											✓	€ 500
▪ British Virgin Islands	✓	✓	✓							✓			✓	€ 500
▪ Cayman Islands	✓	✓				✓							✓	€ 500
▪ Cuba	✓	✓	✓					✓					✓	€ 500
▪ Curacao	✓	✓											✓	€ 500
▪ Dominica	✓	✓											✓	€ 500
▪ Dominican Republic	✓	✓	✓				✓						✓	€ 500
▪ Grenada	✓	✓											✓	€ 500
▪ Guadeloupe	✓	✓	✓	✓	✓	✓					✓		✓	€ 500
▪ Haiti	✓	✓	✓	✓	✓		✓						✓	€ 500
▪ Jamaica	✓	✓	✓			✓			✓				✓	€ 500
▪ Martinique	✓	✓	✓	✓	✓	✓		✓			✓		✓	€ 500
▪ Montserrat	✓	✓						✓					✓	€ 500
▪ Puerto Rico	✓	✓	✓	✓				✓			✓		✓	€ 500
▪ Saint Barthelemy	✓	✓									✓		✓	€ 500
▪ Saint Kitts and Nevis	✓	✓											✓	€ 500
▪ Saint Lucia	✓	✓											✓	€ 500
▪ Saint Martin	✓	✓									✓		✓	€ 500
▪ Saint Vincent & Grenadines	✓	✓											✓	€ 500
▪ Sint Maarten	✓	✓											✓	€ 500
▪ Trinidad and Tobago	✓	✓											✓	€ 500
▪ Turks and Caicos	✓	✓						✓					✓	€ 500
▪ US Virgin Islands	✓	✓	✓								✓		✓	€ 500
Chile	✓	✓	✓	✓		✓		✓					✓	€ 1,000
Colombia	✓	✓	✓				✓					✓	✓	€ 1,000
Costa Rica	✓	✓	✓	✓				✓			✓		✓	€ 1,000
Ecuador	✓	✓	✓				✓		✓				✓	€ 1,000
El Salvador	✓	✓	✓				✓						✓	€ 500
Falkland Islands	✓	✓										✓ ¹	✓	€ 500
French Guiana	✓	✓	✓	✓							✓		✓	€ 500
Guatemala	✓	✓	✓				✓						✓	€ 500
Guyana	✓	✓	✓										✓	€ 500
Honduras	✓	✓	✓	✓			✓						✓	€ 500
Mexico	✓	✓	✓				✓				✓ ³		✓	€ 2,000
Nicaragua	✓	✓	✓				✓				✓ ⁴		✓	€ 500
Panama	✓	✓	✓				✓						✓	€ 500
Paraguay	✓	✓	✓				✓		✓ ²				✓	€ 500
Peru	✓	✓	✓	✓			✓				✓		✓	€ 1,000
South Georgia	✓	✓										✓ ¹	✓	€ 500
Suriname	✓	✓	✓										✓	€ 500
Uruguay	✓	✓	✓				✓				✓		✓	€ 500
United States	✓	✓	✓	✓	✓		✓				✓		✓	€ 1,000
Venezuela	✓	✓	✓				✓						✓	€ 1,000

City points are categorized by number of inhabitants.

¹⁾ Falklands & South Georgia: 7-digit postcodes.

²⁾ Paraguay: Additional postal districts were introduced to the city Asunción.

³⁾ Brazil/Mexico: 5-digit postcodes are only available for selected cities.

⁴⁾ Nicaragua: The 3-digit postcode areas of Managua were integrated in the 5-digit postcode map, thus covering the complete country.

Australia

	Admin. level 0	Admin. level 1	Admin. level 2	Admin. level 3	Admin. level 4	Admin. level 5	Admin. level 6	1-digit postcodes	2-digit postcodes	3-digit postcodes	4-digit postcodes	5-digit postcodes	6-digit postcodes	City points	price
Australia ¹	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓	€ 2,000
New Zealand	✓	✓	✓	✓	✓			✓		✓				✓	€ 1,000

City points are categorized by number of inhabitants.

¹) New Zealand is included.

Continent editions

	price
Western Europe	€ 9,000
Eastern Europe	€ 9,000
Europe, complete	€ 16,000
Europe 2-digit postcodes / NUTS edition	€ 1,000
Africa	€ 4,000
Asia	€ 16,000
America	€ 10,000
Australia, incl. New Zealand	€ 2,000

The **Europe two-digit postcode / NUTS edition** contains the official European boundary data as well as cities and coverage of the 2-digit postcodes for all European countries. The territorial divisions contained in this edition allow you to carry out Europe-wide market and sales territory planning. Please note that Ireland does not have a postcode system.

World edition

	price
World Map Edition, complete	€ 34,000
World Map Edition, admin 1	€ 1,000

The **World Map Edition, admin 1** includes coverage of national boundaries as well as the first administrative level of all countries in addition to a layer featuring selected worldwide cities.

Industry-specific editions

Germany

	price
AVON	upon request
Grosso	upon request
IMS-Landscape (IQVIA Commercial)	upon request
Localities and city districts	upon request
RPI/ODV-Landscape (Insight Health)	upon request

telecommunications
press distribution area
pharmaceutical industry

Regional Pharma Information

CRESTA Zones

	price
CRESTA LowRes Zones 2013 / 2019*	upon request
CRESTA HighRes Zones 2013 / 2019**	upon request
CRESTA Assignment Table	upon request
CRESTA GfK World, HighRes & LowRes Zones*	upon request

Catastrophe Risk Evaluation and Standardizing
Target Accumulations

*(incl. Assignment Table)

** (incl. Assignment Table, LowRes Zones)

Note:

Upon request, the CRESTA high-resolution zones can be obtained for many individual countries. Access a list of available countries at www.gfk-geomarketing.com/cresta.

Europe-wide market data

GfK market data helps you objectively evaluate your markets, turnover and locations, leading to more informed business decisions. We provide a comprehensive range of data for defined regions such as postcodes, municipalities and street segments. Our calculations are based on well-researched product- and product-line specific information from the worldwide GfK network, statistics and private data sources.

Highest quality standards

- comprehensive coverage for all of Europe
- thoroughly researched and regularly updated
- validated through on-site evaluations

All market data fits together seamlessly with our digital maps and can be effortlessly incorporated into our geomarketing software RegioGraph.

Update price

If your market data edition is not older than the most recent two releases, you can update to the current version for 30% off the full price.

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GfK GeoMarketing offers Europe-wide regional market data on end consumers, retail, industries and individual target groups.

Select your data

▪ End-user data

Purchasing Power is the dataset of choice for discovering new market potential with regard to consumption-related decisions of private households. Purchasing Power can be obtained for more than 40 European countries. Other purchasing power datasets include Purchasing Power for Retail Product Lines and Retail Purchasing Power.

▪ Retail and industry data

GfK GeoMarketing's various regional turnover datasets allow you to evaluate your company's turnover performance. These include the retail-specific Retail Turnover dataset – which includes product line-specific turnover for categories such as clothing or furnishings – and the detailed Office Supplies Potential dataset. Our data catalog also contains data on industry potential, such as the Businesses dataset, which contains entries on branch, number of employees and turnover class.

▪ Target-group data

The Demographics dataset provides insight into the consumption habits of specific target groups, with coverage of approximately 2.7 million street segments in Germany. Included are entries on residential surroundings, distribution of age groups, household income, household type and share of immigrants. The Regional Consumer Styles data-set provides insight into the values, behaviors, motivations and worldviews of your target groups.

Base Data

The Base Data dataset contains information on consumers (e.g., Purchasing Power and Population by Age Groups), retail trade (Retail Turnover), automobile ownership and the distribution of businesses and construction companies in Germany's urban and rural districts.

This broad spectrum of regional data at the level of urban and rural districts allows you to assess regional potential.

Data description:

- Part 1: area, population, purchasing power, retail turnover
 - area
 - inhabitants
 - inhabitants in %
 - population density
 - unemployment rate
 - purchasing power in €
 - purchasing power in %
 - purchasing power index
 - retail turnover in €
 - retail turnover in %
 - retail turnover index
- Part 2: industry and traffic
 - industry operations
 - industry employees
 - industry turnover in €
 - industry density
 - gross capital for industry operations in €
 - gross capital for industry machinery in €
 - industry potential in %
 - number of automobiles
 - automobile density
- Part 3: population
 - inhabitants, female
 - 0 to under 15 years, female
 - 15 to under 30 years, female
 - 30 to under 50 years, female
 - 50 to under 65 years, female
 - 60 to under 75 years, female
 - 75 years and older, female
 - inhabitants, male
 - 0 to under 15 years, male
 - 15 to under 30 years, male
 - 30 to under 50 years, male
 - 50 to under 65 years, male
 - 60 to under 75 years, male
 - 75 years and older, male
 - municipality size up to under 5k inhabitants
 - municipality size from 5k to under 20k inhabitants
 - municipality size from 20k to under 100k inhabitants
 - municipality size from 100k inhabitants and more
- Part 4: construction
 - residential building construction
 - residential apartment construction
 - gross residential area under construction
 - residential construction costs in €
 - non-residential building construction
 - non-residential construction
 - non-residential construction costs in €
 - number of completed residential constructions
 - number of residential accommodations
 - residential accommodations with 1 and 2 rooms as a %
 - residential accommodations with 3 rooms as a %
 - residential accommodations with 4 rooms as a %
 - residential accommodations with 5 and 6 rooms as a %
 - residential accommodations with 7 or more rooms as a %
 - amount of residential area
 - number of residential buildings
 - residential buildings with 1 accommodation as a %
 - residential buildings with 2 accommodations as a %
 - residential buildings with 3 or more accommodations as a %

Prices upon request.

Population by Age Group

This dataset contains current population data divided into different age groups.

Official statistics are generally used when determining population figures. In the case of Germany, detailed civil registrant data from cities and municipalities is additionally used, among other information. The data is transferred to a detailed regional level using a geographic modeling technique developed by GfK GeoMarketing.

Data description:

- inhabitants
- households
- inhabitants male
- inhabitants female
- age groups organized in 5-years-steps and also by gender

Europe	most detailed level
Albania	prefectures
Austria	municipalities, postcode 4
Belarus	districts
Belgium	municipalities, postcode 4
Bulgaria ²	municipalities
Croatia	municipalities
Czech Republic	municipalities, postcode 5
Denmark ¹	municipalities, postcode 4
Estonia	municipalities
Finland	municipalities, postcode 5
France	municipalities, postcode 5
Germany ³	municipalities, postcode 5
Greece ¹	municipal districts
Hungary ²	municipalities
Iceland	municipalities, postcode 3
Ireland	municipalities
Italy	municipalities, postcode 5
Latvia	counties
Lithuania	municipalities
Luxembourg	municipalities
Malta	municipalities
Moldova	districts
Montenegro ²	municipalities
Netherlands	municipalities, postcode 4
Norway	municipalities, postcode 4
Poland	submunicipalities, postcode 5
Portugal	municipalities, postcode 4
Romania	municipalities
Serbia ¹	municipalities
Slovakia	municipalities
Slovenia	municipalities, postcode 4
Spain	municipalities, postcode 5
Sweden	municipalities, postcode 5
Switzerland ⁴	municipalities, postcode 4
United Kingdom	districts, postcode sectors

1) Denmark, Greece and Serbia: deviation in other age range categories.

2) Bulgaria, Hungary and Montenegro: breakdown by gender not available.

3) In addition to the five-year categories, a further age breakdown is available for Germany: (0-3, 3-6, 6-10, 10-15, 15-18, 18-20, 20-25, 25-30, 30-35, 35-40, 40-45, 45-50, 50-55, 55-60, 60-65, 65-75, 75+)

4) Switzerland doesn't include Liechtenstein.

Prices upon request.

Demographics

The Demographics dataset provides a detailed overview of a region with regard to the socio-demographic profile of the population, with entries on household size and family type, age ranges, building type and income. The data is derived from official statistics as well as the results of regular surveys of cities and municipalities. The data is transferred to a detailed regional level using a geographic modeling technique developed by GfK GeoMarketing.

Data description (example Germany):

- inhabitants
- inhabitants in %

Household size:

- households
- household size ø

Household type:

- single-person households*
- multiple-person households*
- without children in %
- with children
- immigrant households*

Additional information for Germany:

- household head*
- up to under 30 years
- 30 to under 40 years
- 40 to under 50 years
- 50 to under 60 years
- 60 years and older
- household head age ø
- household income*
- up to €1,100
- €1,000 to under 1,500
- €1,500 to under 2,000
- €2,000 to under 2,600
- €2,600 to under 4,000
- €4,000 to under 7,500
- €7,500 and higher
- residential building
- residential and commercial building
- commercial building
- 1-2 family accommodation*
- 3-6 family accommodation*
- 7-19 family accommodation*
- 20 and more family accommodation*

*also provided as a % and as an index

Europe	most detailed level	households by
Austria	municipalities, postcode 4	size, type
Belgium	municipalities, postcode 4	size, type
Bulgaria	municipalities	size, type
Croatia	municipalities	size, type
Cyprus	municipalities	size
Czech Republic	municipalities, postcode 5	size, type
Denmark	municipalities	size, type
Estonia	municipalities	size, type
Finland	municipalities	size
France	municipalities, postcode 5	size, type
Germany	municipalities, postcode 5	type and more
Greece	municipalities	type
Hungary	municipalities, postcode 4	size, type
Iceland	municipalities	size, type
Ireland	municipalities	size
Italy	municipalities, postcode 5	size, type ²
Latvia	districts	size, type
Lithuania	municipalities	size, type
Luxembourg	municipalities	size, type
Malta	municipalities	size ¹ , type ³
Montenegro	municipalities	size, type
Netherlands	municipalities, postcode 4	size, type
Norway	municipalities, postcode 4	size, type
Poland	municipalities	size, type
Portugal	municipalities, postcode 4	size, type
Romania	municipalities	size, type
Serbia	municipalities	size
Slovakia	municipalities	size, type
Slovenia	municipalities, postcode 4, settlements	size, type ⁴
Spain	municipalities, postcode 5	size
Sweden	municipalities, postcode 5	size, type
Switzerland ⁵	municipalities, postcode 4	size, type
United Kingdom	districts, postcode sectors	size, type

1) Size: municipalities only

2) Type: provinces & postcode 2

3) Type: urban districts only

4) Size & type: municipalities & postcode 4

5) Switzerland doesn't include Liechtenstein.

Prices upon request.

Note:

This data is available for Germany (and for other countries, upon request) down to the level of street segments to support your micro-geographic analyses.

Purchasing Power

Purchasing power serves as a gauge of the regional consumption potential and is calculated at consumers' places of residence.

Purchasing power is the sum of all net income available to the population of a given region. In addition to net income from self-employed and non self-employed work, purchasing power includes investment income and government subsidies such as unemployment benefits, child support and pension payouts. The calculation is based on income tax statistics, relevant statistics on government sub-sidies and forecasted values by economic institutes.

Data description:

- inhabitants
- inhabitants in %
- households
- households in %
- purchasing power in mil. EUR
- purchasing power in %
- purchasing power per inhabitant
- purchasing power per inhabitant as an index
- purchasing power per household in EUR
- purchasing power per household as an index

Note:

This data is available for Germany (and for other countries, upon request) down to the level of street segments to support your microgeographic analyses.

Upon request, purchasing power data is available for non-listed countries.

Europe	most detailed level	price
Albania	municipalities, postcode 4	€ 500
Austria	municipalities, postcode 4	€ 1,000
Belarus	districts, postcode 6	€ 2,000
Belgium	municipalities, postcode 4	€ 1,000
Bosnia Herzegovina	municipalities, postcode 5	€ 1,000
Bulgaria	municipalities, postcode 4	€ 1,000
Croatia	municipalities, postcode 5	€ 1,000
Cyprus	municipalities, postcode 4	€ 500
Czech Republic	municipalities, postcode 5	€ 1,000
Denmark	municipalities, postcode 4	€ 1,000
Estonia	municipalities, postcode 5	€ 1,000
Finland	municipalities, postcode 5	€ 2,000
France	municipalities, postcode 5	€ 2,000
Germany	municipalities, postcode 5	€ 1,000
Greece	communities, postcode 5	€ 1,000
Hungary	municipalities, postcode 4	€ 1,000
Iceland	municipalities, postcode 3	€ 500
Ireland	municipalities, postcode 3	€ 500
Italy	municipalities, postcode 5	€ 2,000
Kosovo	municipalities, postcode 2	€ 500
Latvia	counties, postcode 4	€ 1,000
Lithuania	municipalities, postcode 5	€ 2,000
Luxembourg	municipalities, postcode 4	€ 500
Macedonia	municipalities, postcode 4	€ 500
Malta	municipalities, postcode 3	€ 500
Moldova	municipalities, postcode 4	€ 1,000
Montenegro	municipalities, postcode 5	€ 500
Netherlands	municipalities, postcode 4	€ 1,000
Norway	municipalities, postcode 4	€ 2,000
Poland	submunicipalities, postcode 5	€ 2,000
Portugal	municipalities, postcode 4	€ 1,000
Romania	municipalities, postcode 4/6	€ 2,000
Serbia	municipalities, postcode 5	€ 1,000
Slovakia	municipalities, postcode 5	€ 1,000
Slovenia	municipalities, postcode 4	€ 1,000
Spain	municipalities, postcode 5	€ 2,000
Sweden	municipalities, postcode 5	€ 2,000
Switzerland ¹	municipalities, postcode 4	€ 1,000
Turkey	districts, postcode 5	€ 2,000
Ukraine	districts, postcode 5/3	€ 1,000
United Kingdom	districts, postcode sectors	€ 1,000

¹ Switzerland includes Liechtenstein

Continent editions	price
Western Europe	€ 9,000
Eastern Europe	€ 9,000
Europe, complete	€ 16,000
Europe 2-digit postcodes / NUTS edition	€ 1,000
Australia, incl. New Zealand	€ 21,000

Retail Purchasing Power

This study shows the amount of purchasing power that is available to the population of a given region for retail expenditures.

The GfK Retail Purchasing Power dataset shows the demand potential of a given region for stationary retail (and online retail for Germany). The data reveals the amount of purchasing power that remains available for retail purchases after the deduction of expenditures for rent, mortgages, insurance, automobiles, traveling and services. The data is based on consumers' places of residence rather than the point of sale.

Data description:

- inhabitants
- inhabitants in %
- households
- households in %
- retail purchasing power in mil. EUR
- retail purchasing power in %
- retail purchasing power per inhabitant in EUR
- retail purchasing power index

Note:

Upon request, this dataset can be obtained at the level of street segments for Germany to support microgeographic analyses.

Upon request, retail purchasing power data is available for non-listed countries.

Europe	most detailed level
Austria	municipalities, postcode 4
Belgium	municipalities, postcode 4
Bulgaria	municipalities
Croatia	municipalities, postcode 5
Czech Republic	municipalities, postcode 5
Denmark	municipalities, postcode 4
Finland	municipalities, postcode 5
France	municipalities, postcode 5
Germany	municipalities, postcode 5
Greece	communities, postcode 5
Hungary	municipalities, postcode 4
Iceland	municipalities, postcode 3
Ireland	municipalities
Italy	municipalities, postcode 5
Lithuania	municipalities
Luxembourg	municipalities
Malta	municipalities, postcode 3
Moldova	municipalities
Netherlands	municipalities, postcode 4
Norway	municipalities, postcode 4
Poland	submunicipalities, postcode 5
Portugal	municipalities, postcode 4
Romania	municipalities
Serbia	municipalities
Slovakia	municipalities, postcode 5
Slovenia	municipalities, postcode 4
Spain	municipalities, postcode 5
Sweden	municipalities, postcode 5
Switzerland ¹	municipalities, postcode 4
Turkey	districts, postcode 5
United Kingdom	districts, postcode sectors

1) Switzerland doesn't include Liechtenstein.

Prices upon request.

Purchasing Power for Retail Product Lines

The dataset reveals the purchasing power potential for numerous food- and non-food product lines in many European countries.

The dataset provides coverage of European countries (with the exception of Germany) and is divided into 16 main product groups and additional subcategories. The total of the product-line values yields the retail purchasing power.

Data description:

- inhabitants
- inhabitants in %
- households
- households in %
- retail purchasing power per selected product line in mil. EUR, %, per inhabitant in EUR and as an index

Note:

Purchasing Power for Retail Product Lines is available for most European countries.

Germany includes more detailed product groups and subcategories. Upon request, this dataset can be obtained at the level of street segments to support microgeographic analyses. Data on additional product lines can also be requested.

NEW: For Germany, it is possible to request an additional breakdown of the data into brick-and-mortar and online retail values for each of the 17 main product groups.

01 Food items

0101 food
0102 alcohol-free beverages
0103 alcoholic beverages
0104 tobacco products

02-16 Non-food items

02 health and hygiene products
03 clothing
04 shoes, leather goods
05 furnishings
06 household products, glass, porcelain
07 electrical household appliances
08 consumer electronics, electronic media
11 ICT, photography
12 watches, jewelry
13 books, stationery
14 sporting goods, hobbies
15 and recreation
16 home improvement items

Europe

most detailed level

Austria	municipalities, postcode 4
Belgium	municipalities, postcode 4
Bulgaria	municipalities
Croatia	municipalities, postcode 5
Cyprus (South Cyprus)	municipalities
Czech Republic	municipalities, postcode 5
Denmark	municipalities, postcode 4
Finland	municipalities, postcode 5
France	municipalities, postcode 5
Germany	municipalities, postcode 5
Greece	municipalities
Hungary	municipalities, postcode 4
Iceland	municipalities, postcode 3
Ireland	municipalities, postcode 3
Italy	municipalities, postcode 5
Latvia	counties
Lithuania	municipalities
Luxembourg	municipalities, postcode 4
Netherlands	municipalities, postcode 4
Norway	municipalities, postcode 4
Poland	submunicipalities, postcode 5
Portugal	municipalities, postcode 4
Romania	municipalities
Slovakia	municipalities, postcode 5
Slovenia	municipalities, postcode 4
Spain	municipalities, postcode 5
Sweden	municipalities, postcode 5
Switzerland ¹	municipalities, postcode 4
Turkey	districts, postcode 5
United Kingdom	districts, postcode sectors

¹ Switzerland doesn't include Liechtenstein.

Prices upon request.*

*Data can be provided in the form of a total package, product groups and, upon request, individual product lines.

Retail Turnover

This dataset reveals the regional distribution of retail turnover.

In contrast to Retail Purchasing Power which is calculated at consumers' places of residence, Retail Turnover is calculated at the place of sale. Turnover related to online retail is not included in the dataset.

Data description:

- inhabitants
- inhabitants in ‰
- households
- households in ‰
- retail turnover in mil. EUR
- retail turnover in ‰
- retail turnover per inhabitant in EUR
- retail turnover as an index

Note:

Upon request, segment-specific retail turn-over data can be obtained for Germany – e.g., consumer electronics, clothing, DIY items, furniture, kitchen furniture.

Upon request, Retail Turnover is available for non-listed countries.

Europe	most detailed level
Austria	municipalities 10+, postcode 4
Belgium	municipalities 10+, postcode 4
Burgaria	municipalities 10+
Czech Republic	municipalities 10+, postcode 2
Croatia	municipalities 10+
Denmark	municipalities 10+, postcode 4
Finnland	municipalities 10+, postcode 5
France	municipalities 10+, postcode 5
Germany	municipalities 10+, postcode 5
Greece	NUTS3
Hungary	municipalities 10+, postcode 4
Ireland	counties
Italy	municipalities 10+, postcode 5
Luxembourg	municipalities 5+, postcode 2
Moldova	districts
Netherlands	municipalities 10+, postcode 4
Norway	municipalities 10+, postcode 4
Poland	submunicipalities 10+
Portugal	municipalities 10+, postcode 4
Romania	municipalities 10+
Spain	municipalities 10+, postcode 5
Sweden	municipalities 10+, postcode 5
Switzerland ¹	municipalities 10+, postcode 4
United Kingdom	districts, postcode districts

1) Switzerland doesn't include Liechtenstein.
"NUTS" is an acronym for "Nomenclature des Unités Territoriales Statistiques", a widely recognized geocoding standard.
"Municipalities 5k+" and "municipalities 10k+" refer to the municipality size for which the product is available (e.g., municipalities with 5,000 or 10,000 inhabitants and more).

Prices upon request.

Retail Centrality

This dataset reveals the retail drawing power of a given city.

The retail drawing power of a city as a shopping destination can be measured by comparing the demand of the local inhabitants (Retail Purchasing Power) with the retail turnover (Retail Turnover). This yields the Retail Centrality. A city with high retail drawing power attracts more purchasing power than that which is available solely from the local inhabitants.

Data description:

- inhabitants
- inhabitants in %
- households
- households in %
- retail purchasing power in mil. EUR
- retail purchasing power in %
- retail purchasing power per inhabitant in EUR
- retail purchasing power as an index
- retail turnover in mil. EUR
- retail turnover in %
- retail turnover per inhabitant in EUR
- retail turnover as an index
- retail centrality

Europe

	most detailed level
Austria	municipalities 10+, postcode 4
Belgium	municipalities 10+, postcode 4
Bulgaria	municipalities 10+
Czech Republic	municipalities 10+, postcode 2
Croatia	municipalities 10+
Denmark	municipalities 10+, postcode 4
Finland	municipalities 10+, postcode 5
France	municipalities 10+, postcode 5
Germany	municipalities 10+, postcode 5
Greece	NUTS3
Hungary	municipalities 10+, postcode 4
Ireland	counties
Italy	municipalities 10+, postcode 5
Luxembourg	municipalities 5+, postcode 2
Moldova	districts
Netherlands	municipalities 10+, postcode 4
Norway	municipalities 10+, postcode 4
Poland	submunicipalities 10+
Portugal	municipalities 10+, postcode 4
Romania	municipalities 10+
Spain	municipalities 10+, postcode 5
Sweden	municipalities 10+, postcode 5
Switzerland ¹	municipalities 10+, postcode 4
United Kingdom	districts, postcode districts

1) Switzerland doesn't include Liechtenstein.

"NUTS" is an acronym for "Nomenclature des Unités Territoriales Statistiques", a widely recognized geocoding standard.
 "Municipalities 5k+" and "municipalities 10k+" refer to the municipality size for which the product is available (e.g., municipalities with 5,000 or 10,000 inhabitants and more).

Prices upon request.

Note:

Upon request, Retail Centrality is available for non-listed countries.

Regional Consumer Styles

The eight consumer profiles provided in the Regional Consumer Styles dataset offer insight into values and behaviors of your target groups that can be used for more tailored marketing and sales activities. When used with other relevant datasets, the Regional Consumer Styles dataset provides a valuable foundation for your location planning and evaluation, media planning and direct marketing.

Data description:

- inhabitants
- inhabitants in %
- households
- households in %
- (provided as a % and as an index)
 - settled
 - homebodies
 - dreamers
 - adventures
 - open-minded
 - organics
 - rational-realists
 - demanding

Note:

Upon request, Regional Consumer Styles are available for non-listed countries.

Upon request, this dataset can be obtained at the level of street segments for Germany to support microgeographic analyses.

Countries	most detailed level
Austria	municipalities, postcode 4
Belgium	municipalities, postcode 4
Czech Republic	municipalities, postcode 5
France	municipalities, postcode 5
Germany	municipalities, postcode 5
Italy	municipalities, postcode 5
Latvia	districts
Lithuania	municipalities
Netherlands	municipalities, postcode 4
Poland	municipalities, postcode 2
Sweden	municipalities, postcode 5
Switzerland ¹⁾	municipalities, postcode 4
United Kingdom	districts, postcode sectors

¹⁾ Switzerland doesn't include Liechtenstein.

Prices upon request.

Businesses

This dataset reveals the street-segment distribution of companies with regard to the absolute number of businesses. The data is subdivided by business size and branch.

Data description:

businesses by turnover volume

- turnover from € 0 to under 1 mil.
- turnover from € 1 to under 2 mil.
- turnover from € 2 to under 10 mil.
- turnover from € 10 to under 50 mil.
- turnover from € 50 mil. and higher

businesses by company size

- 1 to under 10 employees
- 10 to under 50 employees
- 50 to under 200 employees
- 200 to under 500 employees
- 500 employees and over

businesses by branch

- agriculture, hunting, forestry and fishing
- mining and quarrying
- manufacturing
- electricity, gas, steam and air-conditioning supply
- water supply, sewage and waste management
- construction
- trade, repair of motor vehicles and household goods
- transportation and storage
- accommodation and food services
- information and communication
- financial and insurance services
- real estate services
- professional, scientific and technical services
- administrative and support services
- bodies subject to public law
- education
- human health and social services
- arts, recreation and entertainment
- other services

Note:

Upon request; the businesses dataset is available for non-listed countries.

Purchasing Power for Automobiles

This purchasing power dataset reveals purchasing power for the automobile industry. The data shows the distribution of purchasing power in Germany for automobile sales (e.g., new/used automobiles, automobile tires, automobile accessories) and after-sales (automobile maintenance and repair).

We calculate the data using ongoing analyses of consumers' purchasing behavior. As such, the detailed data provides a foundation for numerous applications. Use these insights to evaluate regional sales opportunities, align sales territories and direct marketing initiatives with regional market potential and objectively analyze existing as well as new markets and locations.

The data includes a breakdown for the following categories so you can exploit more potential in your regional markets:

- new and used automobiles
- new automobiles
- used automobiles
- automobile maintenance & repair
- automobile tires
- automobile accessories

Note:

Upon request, this data is available down to the level of street segments for Germany.

Prices upon request

Purchasing Power for Holiday Travel

This purchasing power dataset reveals purchasing power for private holiday travel.

The data reflects spending on private holiday travel that includes more than one overnight stay. As such, the data shows the purchasing power distribution in Germany for various types of holiday travel, such as sea cruises.

Use these insights to evaluate regional sales opportunities, align sales territories and direct marketing initiatives with regional market potential and objectively analyze existing as well as new markets and locations.

In addition to general purchasing power for holiday travel, we also offer a breakdown for specific types of vacation travel.

Included data columns:

- general purchasing power for holiday travel
- long-haul beach holidays
- Mediterranean beach holidays
- sea cruises
- sport, wellness and activity-related travel
- city trips

Upon request, we can also calculate regional purchasing power for your specific travel offering. Use these detailed insights to precisely gauge your market potential and allocate your resources accordingly. Contact us at any time for more information.

Note:

Upon request, this data is available down to the level of street segments for Germany.

Prices upon request

Regional Online Potential

Our data on regional online potential reflects the online purchasing behavior of German consumers on a region-by-region basis. Use these insights to compare regions and then target marketing and sales initiatives accordingly.

The data reveals the regional distribution of online purchasing potential for 17 different product groups (encompassing both food and non-food product lines). We calculate the data using analyses of consumer behavior, drawing especially on insights from GfK's consumer panel.

The breakdown of the data into individual product lines allows you to concentrate sales and marketing efforts in the most promising regions.

Overview of available product lines*:

01. food and luxury items
02. health and body care
03. clothing
04. shoes and leather goods
05. furniture and furnishings
06. household items, glass and porcelain
07. electrical household appliances
08. consumer electronics and electronic media
09. information technology
10. telecommunications
11. photography and optics
12. watches and jewelry
13. books and stationery
14. toys and hobbies
15. sporting goods, clothing and shoes, camping items
16. home improvement items
17. infant and children's items

Note:

Upon request, this data is available down to the level of street segments for Germany.

Prices upon request

Office Supplies Potential

This dataset reveals the regional market potential for office supplies.

Data description:

- office supplies potential in ‰
- product groups in ‰
 - office supplies potential
 - tele-/mobile communications
 - Internet services
 - networks
 - PCs
 - printers
 - multi-functional devices
 - projectors
 - software
 - office furniture
 - security systems

Note:

A customized calculation of your regional market exploitation can be obtained upon request.

Prices upon request

* purchasing power currently available only as index and per mill values

Location Classifications

The Location Classifications dataset allows you to evaluate existing and prospective locations through-out Germany based on regional and centrality factors.

For example, use the dataset to determine whether a given location lies in an urban agglomeration or in a rural area.

Data description:

- location classifications, 01-06
- name and location classification
 - urban agglomeration
- large city
- large-/mid-sized city with densely populated surroundings
- large-/mid-sized city with rural surroundings
- other municipalities with densely populated surroundings
- other municipalities with rural surroundings
- inhabitants
- households

Prices upon request

RegioGraph Software

RegioGraph gives the tools you need to visually analyze and answer your location questions related to marketing, sales and expansion. In combination with purchasing power data, this illuminates otherwise hard-to-spot trends and relationships in your data. This allows you to make more informed decisions and communicate efficiently with your team.

Ongoing savings of 50%!

Subscribe and save 50%, which already applies to the first order. We'll then automatically send you new versions of the software upon their release.

Contents

RegioGraph includes all maps and purchasing power data for Germany, Austria and Switzerland or a European country of your choice. Use RegioGraph to manage your markets beyond Europe by incorporating our worldwide map sets, international addresses and data.

RegioGraph Analysis	RegioGraph Planning	RegioGraph Strategy
RegioGraph Analysis offers detailed regional and market analyses for marketing, controlling and market research.	RegioGraph Planning additionally includes intelligent tools for sales territory optimization, street-level customer analyses and service structure optimization. Smart reporting options deliver transparent results that bring your markets into sharp focus.	RegioGraph Strategy additionally offers location and expansion planning options as well as powerful tools for evaluating locations based on accessibility, catchment area potential, competitor influences and other factors.
entry-level version	includes the following features in addition to those in RegioGraph Analysis	includes the following features in addition to those in RegioGraph Planning
<ul style="list-style-type: none"> up-to-date maps and purchasing power for an European country of choice diverse visualization options for market analyses (e.g., charts, portfolio, ABC and many others) NEW: duplication of layer formats and analyses for consistent results 	<ul style="list-style-type: none"> online maps & aerial imagery from Bing** address-level geocoding professional tools for sales territory optimization calculation of location-specific driving zones detailed reporting with PDF creation NEW: enhanced planning view for more control and oversight NEW: ability to view territory changes at any time for more strategic planning 	<ul style="list-style-type: none"> street segment-level analysis and reporting of granular data location evaluation with gravity model (with consideration of competition) <p><i>optional integration of detailed data on end consumers and business potential</i></p>

View all highlights of the new version

A detailed overview of all new features can be found at

www.gfk-regiograph.com/rg2020.



RegioGraph TeamConnect add-on

Use this add-on to the desktop version of RegioGraph to share project insights online with your colleagues for more accelerated communication and planning.

from €2,500
extra per year*

available for an additional charge with the purchase of RegioGraph Planning or Strategy

- includes 5 licenses for the desktop version of RegioGraph to enable project creation
- uploading of project results to your own company server
- multi-user access from various end devices while on the go
- customizable access rights for users

All prices exclude VAT. GfK GeoMarketing's licensing conditions and general terms and conditions apply (www.gfk-geomarketing.com/licensing).

*Amount applies to the first year of a three-year subscription license that entails an annual maximum increase of 3%.

Total price including RegioGraph TeamConnect add-on: RegioGraph Planning: from €5,000 for the first year; RegioGraph Strategy: from €8,500 for the first year

**a Bing user license for 12 months or the next update

D-A-CH	Analysis	Planning	Strategy	Geocoder
Germany, Austria and Switzerland	€ 1,800	€ 5,000	€ 8,500	*
Germany, Austria and Switzerland, including D&B address data on business potential for Germany	-	-	€ 12,300	*
Germany, Austria and Switzerland incl. GfK data on end consumers at the level of street segments for Germany	-	-	€ 15,000	*

Europe

Albania	€ 1,800	€ 5,000	€ 8,500	---
Belarus	€ 3,300	€ 6,500	€ 10,000	---
Belgium	€ 2,300	€ 5,500	€ 9,000	*
Bosnia Herzegovina	€ 2,300	€ 5,500	€ 9,000	---
Bulgaria	€ 2,300	€ 5,500	€ 9,000	*1
Croatia	€ 2,300	€ 5,500	€ 9,000	*
Cyprus	€ 1,800	€ 5,000	€ 8,500	*
Czech Republic	€ 2,300	€ 5,500	€ 9,000	*
Denmark (incl. Faroe, Greenland)	€ 2,300	€ 5,500	€ 9,000	*
Estonia	€ 2,300	€ 5,500	€ 9,000	*
Finland	€ 3,300	€ 6,500	€ 10,000	*
France	€ 3,300	€ 6,500	€ 10,000	*
Greece	€ 2,300	€ 5,500	€ 9,000	*
Hungary	€ 2,300	€ 5,500	€ 9,000	*
Iceland	€ 1,800	€ 5,000	€ 8,500	*
Ireland	€ 1,800	€ 5,000	€ 8,500	*
Italy (incl. San Marino)	€ 3,300	€ 6,500	€ 10,000	*
Kosovo	€ 1,800	€ 5,000	€ 8,500	*
Latvia	€ 2,300	€ 5,500	€ 9,000	*
Lithuania	€ 3,300	€ 6,500	€ 10,000	*
Luxembourg	€ 1,800	€ 5,000	€ 8,500	*
Macedonia	€ 1,800	€ 5,000	€ 8,500	---
Malta	€ 1,800	€ 5,000	€ 8,500	*
Moldova	€ 2,300	€ 5,500	€ 9,000	---
Montenegro	€ 1,800	€ 5,000	€ 8,500	*
Netherlands	€ 3,300	€ 6,500	€ 10,000	*
Norway	€ 3,300	€ 6,500	€ 10,000	*
Poland	€ 3,300	€ 6,500	€ 10,000	*
Portugal	€ 2,300	€ 5,500	€ 9,000	*
Romania	€ 3,300	€ 6,500	€ 10,000	*
Serbia	€ 2,300	€ 5,500	€ 9,000	*
Slovakia	€ 2,300	€ 5,500	€ 9,000	*
Slovenia	€ 2,300	€ 5,500	€ 9,000	*
Spain (incl. Andorra)	€ 3,300	€ 6,500	€ 10,000	*
Sweden	€ 3,300	€ 6,500	€ 10,000	*
Turkey	€ 3,300	€ 6,500	€ 10,000	*1
Ukraine	€ 2,300	€ 5,500	€ 9,000	*
United Kingdom	€ 2,300	€ 5,500	€ 9,000	*

Continent editions

Western Europe	€ 10,300	€ 13,500	€ 17,000	
Eastern Europe	€ 10,300	€ 13,500	€ 17,000	
Europe, complete	€ 17,300	€ 20,800	€ 24,000	
Europe 2-digit postcodes/NUTS edition	€ 2,300	€ 5,500	€ 9,000	
Africa	€ 5,300	€ 8,500	€ 12,000	
Asia	€ 17,300	€ 20,800	€ 24,000	
America	€ 11,300	€ 14,500	€ 18,000	
Australia (incl. New Zealand)	€ 3,300	€ 6,500	€ 10,000	
World Map Edition, complete	€ 34,300	€ 37,500	€ 41,000	
World Map Edition, admin 1	€ 2,300	€ 5,500	€ 9,000	

Software training courses

Become a RegioGraph professional

A software training course allows you to save valuable time and quickly learn how to create insight-generating maps from your market and company data. Our experienced course instructors guide you through all relevant steps for completing your daily tasks with the software. A training course is also ideal for experienced users who have recently updated and want to quickly learn the software's new features.

RegioGraph training courses span two days and are carried out at GfK GeoMarketing's headquarters in Bruchsal, Germany. Upon request, training courses can be provided directly at your place of business.

Our training course concept includes practice-based exercises carried out directly on PCs, which promotes quick, efficient learning. Small class sizes and a pleasant atmosphere further enhance learning. Our course instructors are experienced geomarketing experts who offer participants important tips for working with the software and answer any questions that arise. Participants who complete the course can immediately implement the software at their place of business.

Overview of training course contents

- RegioGraph fundamentals
- visualization and analysis of market/company data
- visualization of customer locations, branches, etc.
- creation of external sales force regions

Additional contents for RegioGraph Planning

- sales territory planning
- practice-based exercises

Weekly training courses at
www.gfk-regiograph.com/training

	number of people	price
group course in Bruchsal	per person	€ 900
company course*	1-4 people	€ 2,900
	each additional person	€ 400
individual company course*	1-4 people	€ 3,500
	each additional person	€ 400

* Additional costs apply in the case of courses carried out at your place of business.
Our travel cost policy can be viewed at www.gfk-regiograph.com/travel_fee_policy.

Services

Concrete answers to your local challenges

Geo+SalesTerritories

Create a better sales structure.



Geo+BranchNetworks

Pinpoint locations with high turnover potential – anywhere.



Geo+TargetGroups

Pinpoint your local target groups and product demand.



Geo+

Geo+MarketShares

Know your regional potential by channel & product.



Geo+DistributionPartners

Choose your local distribution partners with confidence.



Geo+SalesTerritories

We help you optimize your sales structure and tap more regional potential. We do this by identifying the strengths and weaknesses of your existing territory structure. Based on your criteria, our experts create numerous scenarios for a more efficient sales structure that taps more potential. We also give you detailed regional reports for your outside sales force. We support you with expert advice throughout all phases of the optimization!

Geo+BranchNetworks

We identify the internal and external success factors of your locations and determine the turnover potential in your catchment area. We also take into account competitors and retailer synergies. We show you where to open new locations, or where you should consolidate. This gives you a reliable roadmap for expanding or consolidating.

Geo+TargetGroups

We identify your target groups by analyzing your customer data, information from GfK consumer panels and additional sources. We combine this data with our regionalized data on socio-demographics, residential surroundings and consumer lifestyles. We then calculate the distribution of your target group as well as your product demand. This reveals the location of your most promising customers.

Geo+MarketShares

We calculate regional turnover potential for your sales channels by combining GfK POS tracking panel data with our geomarketing data. We can also use your turnover data to determine your regional market exploitation. Benchmark your sales and retail partners against your on-site turnover potential!

Geo+DistributionPartners

We carry out a detailed analysis of your distribution partner and location traits. We then cluster the results in the form a location typology. This gives you an objective template for evaluating your retail partners and identifying both profitable and unprofitable retailer locations. This lets you evaluate the performance of your retail partners.

Glossary

Administrative maps

Maps that depict political boundaries

Examples include boundaries of states, administrative regions, urban/rural districts and municipalities.

Geocoder/geocoding

Importing of locations into a map

In order to visualize point-based elements such as customer or branch locations on a map, these must first be geographically linked to the map – e.g., via an address. This linking process is known as geocoding. With RegioGraph, you can geocode addresses at the level of street segments in the case of many European countries.

Geomarketing

Use of the geographic aspect of market and company data in order to extract more insights and make more informed decisions

Geomarketing revolves around answering the many "where" questions that companies face: Where are my customers located, where am I generating the most turnover, where are my target groups located, where do I have good market presence and where do I need to make more of an effort?

Index value

Indicator of the extent to which a given region deviates from an average value (index = 100)

An index value of 100 represents the average value for a defined region such as a country or continent in data studies such as GfK Purchasing Power. If an area within this region such as a municipality has an index value of 120, then this municipality has a purchasing power value that is 20% higher than the average. By the same token, an index value of 96 means that the area in question has a purchasing power value that lies 4% below the average.

Map layer

Map level (postal or administrative)

A layer is a map on which specific map objects are shown, such as postcodes, municipal boundaries or city points. A digital map generally consists of multiple layers that are stacked on top of one another.

Postcode maps

Maps that depict postal boundaries

These maps feature coverage of the various available postcode levels (1-digit, 2-digit, 3-digit, etc.).

Per mill value

Per thousand values that reflect the share of a given region with regard to the total value

The per mill value is derived by dividing the value in a given area by the total value and multiplying it by 1,000. The sum of all per mill values equals 1,000.

Street segment

Detailed geographic level containing an average of 15 households

A street segment is defined as a continuous segment of a street from intersection to intersection as depicted by TomTom street data. A street segment typically encompasses approximately 15 households. Street segments with fewer than 5 households are either merged with neighboring street segments in the same street or anonymized for data protection purposes. The street segment is the most detailed geographic level available from GfK GeoMarketing and facilitates highly detailed Analysis of potential.

Vector maps

Maps that support infinite zoom

In contrast to a raster- or pixel-based map, a vector-based map consists of individual objects (points, lines and areas). The advantage of vector-based maps is that they support infinite zoom and can therefore be adjusted to (and printed in) any format. All maps offered by GfK GeoMarketing are vector-based maps.



If you have any questions, please contact us at
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with maps from
Maps by
TOMTOM

About GfK

We connect data and science. Innovative analytics solutions provide answers for key business questions around consumers, markets, brands and media – now and in the future. As an analytics partner, we promise our clients all over the world “Growth from Knowledge”.

www.gfk.com

GfK. Growth from Knowledge