

# GfK Purchasing Power Europe & GfK Europe Map Edition



## The perfect basis for your decisions!

- Locate the regions in Europe where your market potential is highest
- Concentrate your expansion, sales and marketing in the most promising regions
- Make more informed decisions with reliable, ultra-precise data and maps

# GfK Purchasing Power Europe: Realize your full potential in the B2C market

Realistic and objective market data is the most important basis for business decisions.

- Looking to realize untapped turnover potential in order to reach your revenue goals?
- Want to optimize your sales regions Europe-wide based on existing market potential?
- Need support for your location evaluations and expansion plans domestically and/or abroad?

GfK Purchasing Power Europe provides detailed coverage of turnover potential for all regions in the included 41 countries. Carry out Europe-wide comparisons thanks to the consistent high-quality of these up-to-date maps that provide comprehensive coverage!

## Market analyses: Locate your turnover potential

Not every region offers the same turnover opportunities for your products. So in which countries and regions should you concentrate your sales and marketing efforts? GfK Purchasing Power reveals the population's disposable income available for retail purchases based on place of residence. This gives you an exact measure of the economic health of a given region and allows you to quickly determine your turnover potential.



## Sales territory planning: Create balanced territories

Whether you're active in Poland or Cyprus, GfK Purchasing Power allows you to evaluate and optimize your sales territories according to equal criteria, Europe-wide. Use the purchasing power data to set realistic and fair goals for your external sales force. This gives you the ability to create a sales structure that realizes your full turnover potential and motivates employees.



## Sales controlling: Profit from transparency

How well is your company doing? You can only determine the degree of market exploitation by comparing your turnover results with objective market data such as purchasing power. Want to expand? Create test scenarios and find out how much turnover your company can generate in your test markets. This lends objectivity and transparency to your planning.

## Location planning: Find promising sites

GfK Purchasing Power is an objective benchmark for the planning of new locations and branches, whether in Germany, Romania or Turkey. Purchasing power data show you, for example, how large your catchment area should be in order to reach your turnover goals. Use the dataset to position your products and services only in those regions where customers with sufficient purchasing power reside.

## Direct marketing: Locate your target groups

Cash in on regional purchasing power with targeted marketing actions. The GfK Purchasing Power Europe dataset reveals regions where high numbers of potential buyers live. By concentrating your marketing efforts on these regions, you can generate better results, increase efficiency and reduce expenditures.

## What is GfK Purchasing Power?

A region's purchasing power, or consumer potential, is the most important factor for companies that sell to end consumers. The purchasing power dataset is the basis for determining disposable income across all of Europe. The data reveals the income available for consumer-related purchases in Europe's municipalities, districts and postcode regions. As such, the GfK Purchasing Power dataset is an important indicator of the economic health of a region.

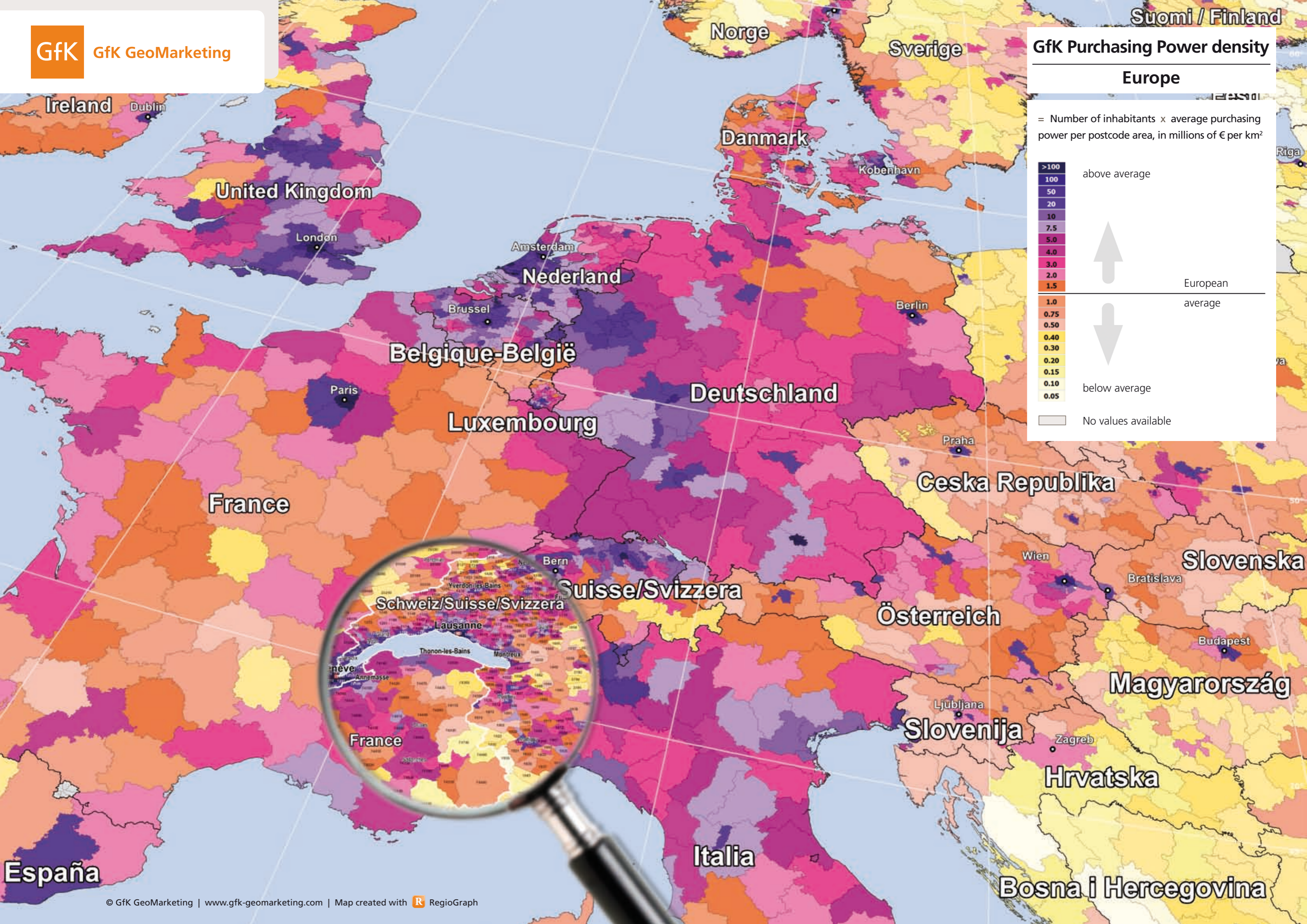
## Up-to-date, comprehensive coverage

GfK Purchasing Power Europe is updated yearly and provides comprehensive, gapless coverage of 41 European countries. The dataset is available for all of Europe's administrative levels, with values listed in euros and as an index, along with additional figures on inhabitants and households. The data supports Europe-wide comparisons and integrates seamlessly with GfK's digital maps. GfK Purchasing Power Europe is thus the ideal foundation for your decision-making!

## Nr. 1 for over 70 years

You can rely on our experience! GfK GeoMarketing has been calculating GfK Purchasing Power since 1937. Since then, it has become the accepted benchmark for assessing consumer potential. Our expertise and reputation also extend throughout Europe. This is reflected in our numerous on-site appraisals, a methodology perfected over many years and the world-wide GfK network.

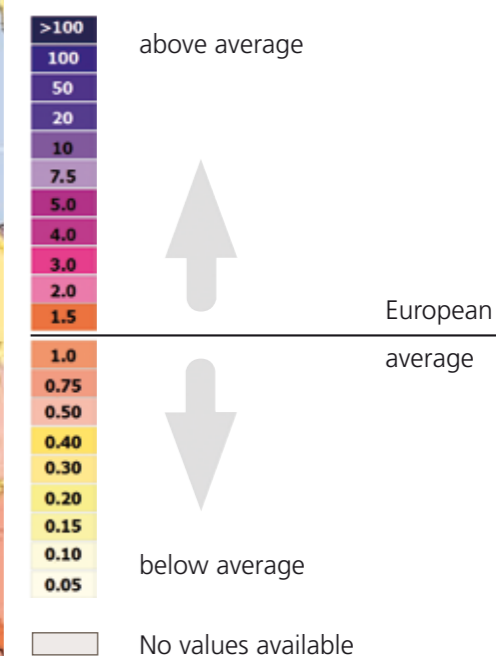




### GfK Purchasing Power density

#### Europe

= Number of inhabitants x average purchasing power per postcode area, in millions of € per km<sup>2</sup>



# GfK Europe Map Edition: The best foundation for your analyses

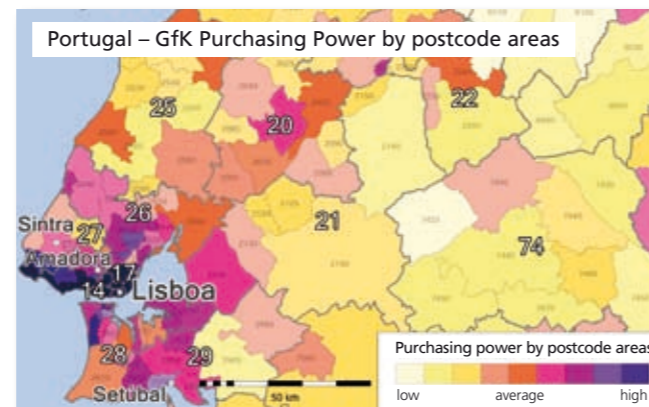
GfK GeoMarketing provides high-quality, comprehensively researched maps for all of Europe.

- Planning an expansion or optimizing your sales territories in multiple countries?
- Looking for comprehensive, up-to-date postcode maps for all of Europe?
- Are the maps you're using in your geomarketing software or GIS still up-to-date?

The GfK Europe Map Edition is a one-of-a-kind, up-to-date collection of digital postcode, administrative and topographic maps, ready for incorporation into your GIS and available in all standard data formats.

## For optimal results: Up-to-date maps

Error-free analyses and planning require up-to-date maps. Administrative and postcode boundaries are subject to frequent changes. The up-to-date, feature-packed GfK Europe Map Edition allows you to secure a decisive competitive advantage. The maps included with the edition provide the optimal cartographic basis for your planning.



Perfect combination for insightful analyses: GfK Purchasing Power and GfK Europe Map Edition

## Comprehensive coverage: All of Europe in one package

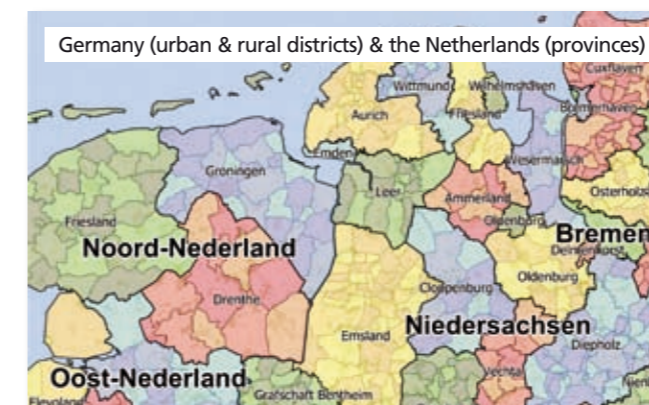
The GfK Europe Map Edition contains more than 1,000 maps with coverage of all available European postcodes and municipalities, including numerous topographic maps. All maps are produced by our in-house cartographers according to the highest quality standards. The maps provide comprehensive, gapless coverage and feature a seamless fit between national boundaries.



Highly detailed: GfK map editions are very finely rendered, particularly the coastlines

## Trademark GfK quality: The map edition at a glance

- All postcode and administrative levels, down to the level of municipalities and postcode areas
- Comprehensive coverage with seamlessly fitting, overlap-free boundaries
- Up-to-date status that reflects the latest administrative reforms and changes
- Fully attributed with international and local place names
- Infinite zoom capability thanks to vector maps based on geographic coordinates (WGS 84)
- Available in all standard geomarketing and GIS software formats (\*.tab, \*.mid, \*.mif, \*.shp, \*.gdb)
- Seamless fit with GfK Purchasing Power Europe and all of GfK GeoMarketing's worldwide maps



## Maximum benefit: Maps in RegioGraph format

Profit from additional features when you purchase the \*.lay format of our GfK Europe Map Edition, for use in the geomarketing software RegioGraph. Only the RegioGraph format of the map edition includes comprehensive Tele Atlas street maps. These detailed maps can be used as a background layer for your map projects and/or individually edited. The inclusion of street map data makes it possible to analyze customers and regions down to the level of street segments.

### Features of RegioGraph format maps:

- Detailed map interface similar to Google Maps with integrated Tele Atlas street maps
- Geocoding capability for analyzing your data down to the level of street segments
- Precise distance calculations and Europe-wide sales territory planning based on accessibility



# GfK Purchasing Power and GfK Europe Map Edition at a glance

## GfK Purchasing Power Europe

Country-specific market datasets contain the following data columns for each region:

- Inhabitants (absolute and per mill)
- Households (absolute and per mill)
- Purchasing power per region (in millions of euros, per mill, per inhabitant in euros, as an index per inhabitant, per household in euros and as an index per household)
- Purchasing power Europe index per region (per inhabitant, per household)

Additional information available at:  
[www.gfk-geomarketing.com/marketdata](http://www.gfk-geomarketing.com/marketdata)

## GfK Europe Map Edition

The GfK Europe Map Edition contains the following maps for each included country:

- Postcode maps: Available down to the most detailed level from one-digit to three-, four- or five-digit postcodes
- Administrative maps: All administrative divisions, usually down to the municipal level
- Topographic maps: Cities, streets, elevation levels, rivers

Additional information available at:  
[www.gfk-geomarketing.com/maps](http://www.gfk-geomarketing.com/maps)

## GfK Purchasing Power and GfK maps are available for the following countries:

Albania	Finland	Lithuania	Romania
Austria	France	Luxembourg	Russia*
Belarus	Germany	Macedonia	Serbia
Belgium	Great Britain	Malta	Sweden
Bosnia-Herzegovina	Greece	Moldova	Switzerland
Bulgaria	Hungary	Montenegro	Slovakia
Croatia	Iceland	Netherlands	Slovenia
Cyprus	Ireland	Norway	Spain
Czech Republic	Italy	Poland	Turkey
Denmark	Latvia	Portugal	Ukraine
Estonia	Liechtenstein		

\*Maps available, GfK Purchasing Power upon request

With maps of

