

Geomarketing webinar on international potential data

Tim Weber & Alexandra Deutsch, GfK | Geomarketing

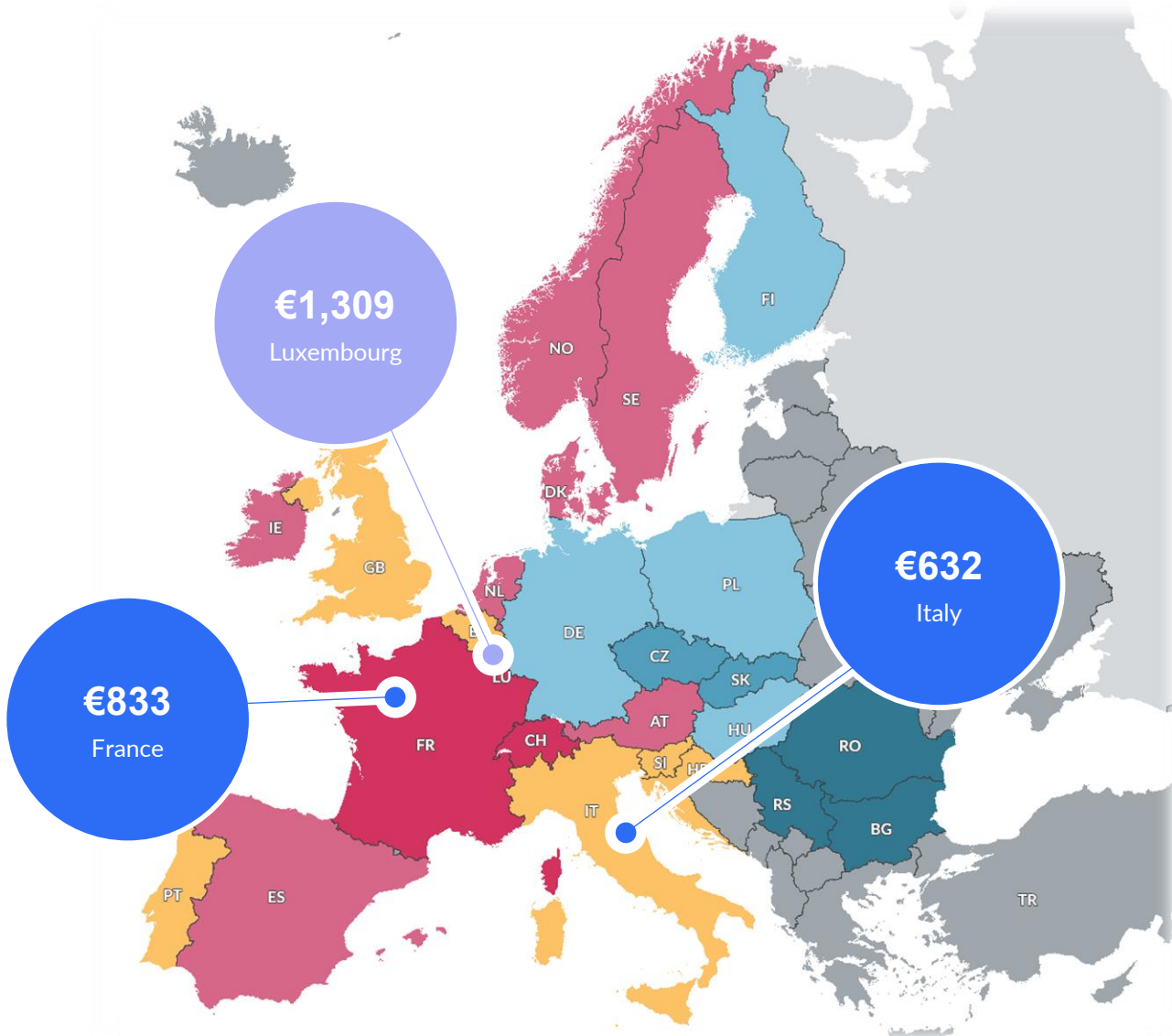
June 6, 2024

NIQ



Answer where-related key business questions with geomarketing

Who spends more money on clothing: France or Italy?



Answer where-related key business questions with geomarketing

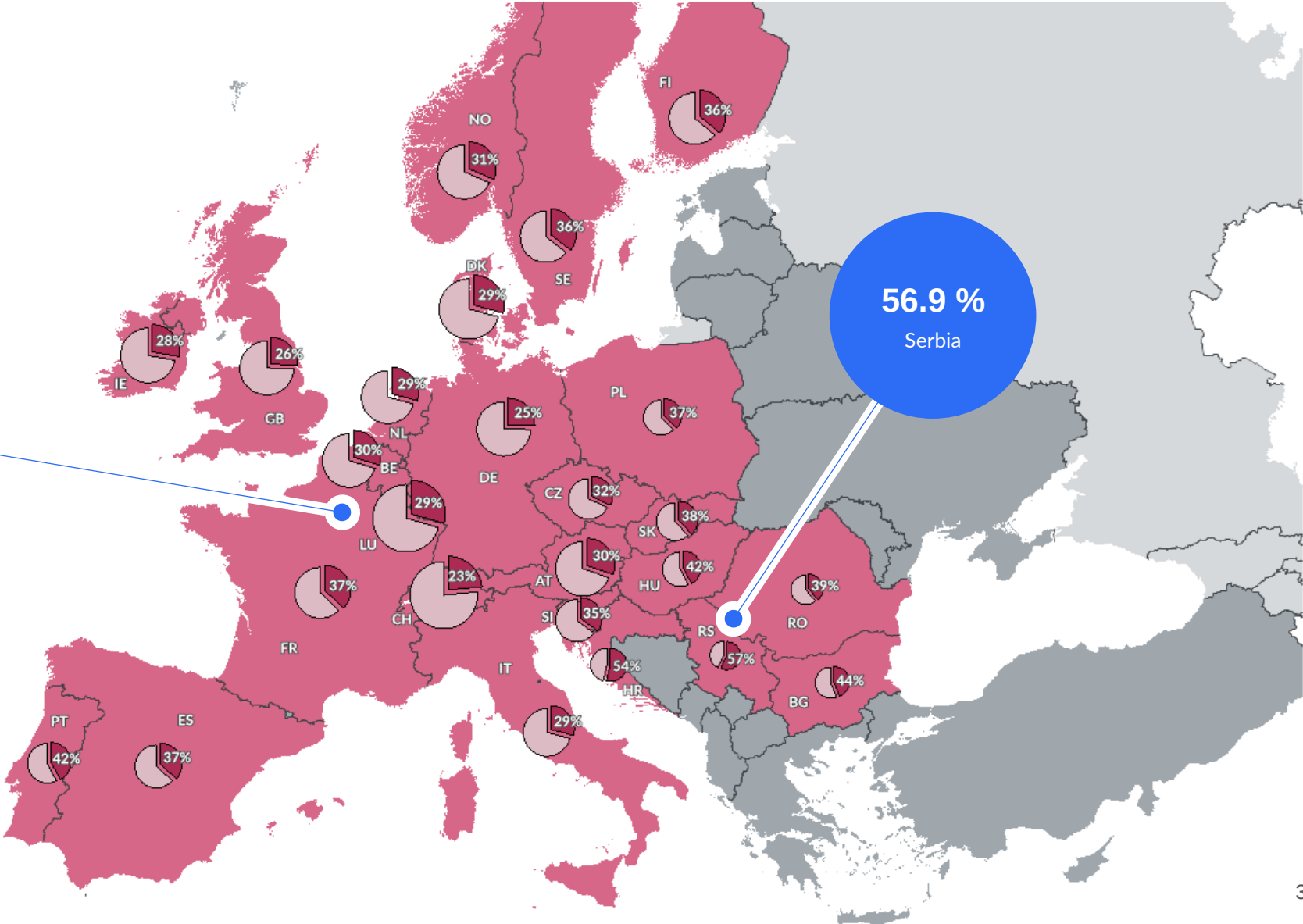
Europe: retail spending

Retail share in income / purchasing power

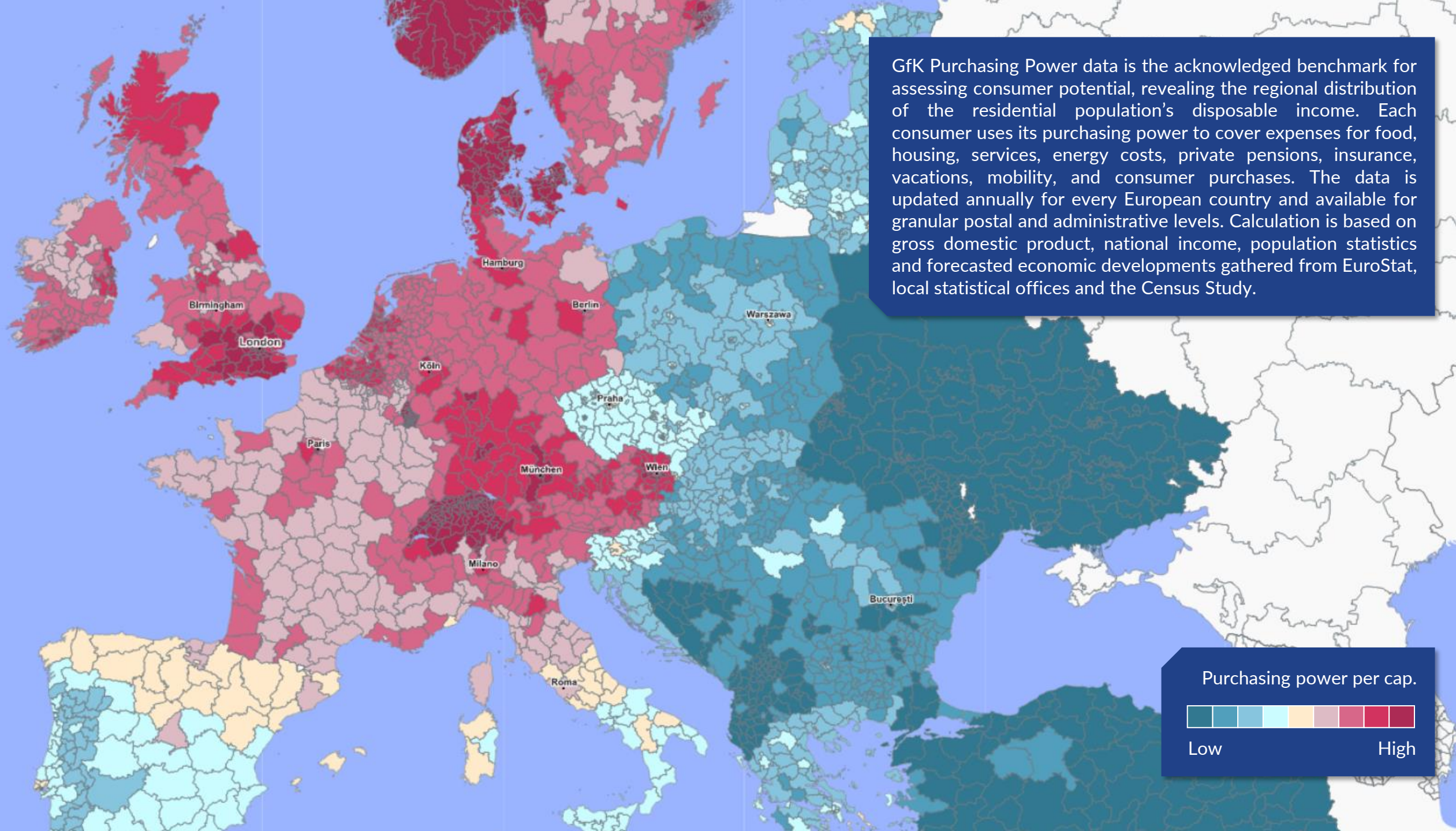
Retail spending
Other private spending / saving

€12,067
Luxembourg

6.517 €
Avg. retail purchasing power EU-25 countries per capita

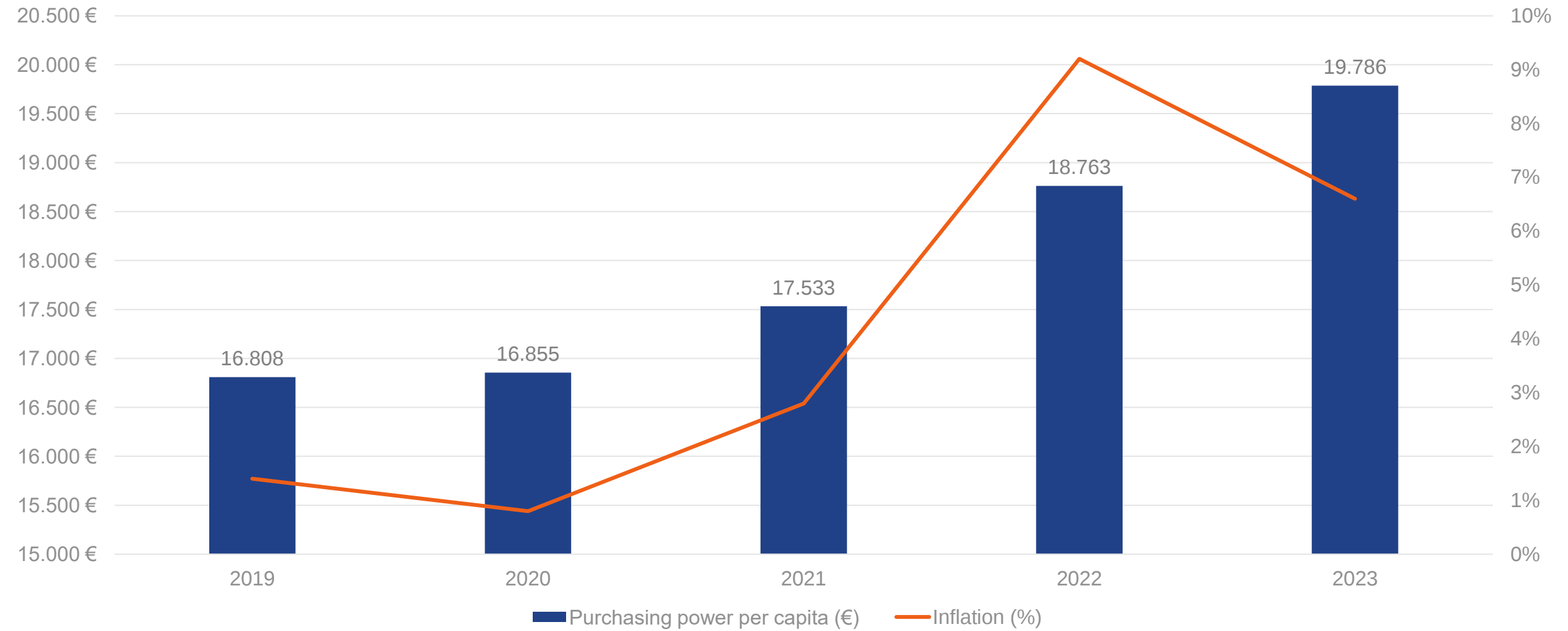


GfK Purchasing Power data is the acknowledged benchmark for assessing consumer potential, revealing the regional distribution of the residential population's disposable income. Each consumer uses its purchasing power to cover expenses for food, housing, services, energy costs, private pensions, insurance, vacations, mobility, and consumer purchases. The data is updated annually for every European country and available for granular postal and administrative levels. Calculation is based on gross domestic product, national income, population statistics and forecasted economic developments gathered from EuroStat, local statistical offices and the Census Study.



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European Union: inflation and purchasing power per capita



Answer where-related key business questions with geomarketing

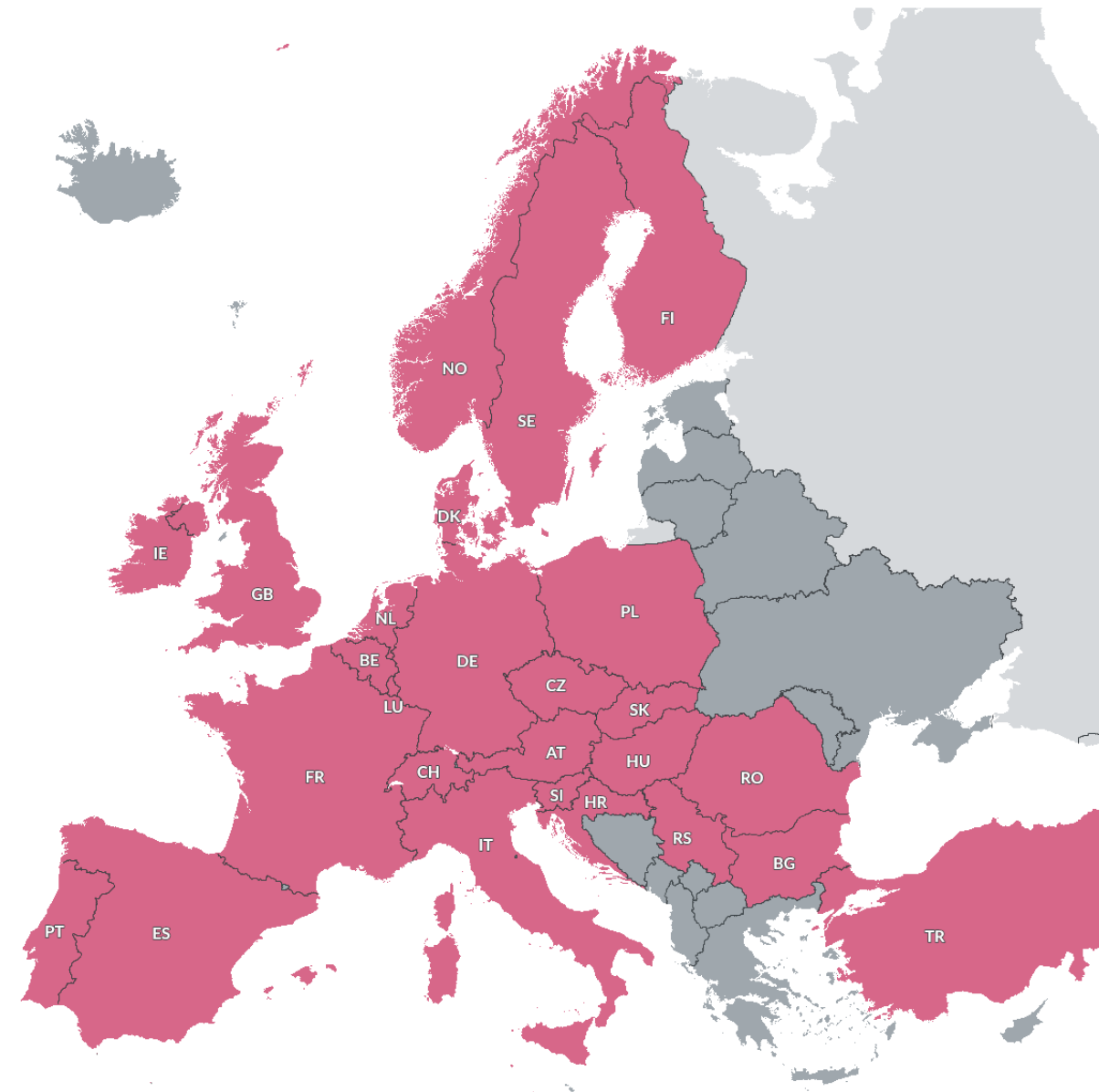
Europe: core markets by country

Core markets: standard data availability

■ AUSTRIA	■ FRANCE	■ ROMANIA
■ GERMANY	■ HUNGARY	■ SERBIA
■ SWITZERLAND	■ IRELAND	■ SLOVAKIA
■ BELGIUM	■ ITALY	■ SLOVENIA
■ BULGARIA	■ LUXEMBOURG	■ SPAIN
■ CROATIA	■ NETHERLANDS	■ SWEDEN
■ CZECH REPUBLIC	■ NORWAY	■ TÜRKIYE
■ DENMARK	■ POLAND	■ UNITED KINGDOM
■ FINLAND	■ PORTUGAL	■ NEW - GREECE

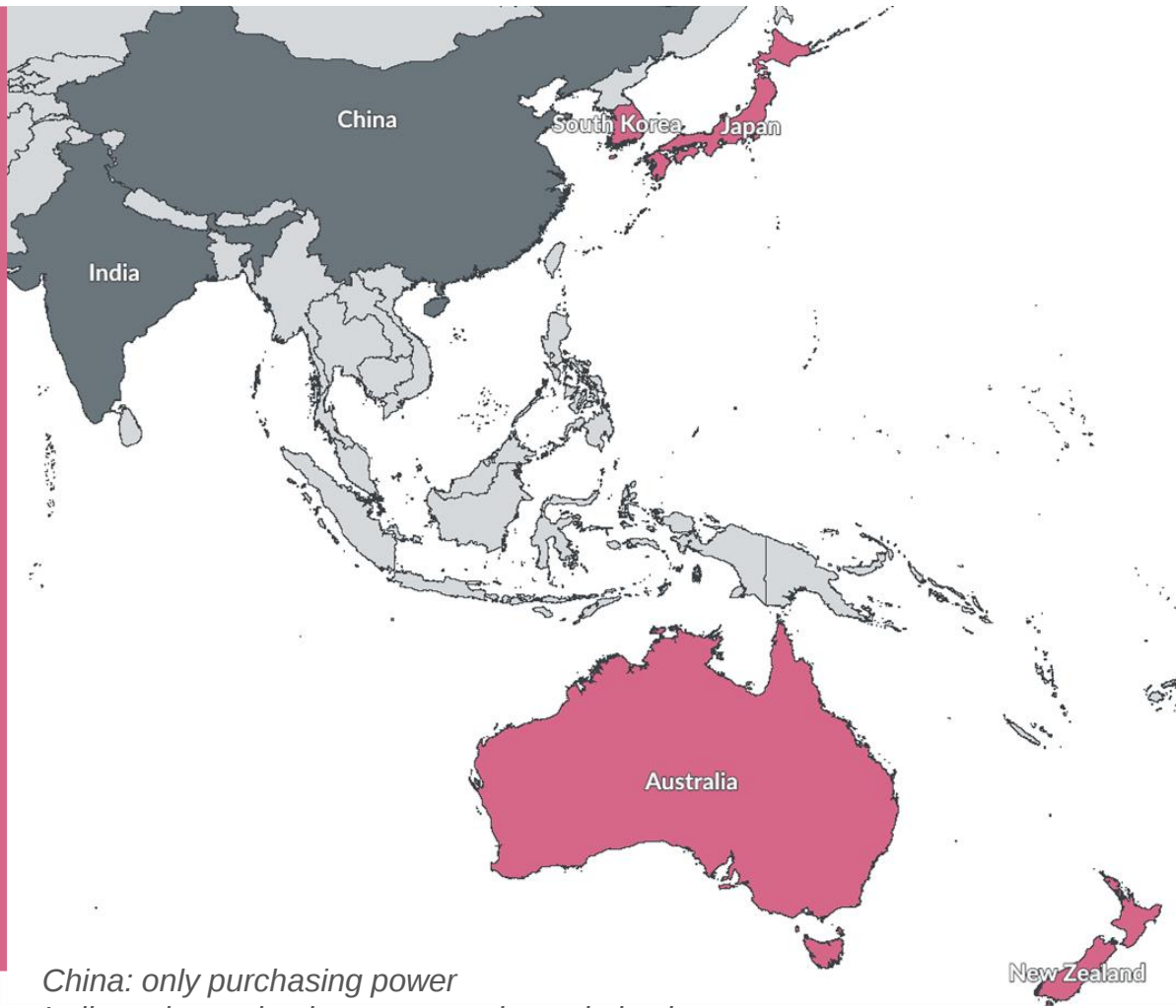


including Retail Purchasing Power, Purchasing Power by Retail Segments and Population by Age Group



Answer where-related key business questions with geomarketing

Outside of Europe: core markets by country



China: only purchasing power
India: only purchasing power and population by age group

geodata.gfk.com | Map created with RegioGraph

Answer where-related key business questions with geomarketing

United States: average spending by category

●

€51,167

Average purchasing power per capita

... is the populations disposable income after taxes and social security contributions, including state benefits. It's provided per year for every postal and administrative unit, e.g. municipality.

●

€9,919

Average retail purchasing power per capita

... purchasing power share being available for retail purchases in online and stationary retail. Deducted is, among others, e.g. rent, electricity and saving.

●

€631

Average purchasing power for consumer electronics, computer and photography per capita

... purchasing power share being available for retail purchases by segments ranging from food-related items to consumer electronics, computer, photography and home improvement, gardening.

■	<i>Food-related Items:</i>	€3,943
■	Food	€3,370
■	Non-Alcoholic Drinks	€209
■	Alcoholic Drinks	€225
■	Tobacco Products	€139
■	<i>Non-Food Items:</i>	€5,975
■	Health, Hygiene, Cleaning	€705
■	Clothing	€940
■	Shoes, Leather Goods	€240
■	Furnishing	€852
■	Porcelain, Glass, Household Products	€103
■	Domestic Appliances	€231
■	Consumer Electronics, Computer, Photog.	€631
■	Watches, Jewelry	€145
■	Books, Stationery	€126
■	Sporting Goods, Hobby	€430
■	Home Improvement, Gardening	€1,572

Values
per cap.

Answer where-related key business questions with geomarketing

... versus Japan: spending shares by category

●

€17,850 USA €51,167

Average purchasing power per capita ... is the populations disposable income after taxes and social security contributions, including state benefits. It's provided per year for every postal and administrative unit, e.g. municipality.

●

€5,316 USA €9,919

Average retail purchasing power per capita
... purchasing power share being available for retail purchases in online and stationary retail. Deducted is, among others, e.g. rent, electricity and saving.

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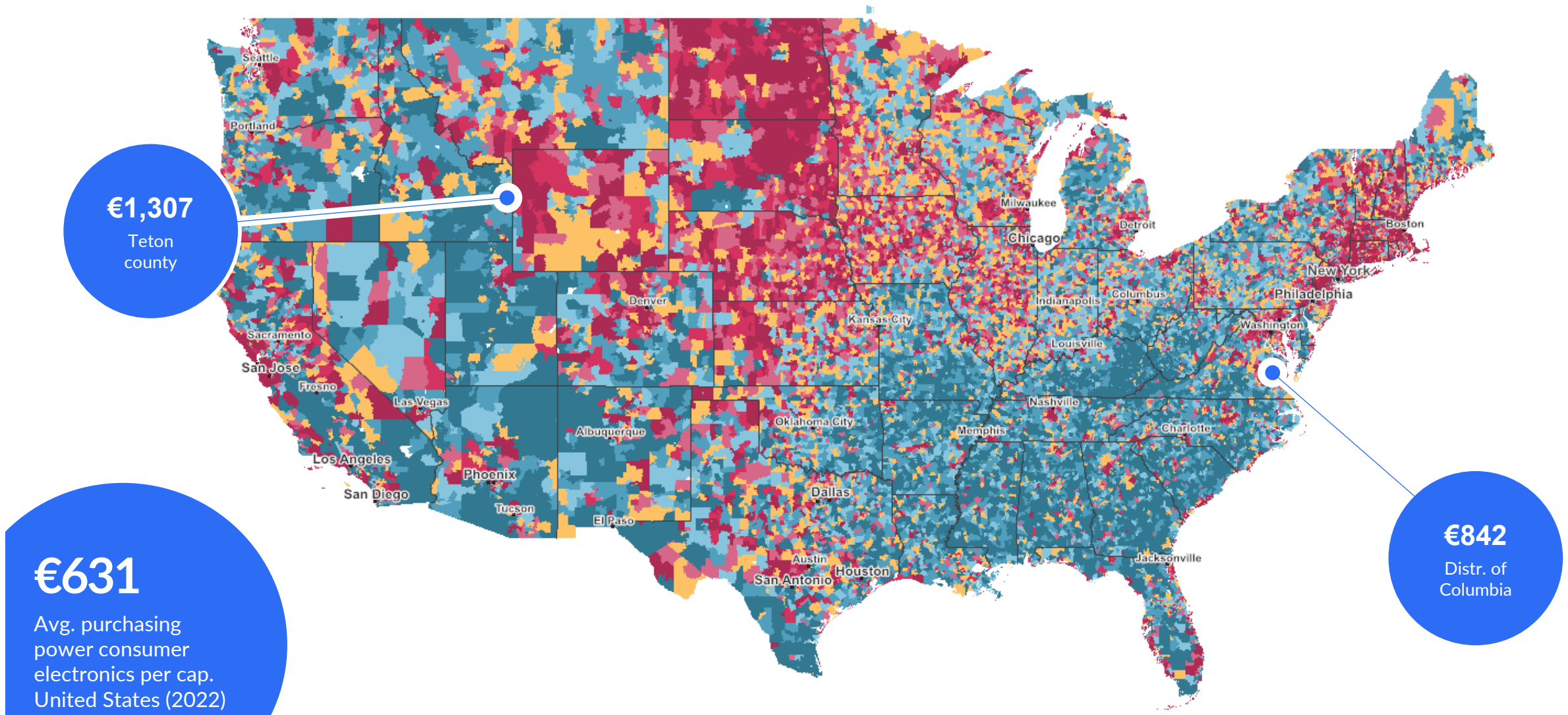
€251 USA €631

Average purchasing power for consumer electronics, computer and photography per capita
... purchasing power share being available for retail purchases by segments ranging from food-related Items to consumer electronics, computer, photography and home improvement, gardening.

		
■ <i>Food-related Items:</i>	7.7 %	14.2 %
■ Food	6.6 %	11.8 %
■ Non-Alcoholic Drinks	0.4 %	0.9 %
■ Alcoholic Drinks	0.4 %	1.1 %
■ Tobacco Products	0.3 %	0.4 %
■ <i>Non-Food Items:</i>	11.7 %	15.6 %
■ Health, Hygiene, Cleaning	1.4 %	3.4 %
■ Clothing	1.8 %	3.1 %
■ Shoes, Leather Goods	0.5 %	0.6 %
■ Furnishing	1.7 %	0.8 %
■ Porcelain, Glass, Household Products	0.2 %	0.9 %
■ Domestic Appliances	0.5 %	2.2 %
■ Consumer Electronics, Computer, Photog.	1.2 %	1.4 %
■ Watches, Jewelry	0.3 %	0.2 %
■ Books, Stationery	0.2 %	0.7 %
■ Sporting Goods, Hobby	0.8 %	1.0 %
■ Home Improvement, Gardening	3.1 %	1.3 %
	Share of Purchasing Power	

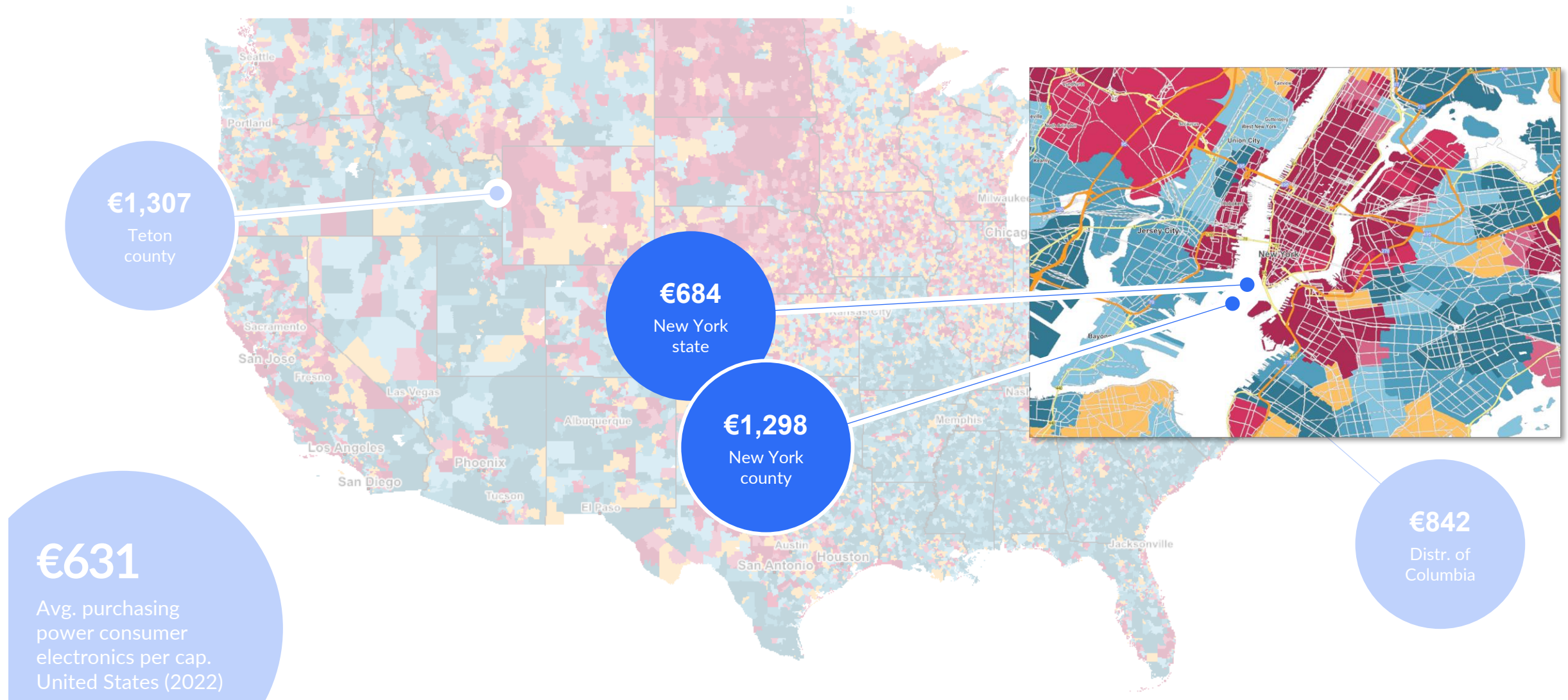
Answer where-related key business questions with geomarketing

United States: consumer electronics spending



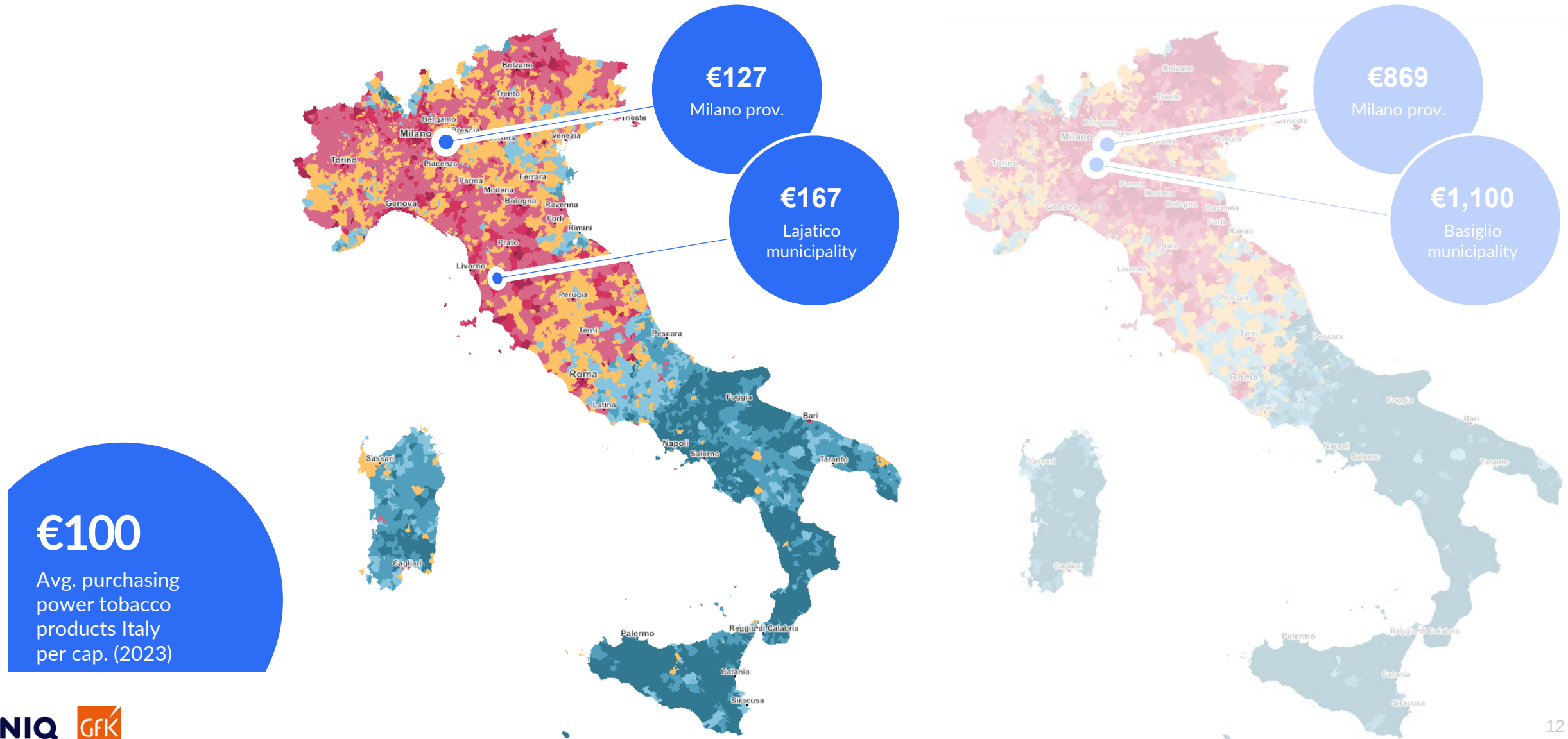
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United States: consumer electronics spending



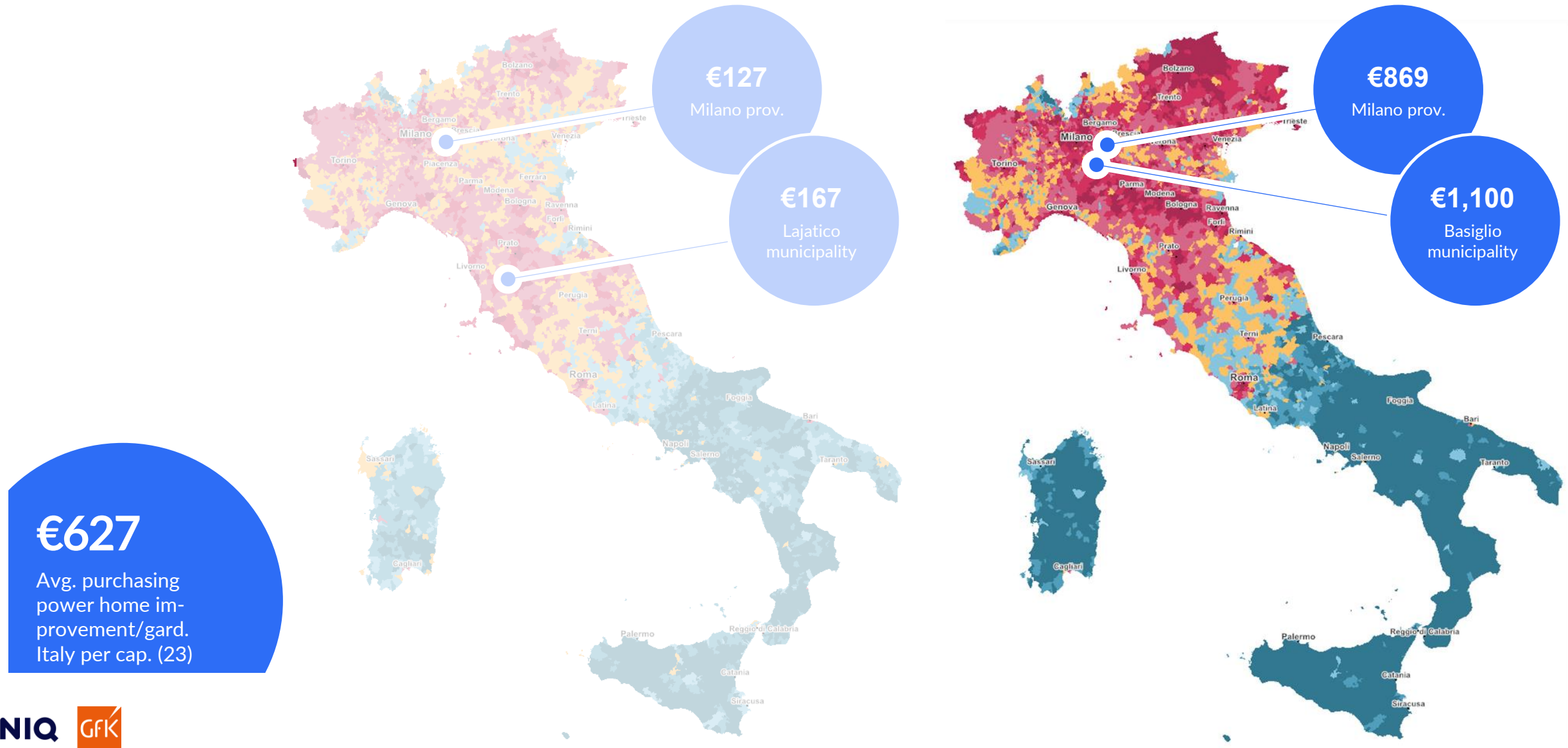
Answer where-related key business questions with geomarketing

Italy: tobacco products spending



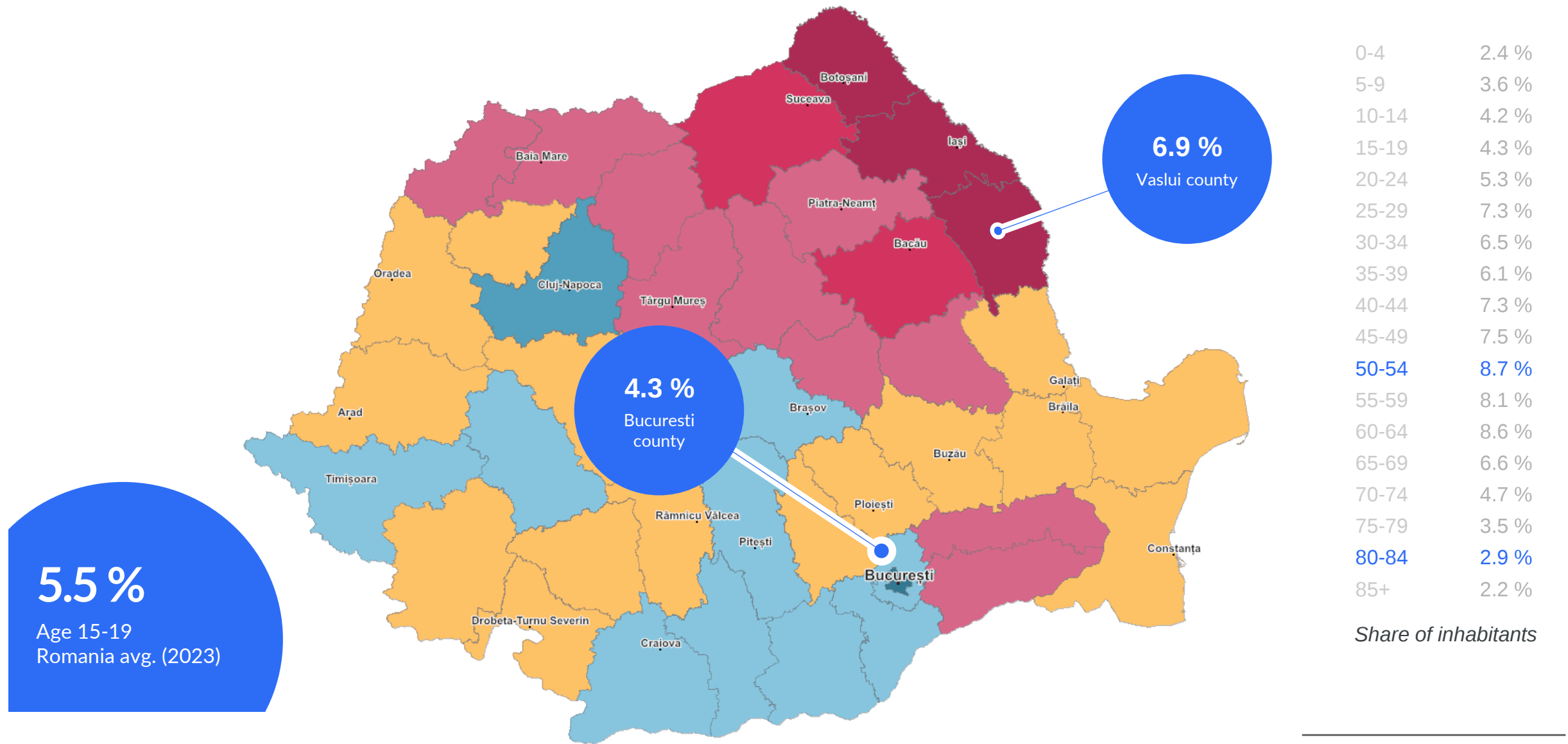
Answer where-related key business questions with geomarketing

... versus home improvement / gardening spending



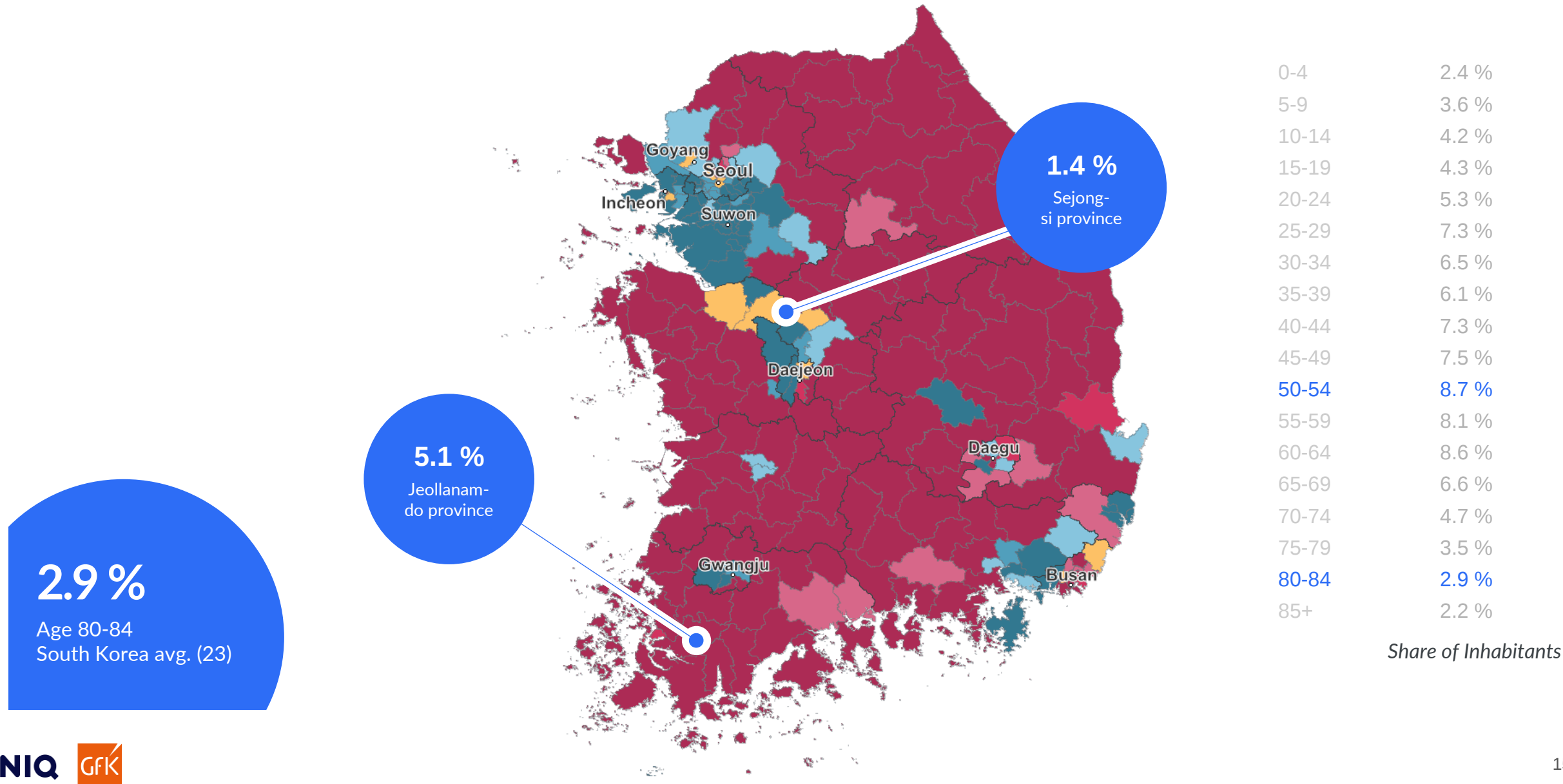
Answer where-related key business questions with geomarketing

Romania: population by age group | 15-19 years old



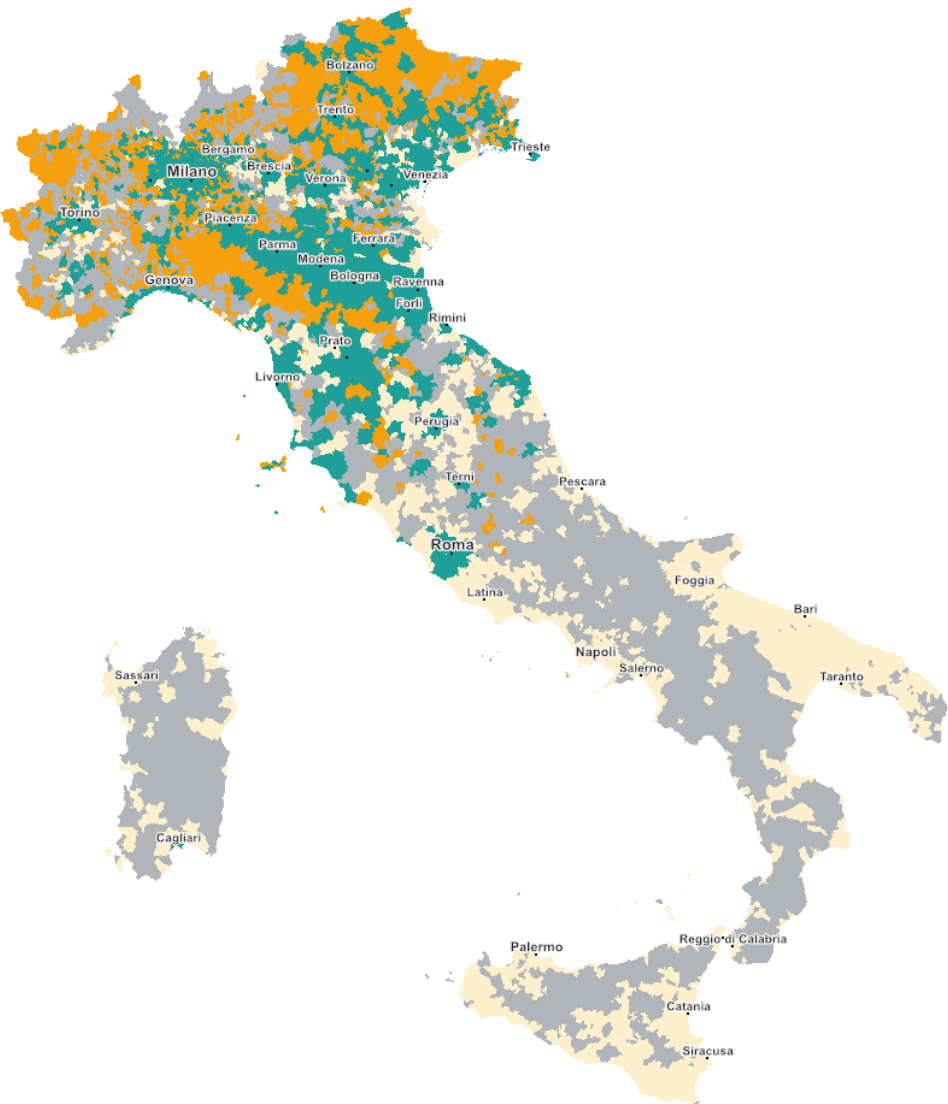
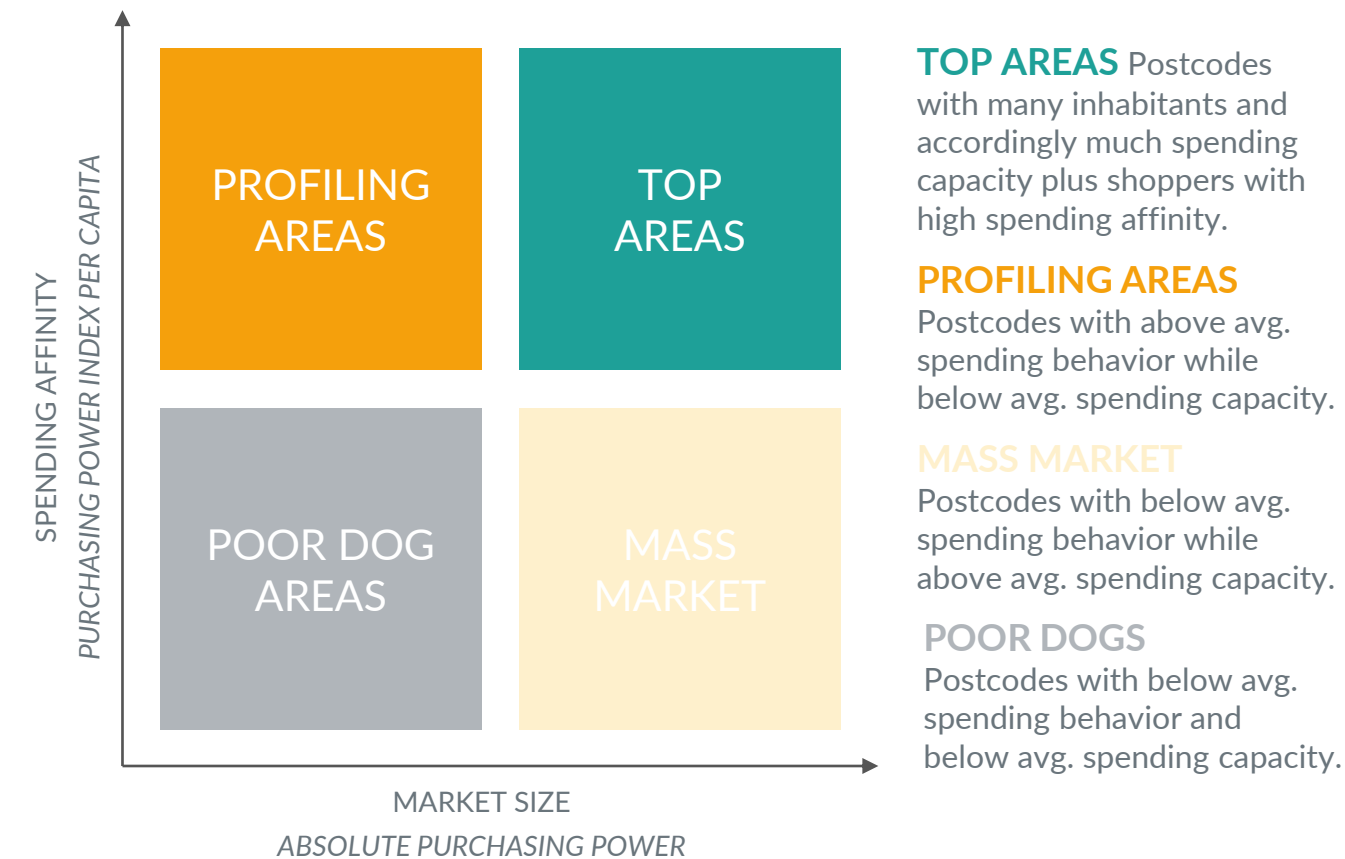
Answer where-related key business questions with geomarketing

South Korea: population by age group | 80-84 years old



Answer where-related key business questions with geomarketing

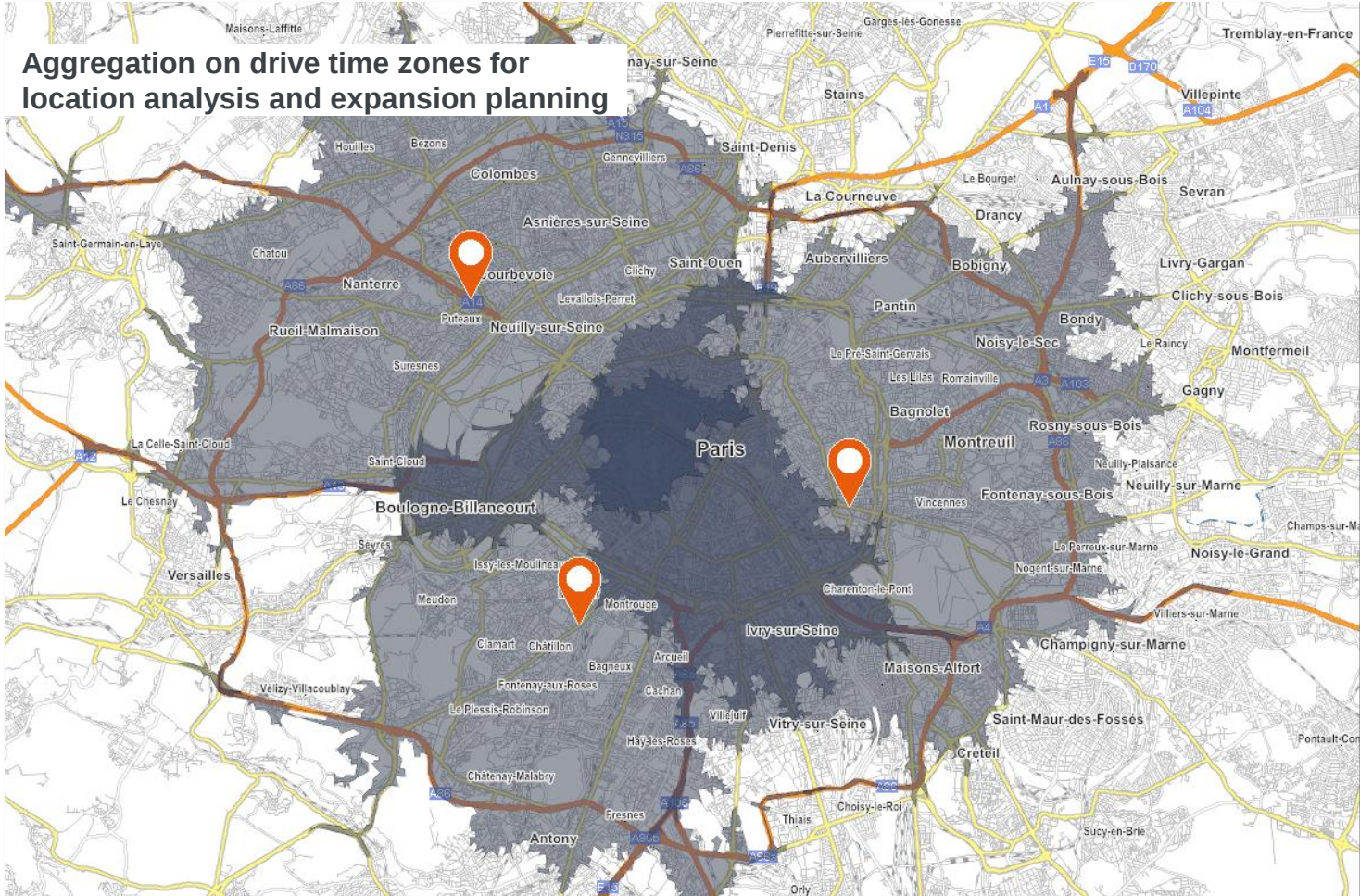
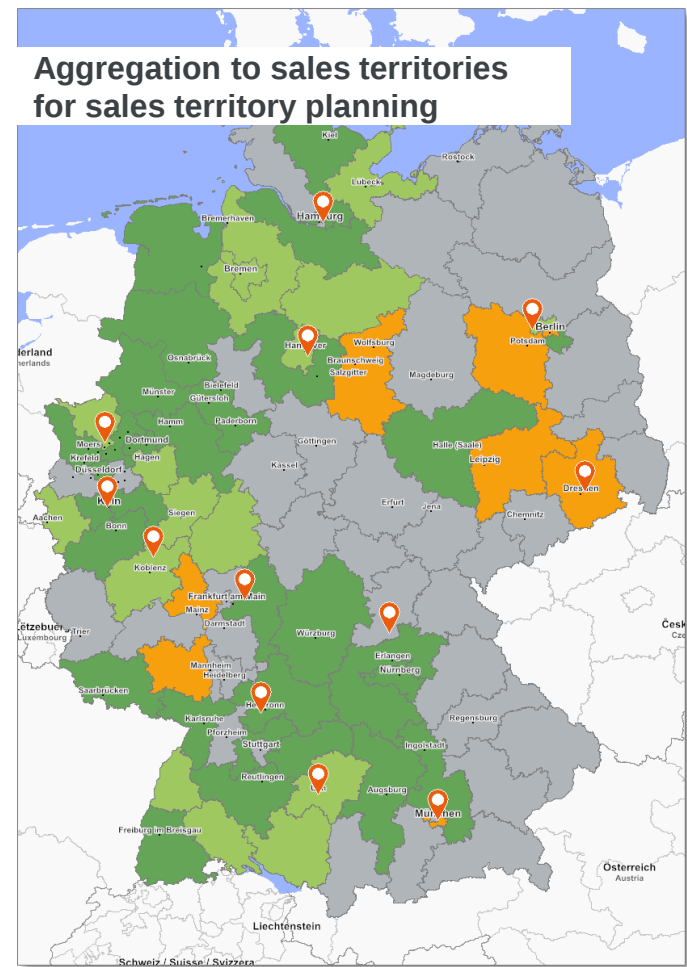
Italy: home improvement / gardening spending



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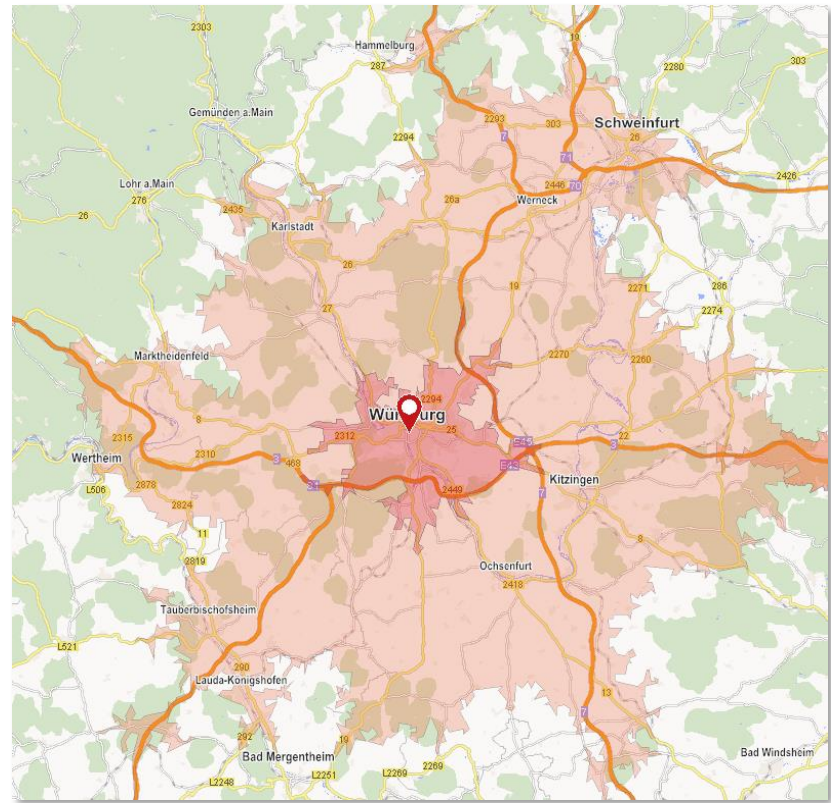
Use cases: sales territory planning and location analysis / expansion planning



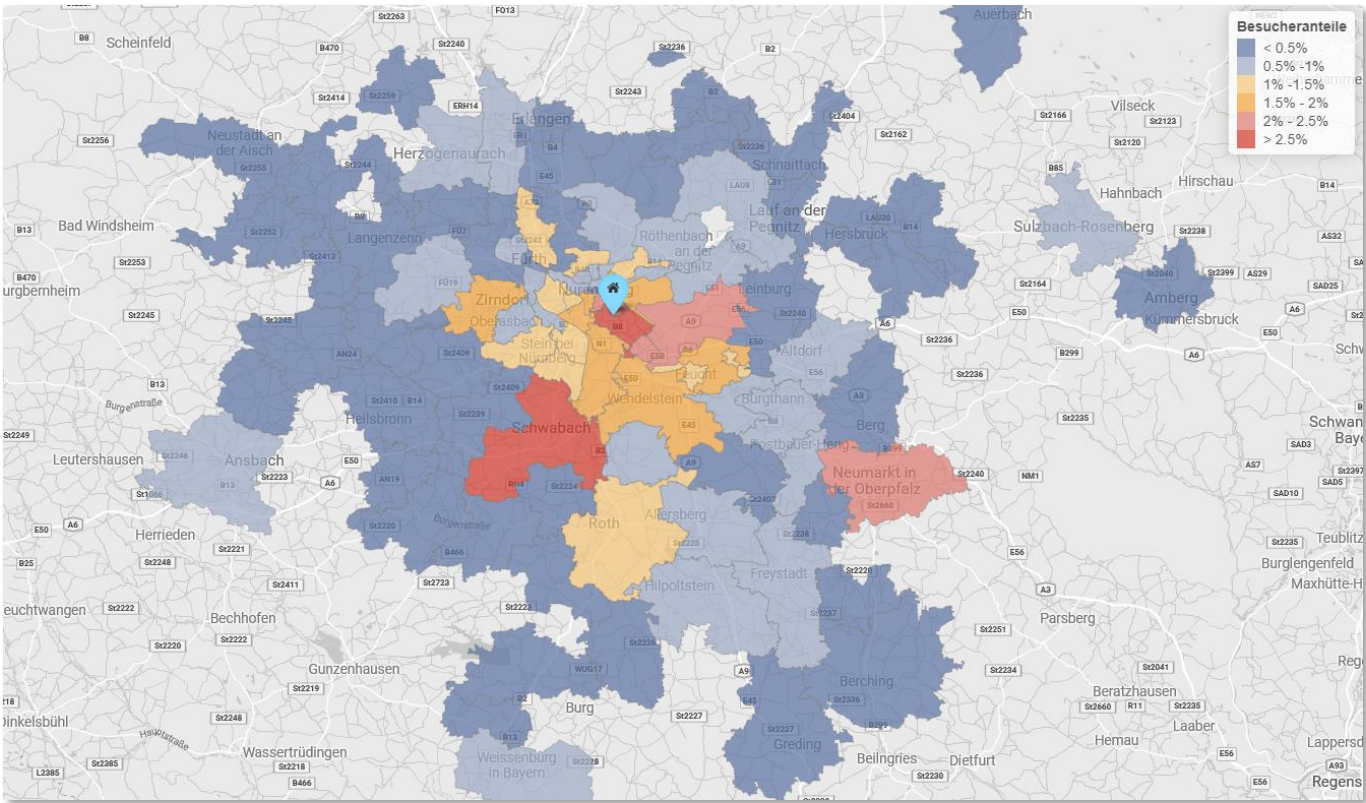
Answer where-related key business questions with geomarketing

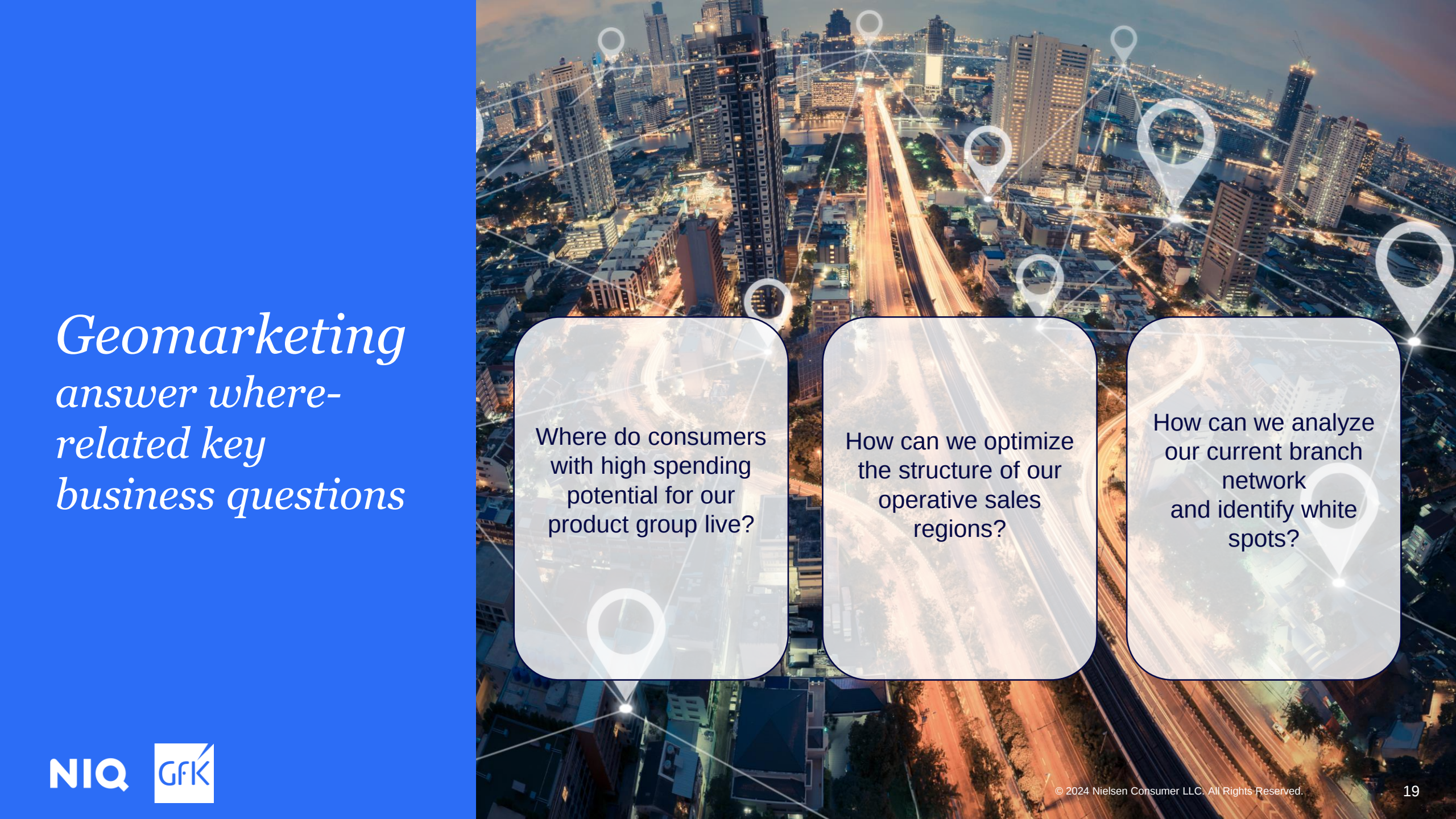
Use cases: sales territory planning and location analysis/expansion planning

Deriving store catchments using assumed avg. driving zones



Alternative approach: deriving store catchments using visitor origin and frequency data from customer loyalty programs or third-party app tracking technology





Geomarketing answer where- related key business questions

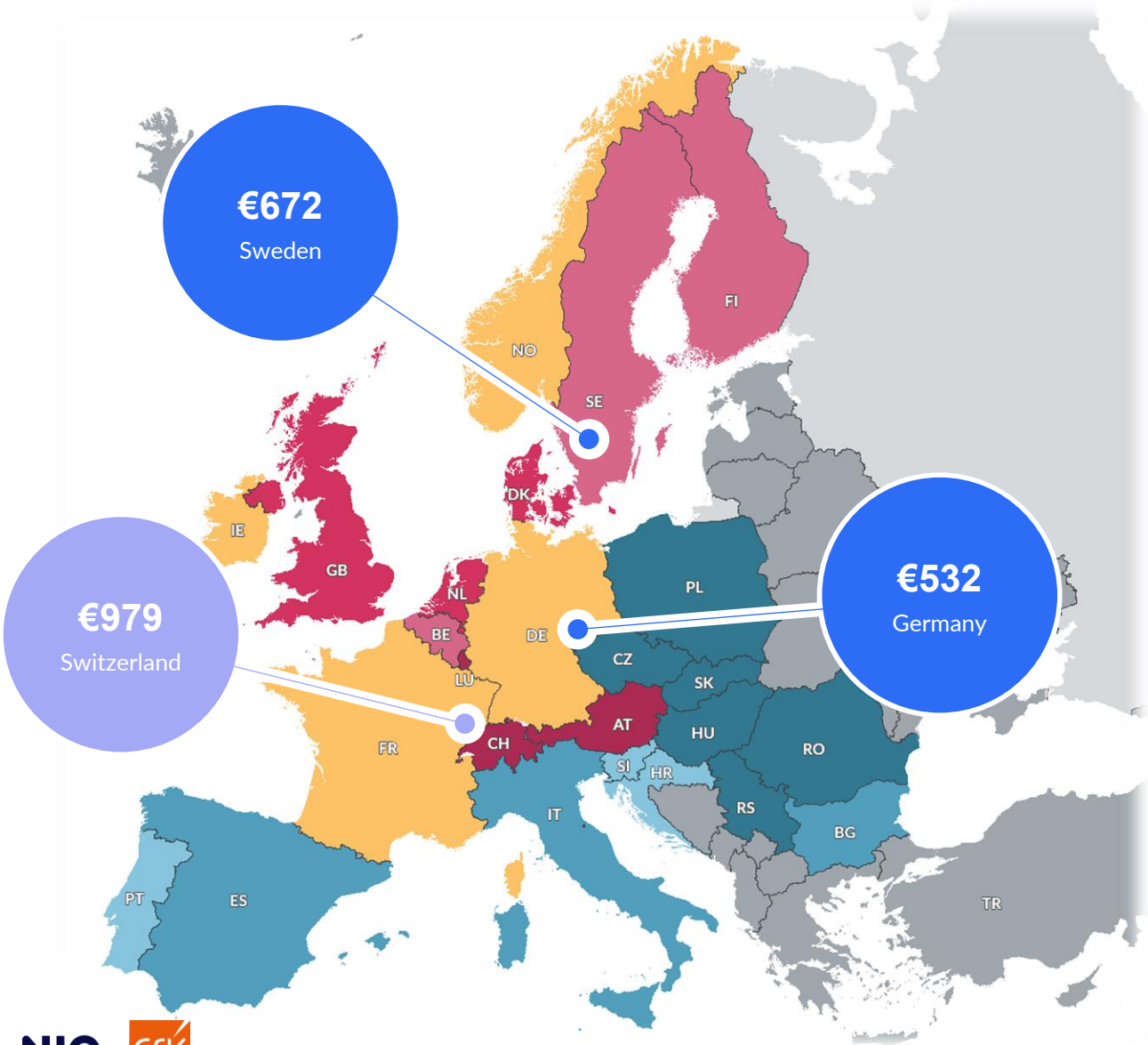
Where do consumers with high spending potential for our product group live?

How can we optimize the structure of our operative sales regions?

How can we analyze our current branch network and identify white spots?

Answer where-related key business questions with geomarketing

Who spends more money on furnishing: Sweden or Germany?



Questions?



Alexandra Deutsch

Senior Consultant

Consumer Goods & Technology



Tim Weber

Consultant

Partner Sales & Banking