

Press Release

RegioGraph 2026 now available

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NIQ Geomarketing releases update of its geomarketing software

Bruchsal, Germany, March 25, 2026 – NIQ Geomarketing is now delivering the latest version of its geomarketing software **RegioGraph**. In addition to up-to-date maps and market potential data as of 2026, **RegioGraph 2026** offers a wide range of new features. Users benefit from a simplified user interface, a newly introduced analyses series function, extended export options, and a completely revised user manual designed to enable faster onboarding.

RegioGraph enables users to visualize customers, target groups, and market potential on up-to-date digital maps and to analyze them directly using integrated, highly granular NIQ Purchasing Power 2026 data. The software provides decision-makers in expansion, sales, marketing, and controlling with a reliable basis for identifying new market opportunities, highlighting regional differences, and optimizing sales or location structures in a well-founded manner. Companies across all industries therefore gain an intuitive, powerful all-in-one solution for spatial analysis tasks – ranging from market and target group analyses to territory and location planning and strategic expansion.

Denise Zubak, expert in NIQ's Geomarketing solution area, comments: "In a world where data is becoming increasingly important, RegioGraph has been helping our customers for 35 years now to precisely identify market potential and make well-informed decisions based on a solid spatial foundation. Whether optimizing sales territories, evaluating locations, supporting category management, or precisely localizing target groups – RegioGraph brings clarity. With every release, we continue to develop the software consistently and incorporate valuable user feedback. With RegioGraph 2026, we place a particular focus on simplicity and efficiency: the redesigned interface reduces the number of clicks, the new analyses series function significantly speeds up evaluations, and for the first time, created territory maps can be exported directly and further analyzed in CRM or BI systems. This is complemented by an optimized

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user manual that ensures much faster onboarding for day-to-day work. Our goal remains unchanged: to make geomarketing as simple, transparent, and effective as possible.”

Selected new features in RegioGraph 2026:

- **Simplified user interface:** The new user interface combines maximum functionality with a clear structure. Larger, logically arranged controls enable faster, more intuitive, and error-free operation – without sacrificing familiar functions. In addition, workflows have been optimized, including a new location tab and shorter navigation paths.
- **Analyses series function:** Users simply select the desired columns, and RegioGraph automatically performs the analyses. Manual intermediate steps are completely eliminated, resulting in faster, more consistent analyses that are also optimized for RegioGraph TeamConnect.
- **Export of territory maps for CRM and BI systems:** Territory maps created in RegioGraph can be exported and integrated into company-specific CRM or BI systems. This allows spatial analysis results to be directly linked with other corporate data, further processed, and used for in-depth analyses.
- **New user manual:** The revised user manual has been completely redesigned. A compact structure, clear examples, and less text provide better orientation, greater application confidence, and significantly shorter onboarding times for new team members.
- **Up-to-date maps and data:** Integrated are maps as well as data on purchasing power, inhabitants and households for Germany, Austria, and Switzerland as of 2026. Alternatively, another European country (each at the latest available data status) can be selected.

About RegioGraph

First launched in 1991 by NIQ Geomarketing, RegioGraph offers comprehensive tools for answering the many location-based questions faced by companies as part of their sales, marketing and performance evaluation endeavors. With around 40,000 users, RegioGraph has received numerous awards for innovation and is Germany’s most popular geomarketing solution. The software also continues to gain in popularity among the international community. NIQ Geomarketing offers both English and German versions of the software along with worldwide digital maps to support the geocoding, visualization and analysis of address data as well as any information with a location component.

The desktop versions of RegioGraph – Analysis, Planning and Strategy – include NIQ Purchasing Power and digital maps for a European country of choice. RegioGraph Strategy can be obtained with data on B2C and B2B potential that allows users to carry out granular analyses at the level of street segments in Germany. The RegioGraph TeamConnect add-on, which allows users to share

results online with team members to provide them with up-to-date planning insights, is additionally available when ordering RegioGraph.

Additional information on NIQ Geomarketing's software RegioGraph can be found at <https://nielseniq.com/global/en/products/regiograph/>.

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About NIQ

NielsenIQ (NIQ) is a leading consumer intelligence company, delivering the most complete understanding of consumer buying behavior and revealing new pathways to growth. Our global reach spans over 90 countries covering approximately 85% of the world's population and more than \$7.2 trillion in global consumer spend. With a holistic retail read and the most comprehensive consumer insights—delivered with advanced analytics through state-of-the-art platforms—NIQ delivers the Full View™.

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