

Achieve global success with international geomarketing data

Make more secure decisions for your business –
with our international potential data.

Filip Vojtech
NIQ-GfK Geomarketing

NielsenIQ

powered by **GfK** intelligence



NIQ-GfK Geomarketing

Make secure regional
market decisions
worldwide.

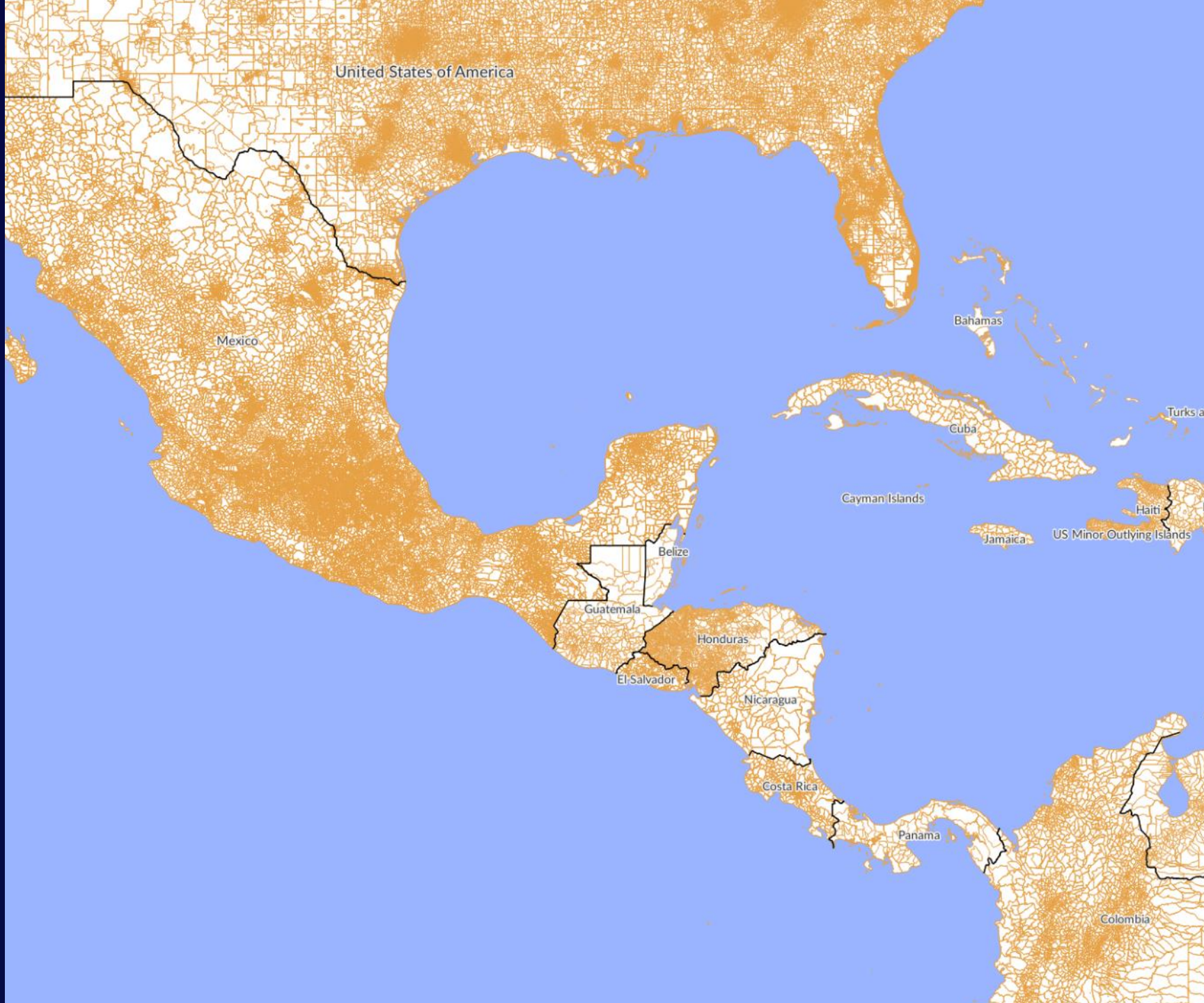
- Digital Maps
- Regional Market Data
- Geo-Analytics & Consulting
- Geomarketing Software RegioGraph



Global Coverage

Plan and analyze with precision using NIQ-GfK's worldwide digital maps and choose from over 240 country map sets:

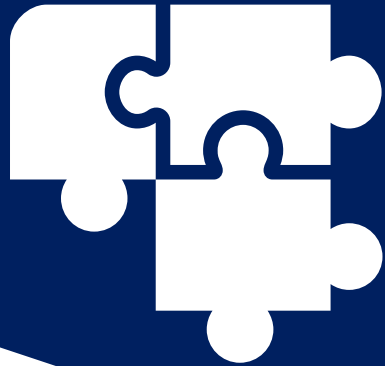
- Postcode boundaries
- Administrative boundaries
- Industry-specific maps



Seamless & Comprehensive

High-Quality Standards to create safe and robust Environment for your Analyses and Decision Making

Seamless in every Aspect:



01 Vertically Seamless:
1:1 parent child relationship where **each boundary matches its hierarchical parent**, and the children are perfectly nested within.

02 Horizontally Seamless:
no gaps or overlaps between adjacent/ bordering features enables robust and detailed analyzes even across country borders.

03 Disputed Areas:
Disputed areas are usually awarded to all involved parties. Decisions are generally made based on information provided by the United Nations.

04 Seamless Matching:
NIQ-GfK's boundaries and market data **match perfectly** and ensure reliable planning.

Purchasing power in Germany in a European context



Purchasing power p.c.
 Δ PY [%]

+3.9% ▲



Purchasing power p.c.
[€]

€18,768



Purchasing power p.c.
 Δ EU [%]

+48.4%



RANK

9



16 out of 42 countries above the EU average
Highest growth rates in Eastern Europe



NL enters the top 10 in 10th place!



Big winner UK - up 3 places to 7th ahead of DE

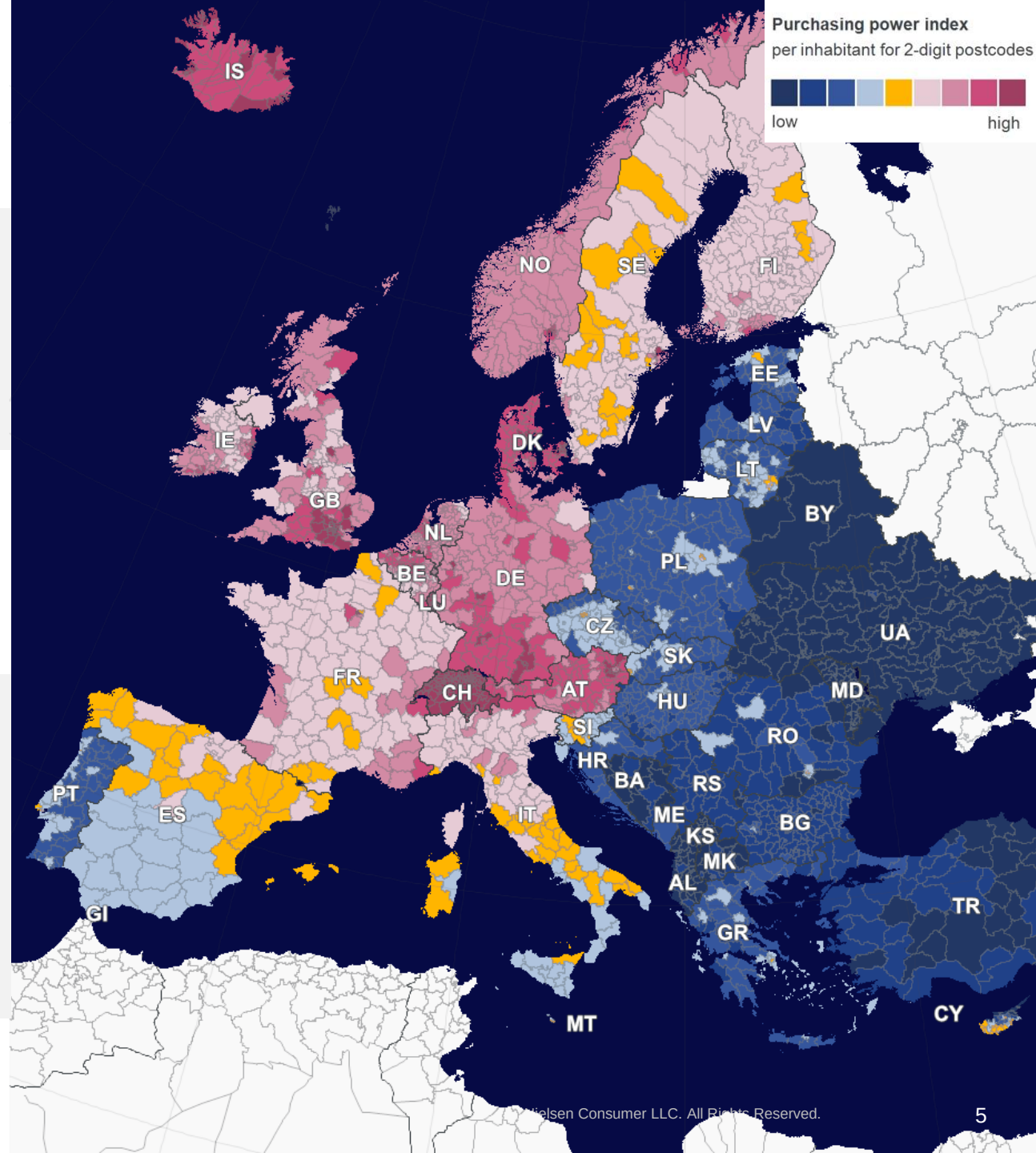


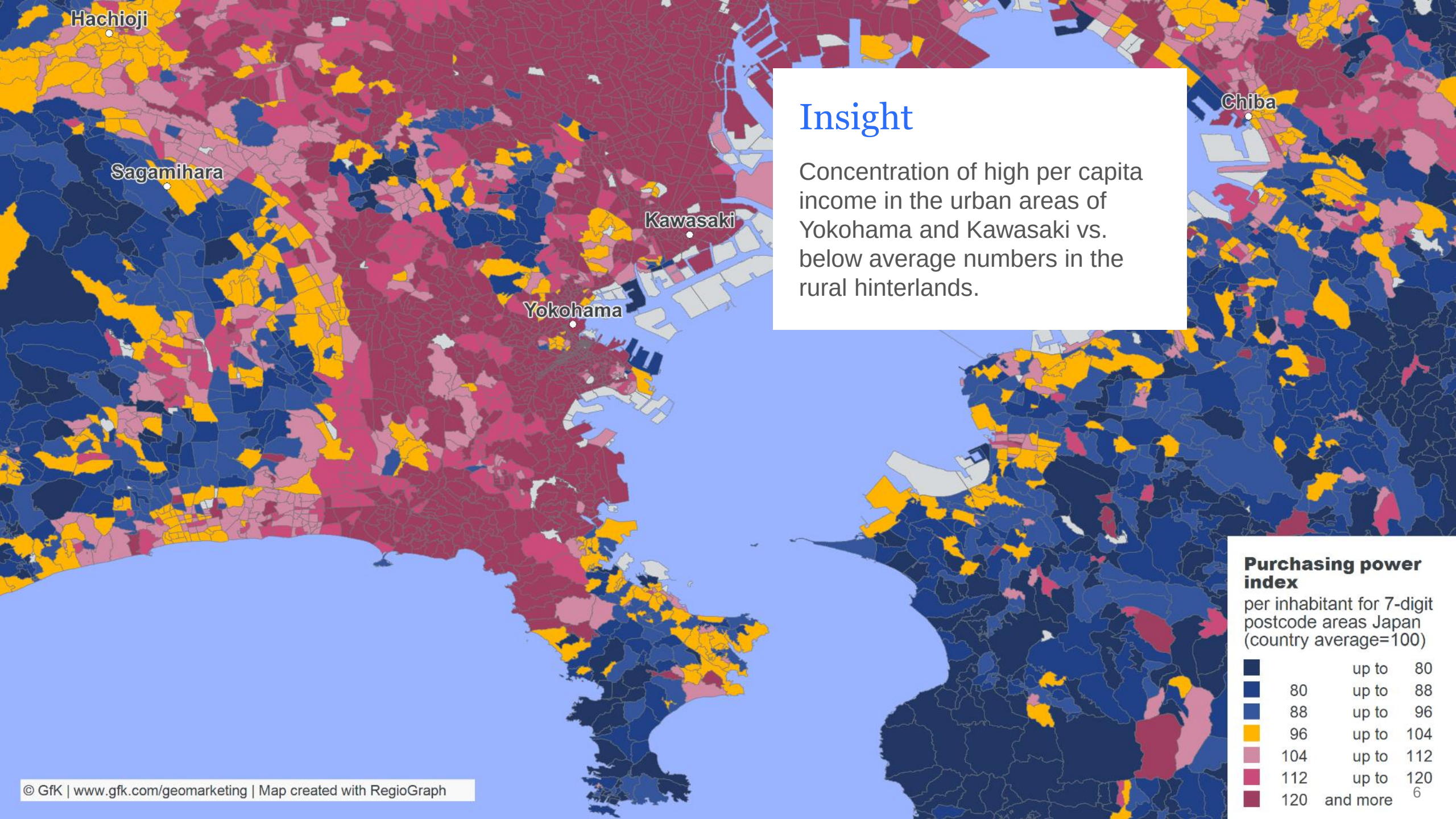
Austria climbs to 6th place and is ahead of DE



Big loser Ireland - No longer in the top 10 after 2 years in the fast lane

Source: NIQ-GfK | Purchasing Power Europe 2024 | Nominal change in purchasing power at PY





NIQ-GfK Regional Market Data

We offer our [regionalized market data](#) for a diverse range of industries, from retail and finance, to consumer goods and fashion.



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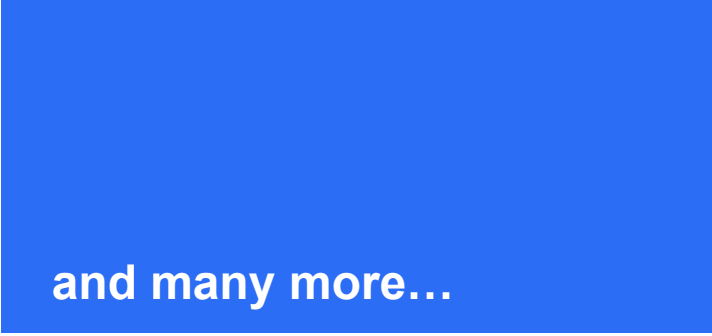
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Answer where-related key business questions with geomarketing

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

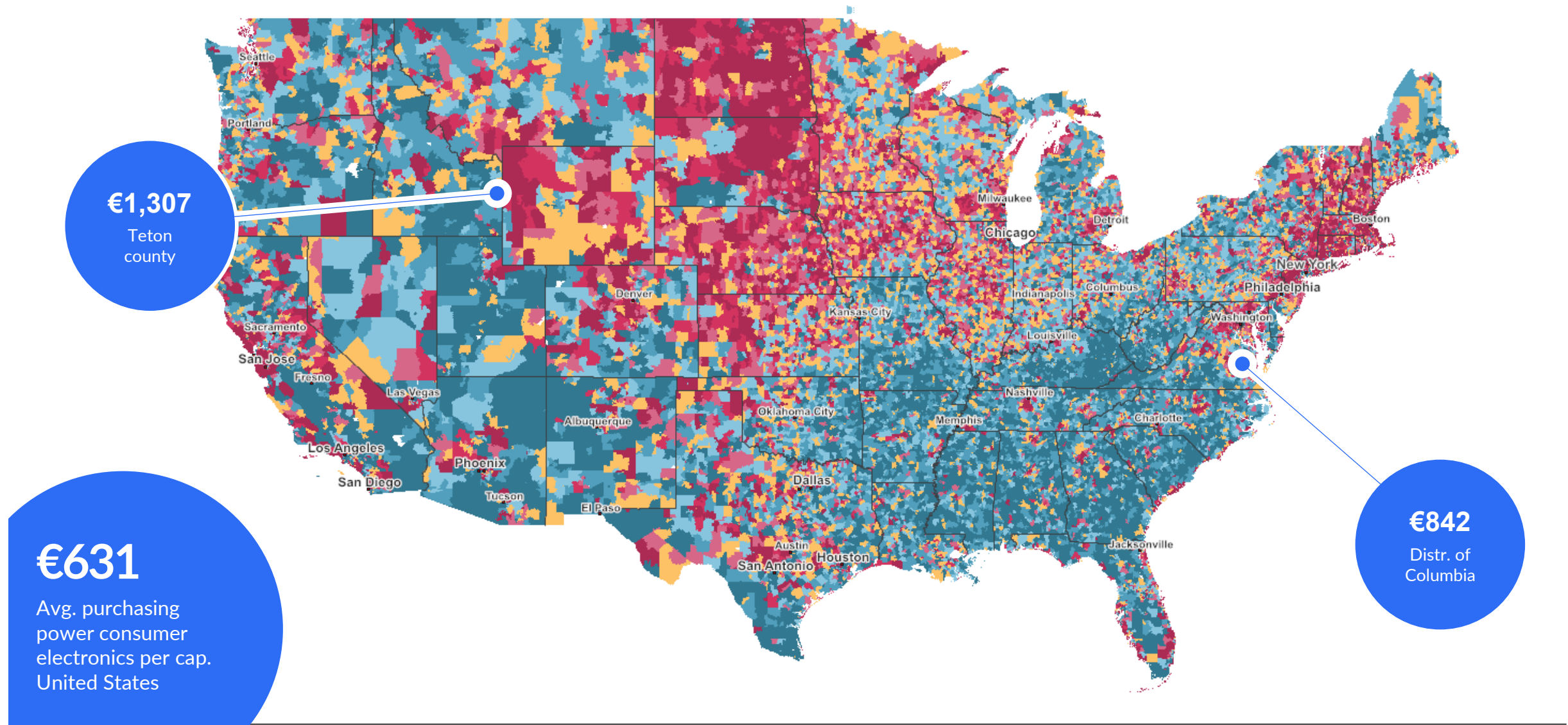
... purchasing power share being available for retail purchases by segments ranging from food-related items to consumer electronics, computer, photography and home improvement, gardening.

■	<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.

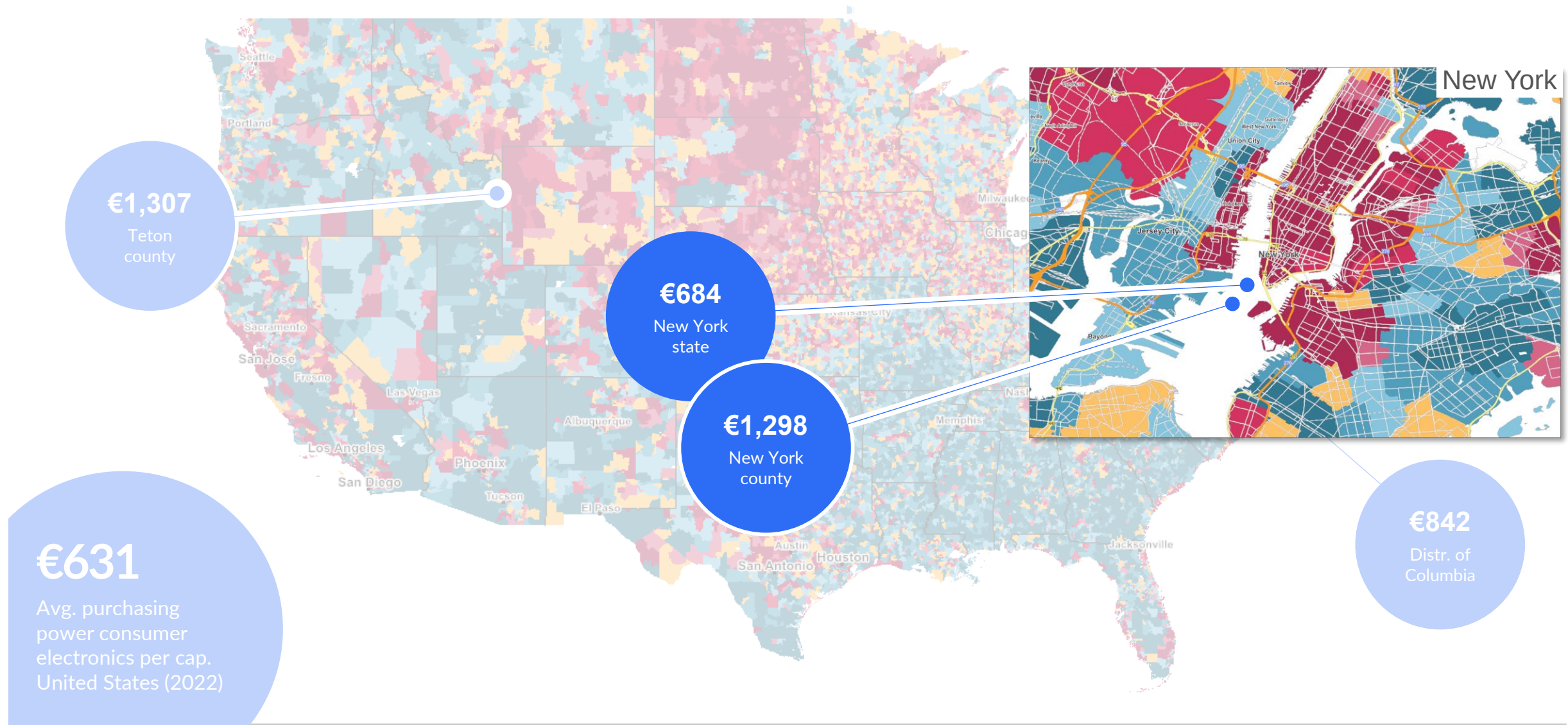
Answer where-related key business questions with geomarketing

United States: consumer electronics spending



Answer where-related key business questions with geomarketing

United States: consumer electronics spending



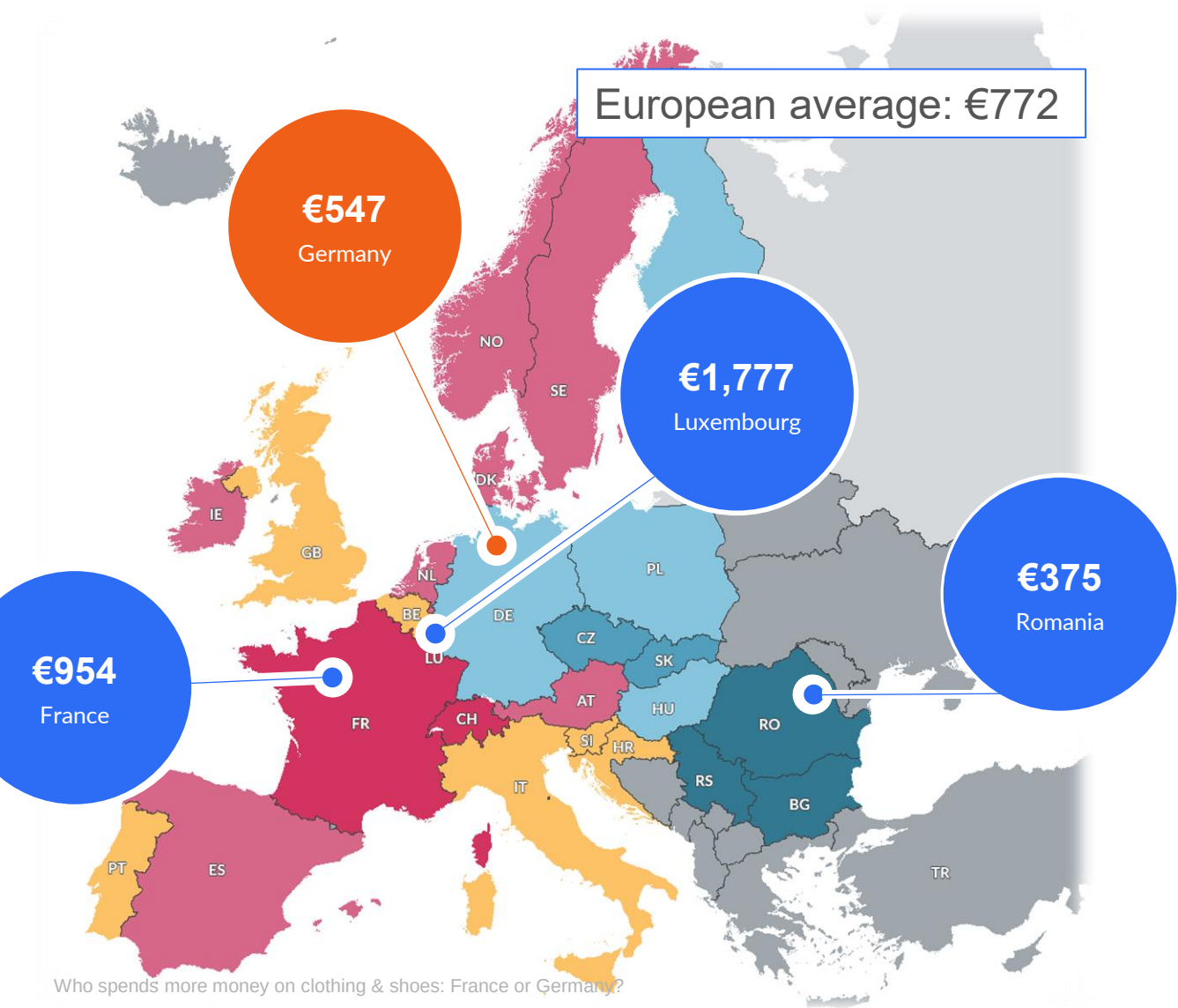
Insight

Sports enthusiasts are concentrated within the city limits of Melbourne.

Purchasing power index - sporting goods, hobbies and recreation
for statistical areas Australia
(country average=100)

	up to	80
80	up to	88
88	up to	96
96	up to	104
104	up to	112
112	up to	120
120	and more	

Answer where-related key business questions with geomarketing



Purchasing power for clothing and shoes in Europe

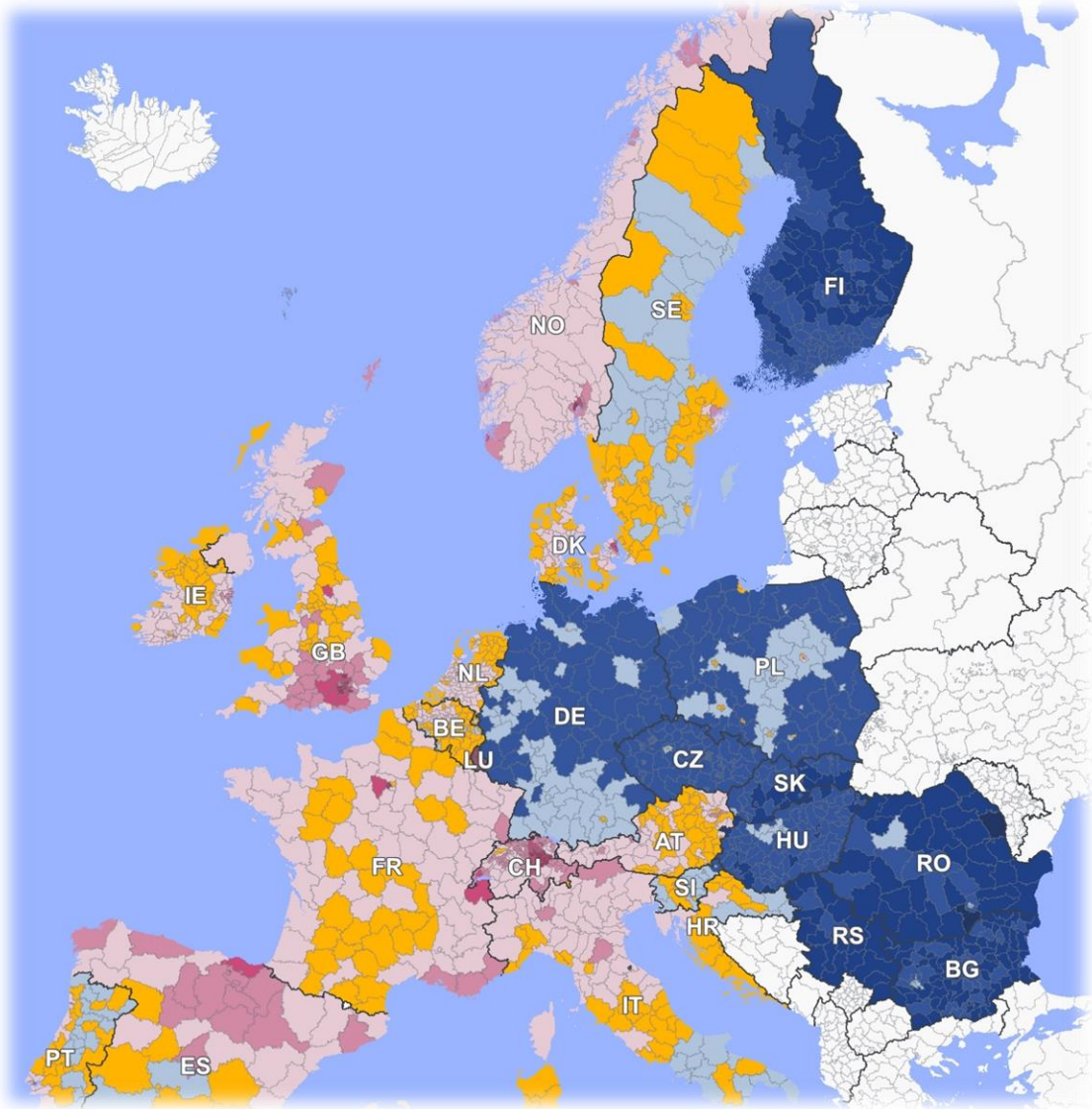
Ranking	Country	Inhabitants	Per capita purchasing power for clothing & shoes in euros	European purchasing power for clothing & shoes index*
1	Luxembourg	672,050	1,777	230.3
2	Switzerland	8,815,385	1,096	142.1
3	Norway	5,550,203	1,034	134.0
4	United Kingdom	67,603,461	991	128.5
5	France	66,142,961	954	123.6
6	Spain	48,085,361	921	119.4
7	Ireland	5,271,395	912	118.2
8	Denmark	5,961,249	911	118.1
9	Netherlands	17,942,942	883	114.5
10	Austria	9,104,772	862	111.8
11	Portugal	10,639,726	840	108.8
12	Italy	58,989,749	836	108.3
13	Croatia	3,850,894	815	105.6
14	Belgium	11,763,650	800	103.7
	Europe-25	518,683,724	772	100.0
15	Sweden	10,551,707	757	98.1
16	Slovenia	2,123,949	662	85.9
17	Poland	37,636,508	572	74.1
18	Germany	84,358,845	547	70.9
19	Hungary	9,584,627	496	64.3
20	Czech Republic	10,900,555	490	63.5
21	Finland	5,603,851	460	59.6
22	Bulgaria	6,445,481	425	55.1
23	Slovakia	5,424,687	423	54.9
24	Serbia	6,605,168	390	50.6
25	Romania	19,054,548	375	48.6

Source: © GfK Purchasing Power for Retail Product Lines 2024

* Index per inhabitant: European average = 100

Answer where-related key business questions with geomarketing

Who spends more money on clothing & shoes: France or Germany?



Geomarketing Market Data Use Cases

Geomarketing uses geographic data to refine your marketing strategies and business decisions, offering precise targeting, optimized locations, and enhanced customer and competitor insights, ultimately boosting efficiency & competitive advantage.

1 Optimization of Marketing Campaigns

Focus on regions with above-average concentrations of a particular target group and locate high potential regions

2 Location Analysis & Expansion

Analyze success factors competition, population density and purchasing power in specific regions, to support expansion decisions.

3 Optimization of Sales Operations

Increase the effectiveness of customer interactions and the overall effectiveness of sales and field operations by targeting the sales efforts of your field team.



4 Competitor Analysis

Enables companies to gain a deeper understanding of their competitors by analyzing their locations and market activities. This information can be used to identify competitive advantages and make strategic decisions.

5 Customer Experience & Service Improvement

Companies can optimize their services and supply chains. For example, delivery routes can be improved, and wait times reduced, leading to higher customer satisfaction.

6 Supply chain optimization

By using geographic data, companies can optimize their supply chains by optimizing delivery routes and warehouse locations.

Locating Shoppers by Age Group

National Demographic Fingerprint – The Big Picture

Country Level

Romania's population

... 19,054,548 inhabitants in total
... across 3,181 municipalities

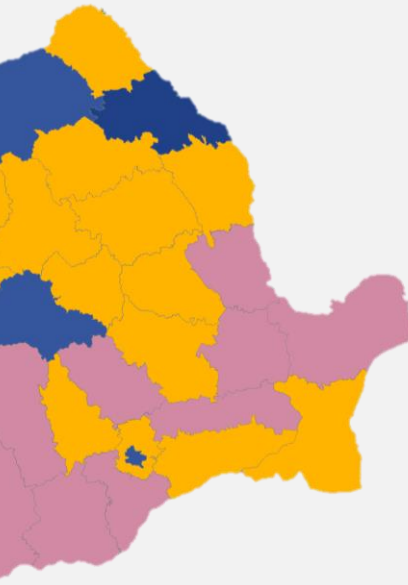
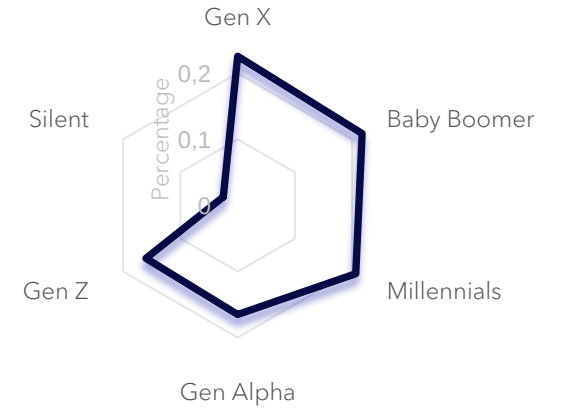
Country Level Population Variation

Largest Age Group

... biggest share of inhabitants in Generation X (1965–1979)
... 65% of whole population Gen X, Baby Boomer and Millennials (1950–1995)

Urbanisation Trends

... biggest share of population is living in rural areas (38%)
... 6,255,574 people live in urban regions
... Gen X evenly distributed between urban and rural areas
... Millennials ~20% more often living in urban areas
... Gen Z 13% more likely living in rural regions

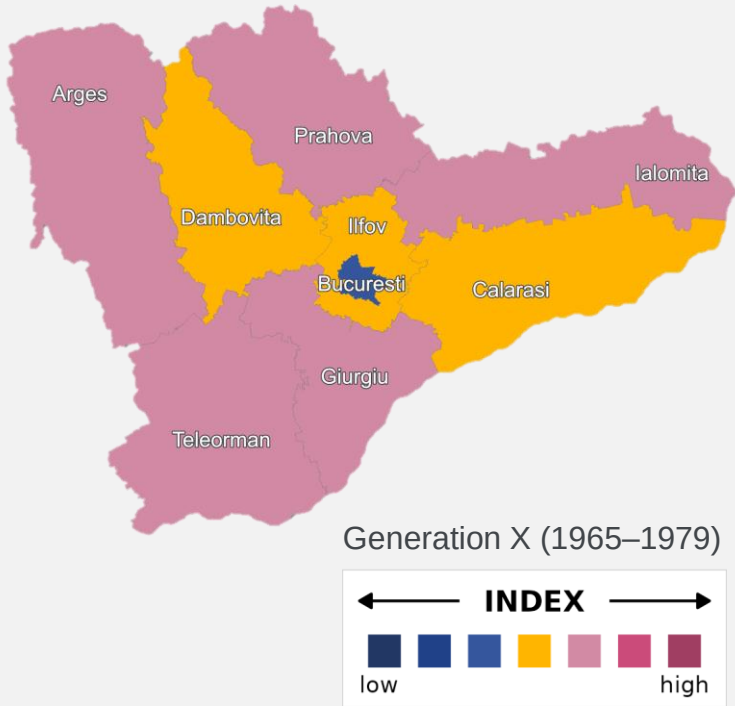


Generation X (1965–1979)



Locating Shoppers by Age Group

Regional Insights – Zooming In



Region Level

Muntenia's population

... 2,841,139 inhabitants in total
... across 567 municipalities

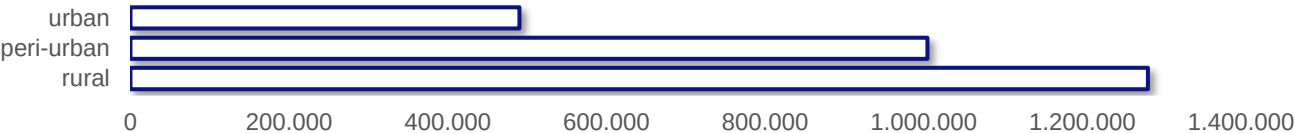
Region Level Population Variation

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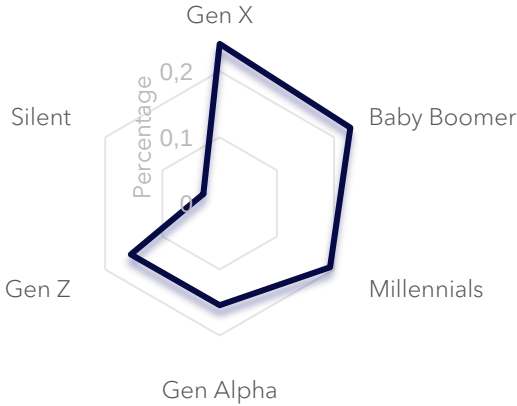
... biggest share of inhabitants in Generation X (1965–1979)
... 65% of whole population Gen X, Baby Boomer and Millennials (1950–1995)

Urbanisation Trends

... 18% of the population is living in urban areas
... 1,283,008 are living in rural regions

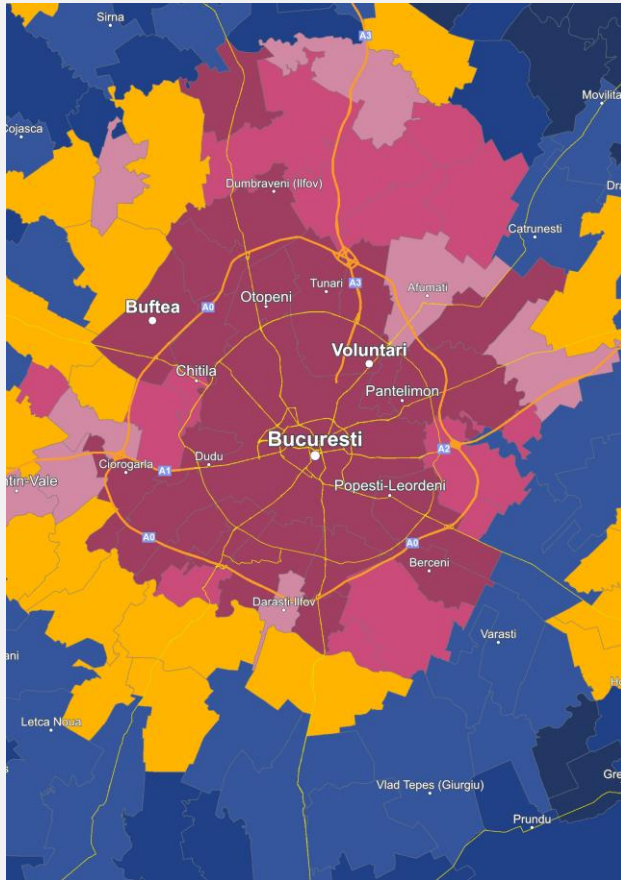


... Gen Z 20% more likely living in rural areas
... Millennials, Gen X and Baby Boomer ~10% more often living in urban regions



Locating Shoppers by Age Group

Municipality Level Precision – Audience in High Definition



Millennials (1980–1995)



🎯 Municipality Level

Bucharest's population

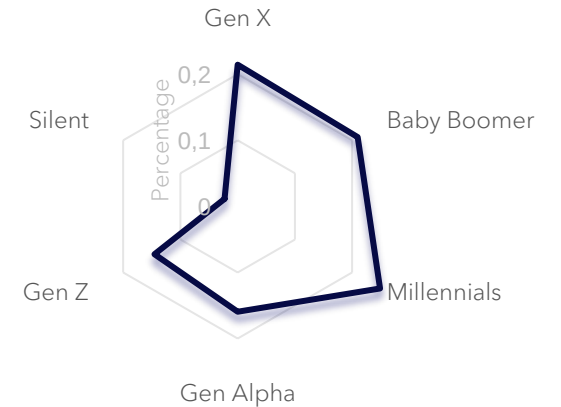
... 1,725,271 inhabitants in total

... biggest share of inhabitants are Millennials (1980–1995)



Why?

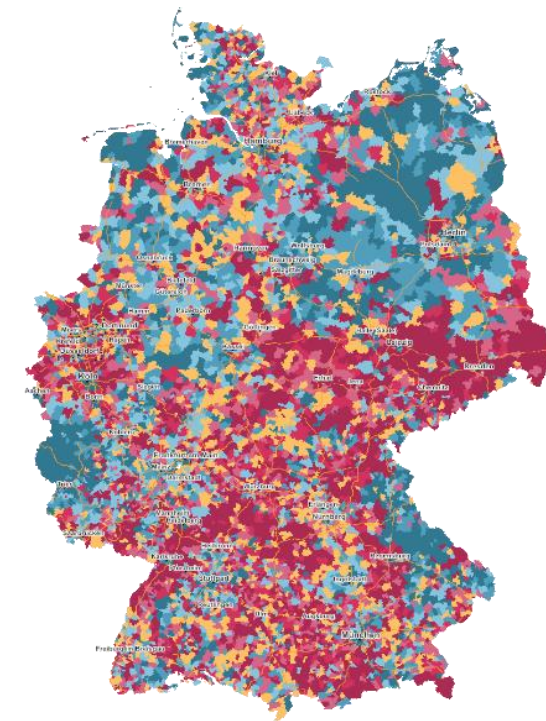
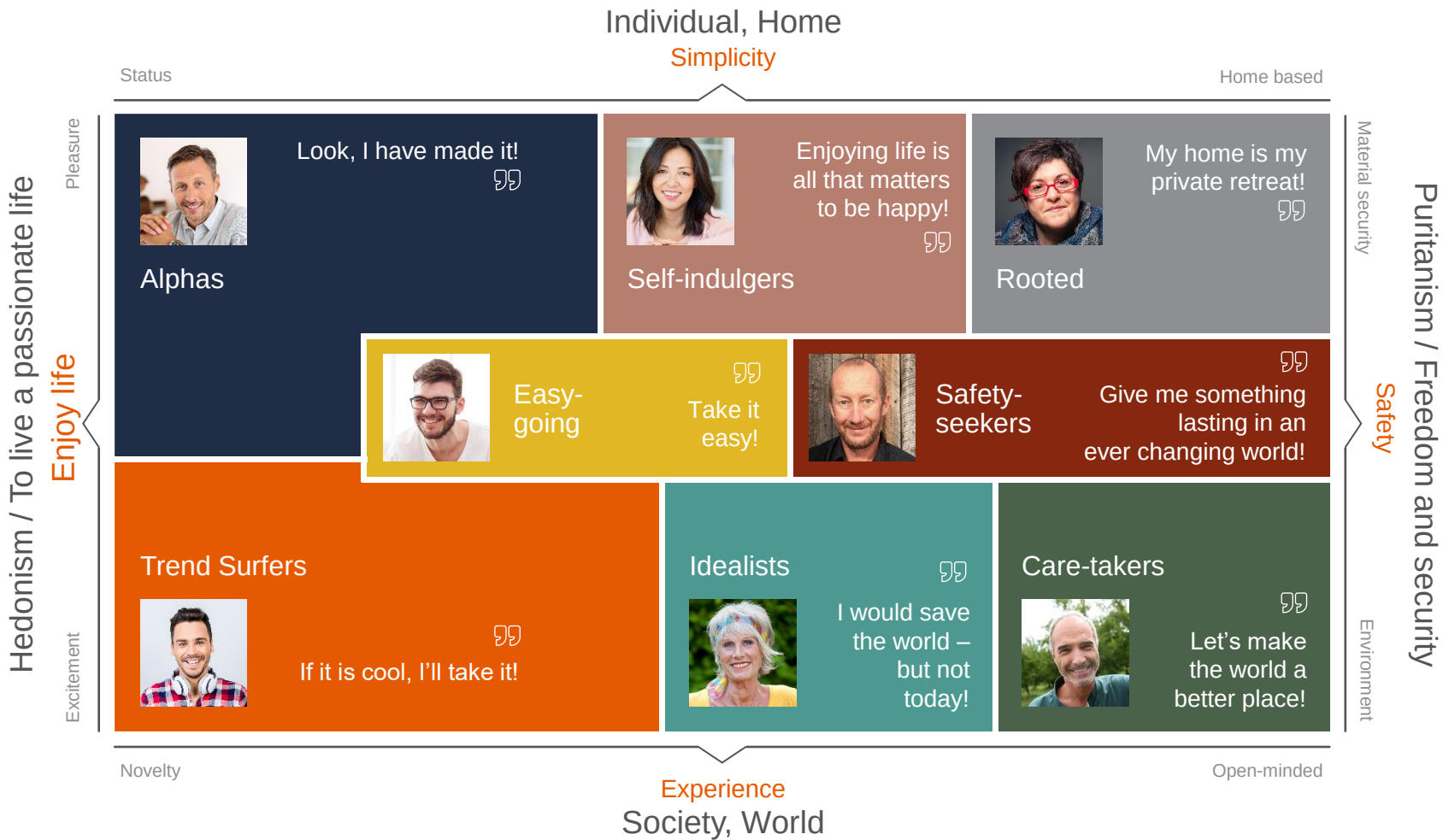
- ▶ Unique consumer profiles
- ▶ Optimize store location, branch networks, and campaign placement
- ▶ Address micro-market efficiently



*Provide granular demographic insights that support
precise, evidence-based decision-making!*

The GfK Roper Consumer Styles at a glance:

8 lifestyle segments



“Alphas” in Germany

Tradedimensions – Understanding the retail landscape

Hierarchical food retailing database – complete – up-to-date

KEY BENEFITS:

- ▶ In-depth **knowledge** of the retail structure
- ▶ Standardized address data
- ▶ Prioritization and **cost reductions** for the Field Force
- ▶ Basis for competitive analyses, location planning / expansion
- ▶ Targeted approach of the **right stores** for the product group sales
- ▶ Identify “Key Player” to focus and speed up the **listing negotiations** and decisions
- ▶ Basis for **annual review** preparations
- ▶ **Listing pathways** across all levels of trading
- ▶ Indicates the **relevant stores** by demographics for promotion activities



NIQ-GfK Geomarketing

Make smart regional
market decisions
worldwide.

- Digital Maps
- Regional Market Data
- Geo-Analytics & Consulting
- Geomarketing Software RegioGraph

