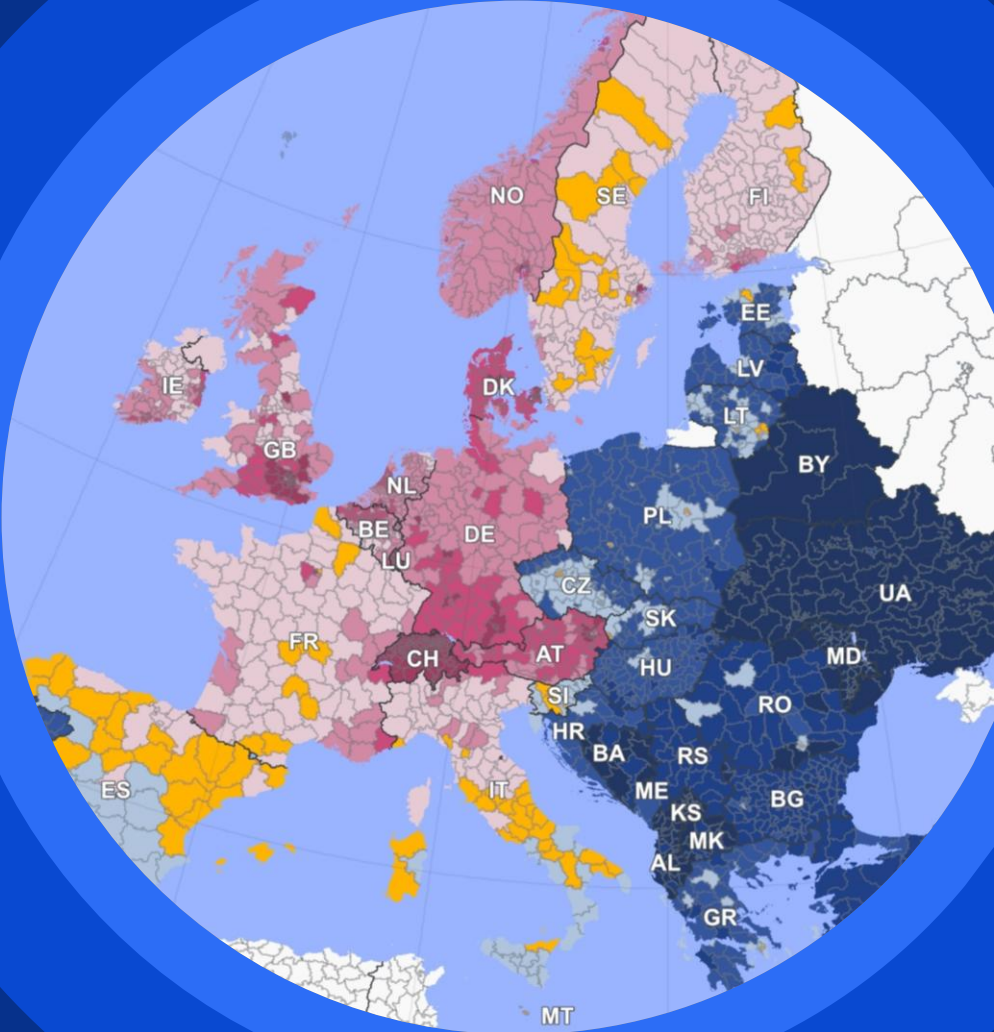


NIQ Europe Edition 2025/2026

Updated digital maps and NIQ Purchasing
Power for all European countries

NIQ Geomarketing

powered by  intelligence



New additions of digital maps

NIQ's Europe Edition 2025/2026 reflects the thousands of changes to postcode and administrative levels that occurred in almost all European countries.



Digital maps Europe 2025

Standardized Table Structure

To enhance consistency and simplify data integration across our product portfolio, we are introducing a standardized table structure for all administrative and postal layers - across all formats except RegioGraph Lay.

Each dataset will include the following fields:

- **ID** (Text) - Unique identifier for each geographic feature
- **Name** (Text) - Official name of the feature in the primary language of the country
- **Name_ASCII** (Text) - ASCII-compatible, transliterated version of the name for broader system compatibility
- **Type** (Text) - Classification of the feature (e.g., type of postcode area like PO Box)
- **PC_Range** (Text) - Postal code range associated with the feature (where applicable)

Benefits

- **Streamlined Data Ingestion:** Uniform structure simplifies integration into automated pipelines and ETL processes
- **Improved Compatibility:** ASCII name field ensures better interoperability with systems that have character limitations
- **Reduced Complexity:** One schema across layers and formats minimizes the need for format- or domain-specific handling
- **Faster Onboarding:** Easier for new users and systems to understand and work with the data
- **Future-Proofing:** Lays the foundation for scalable and maintainable data workflows

Digital maps Europe 2025

New additions/changes per country



United Kingdom

Three new special layers available (replacing NUTS):

- **International Territorial Levels**
 - ITL 1 (15 features), ITL 2 (49 features), ITL 3 (185 features)
- Wards for England, Wales and Scotland now seamless (using best fit)



Croatia

Two new administrative layers available (ADM4/ADM5):

- **statistical districts** (13,576 features)
- **census districts** (29,245 features)



Ireland

One new administrative layer (ADM3) available:

- **municipal districts**(103 features)

Digital maps Europe 2025

New additions/changes per country



Netherlands

Many additions in the 6-digit postcode layer

- **1,120** new features



Türkiye

The city districts and settlements layer now contains covers the whole country

- **6,293** new features



Lithuania

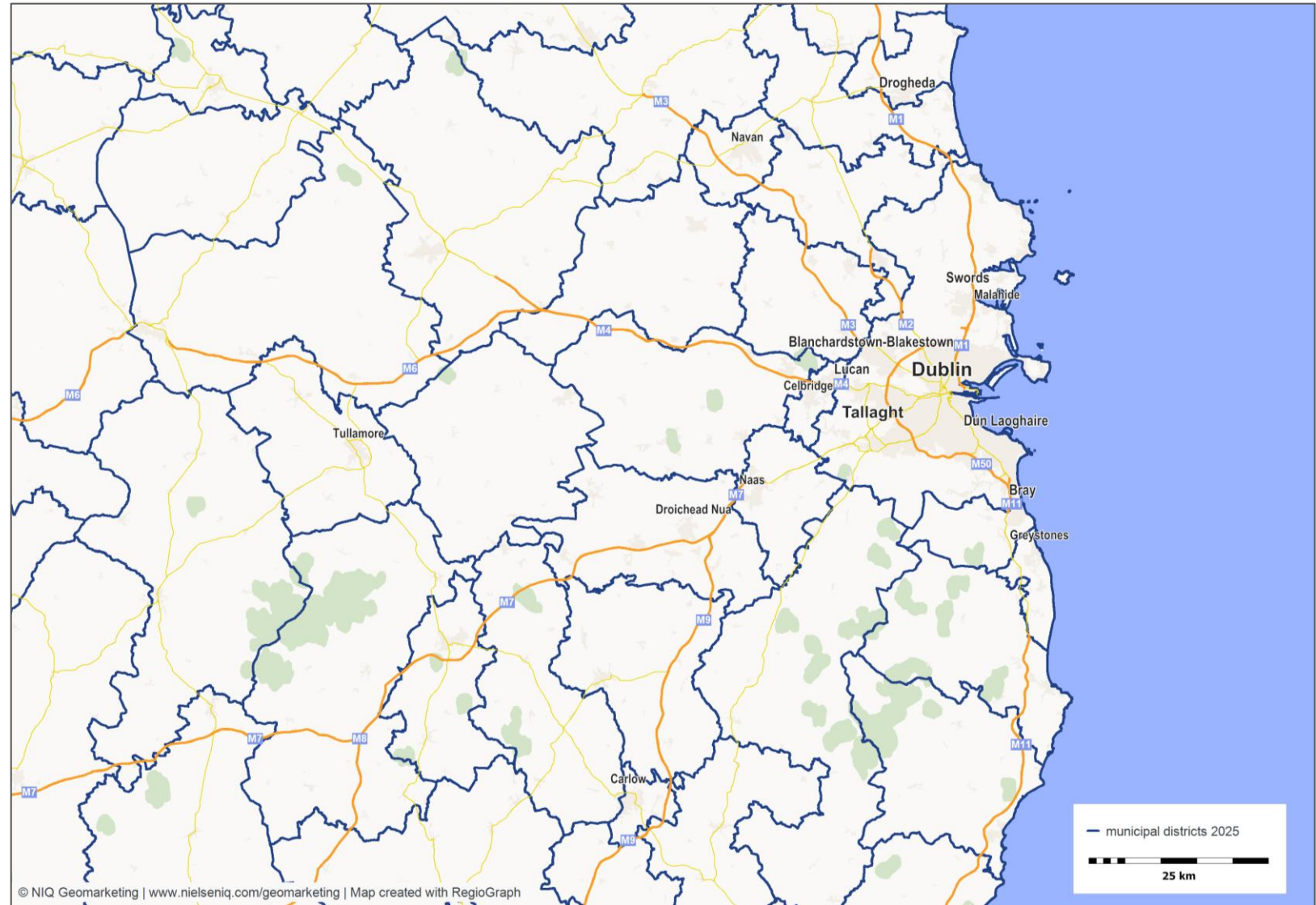
One extensively reworked postcode layer available:

- **5-digit postcode areas** (235 new features)

Examples for single countries

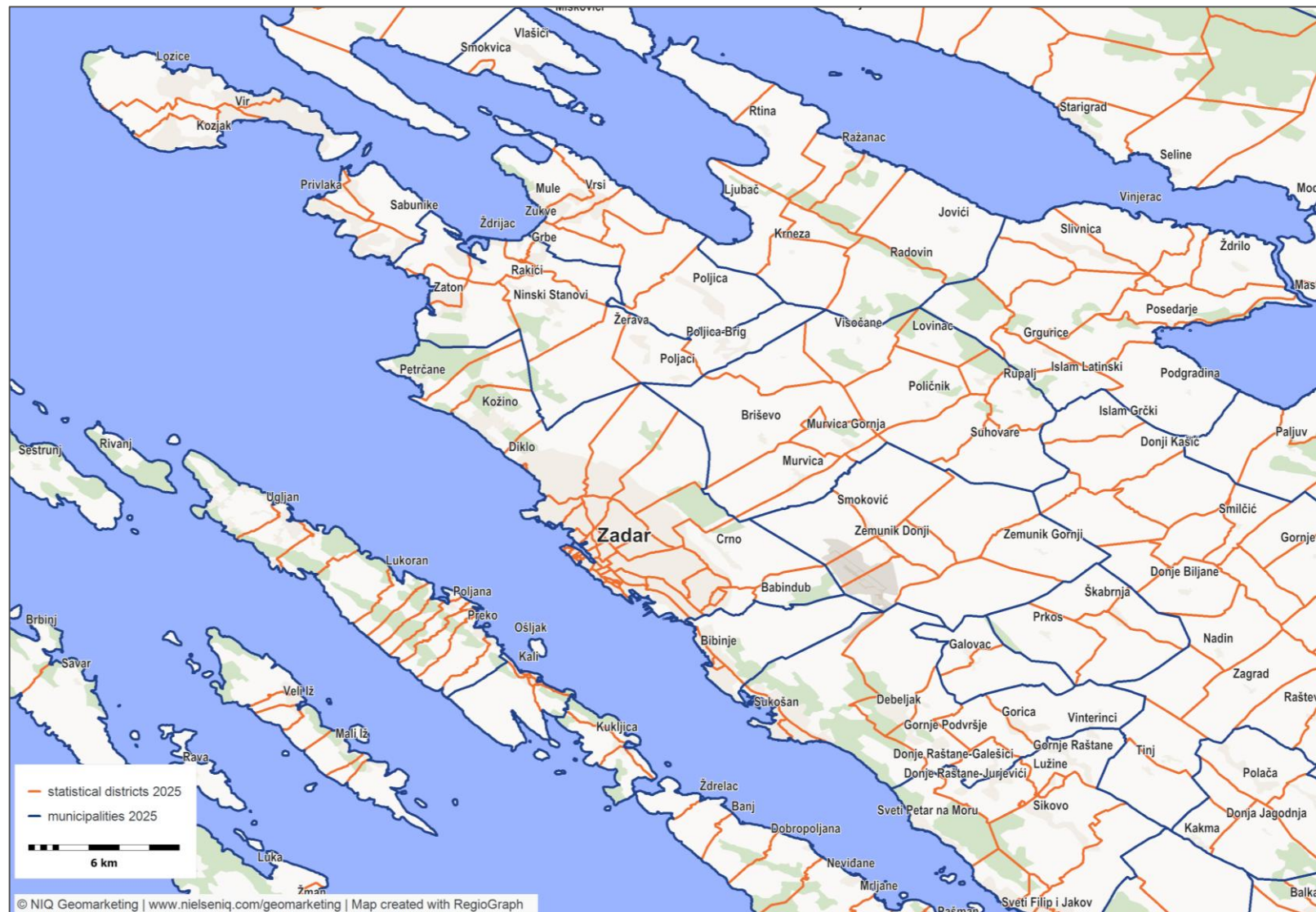
Ireland 2025

Municipal districts



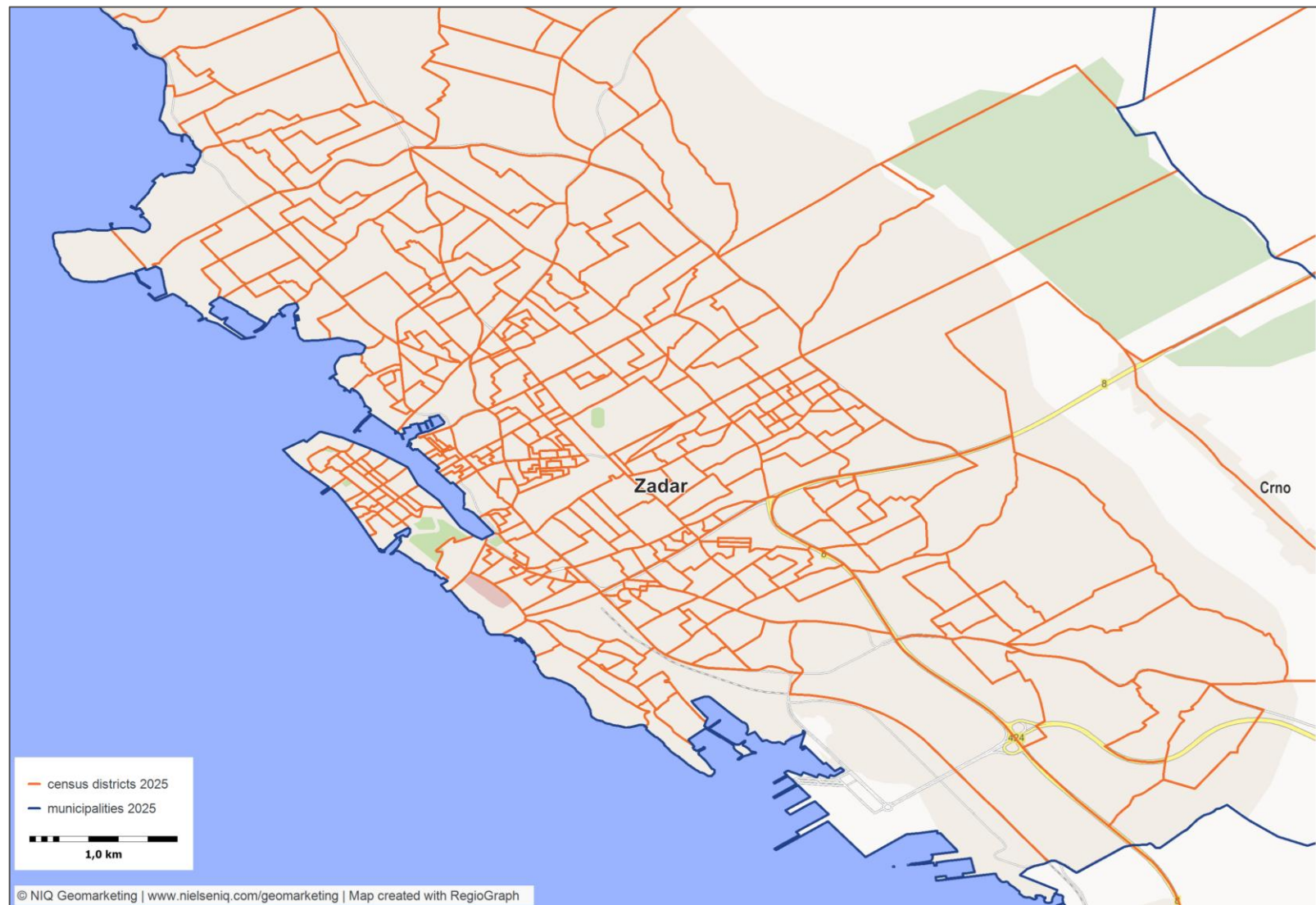
Croatia 2025

Statistical districts



Croatia 2025

Census districts



Italy - Highly detailed and precise

Avoid errors in planning and
analyzing with precise and
updated boundaries



Sources: Esri, DigitalGlobe, GeoEye, i-cubed, USDA FSA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community

Slovenia - Highly detailed and precise

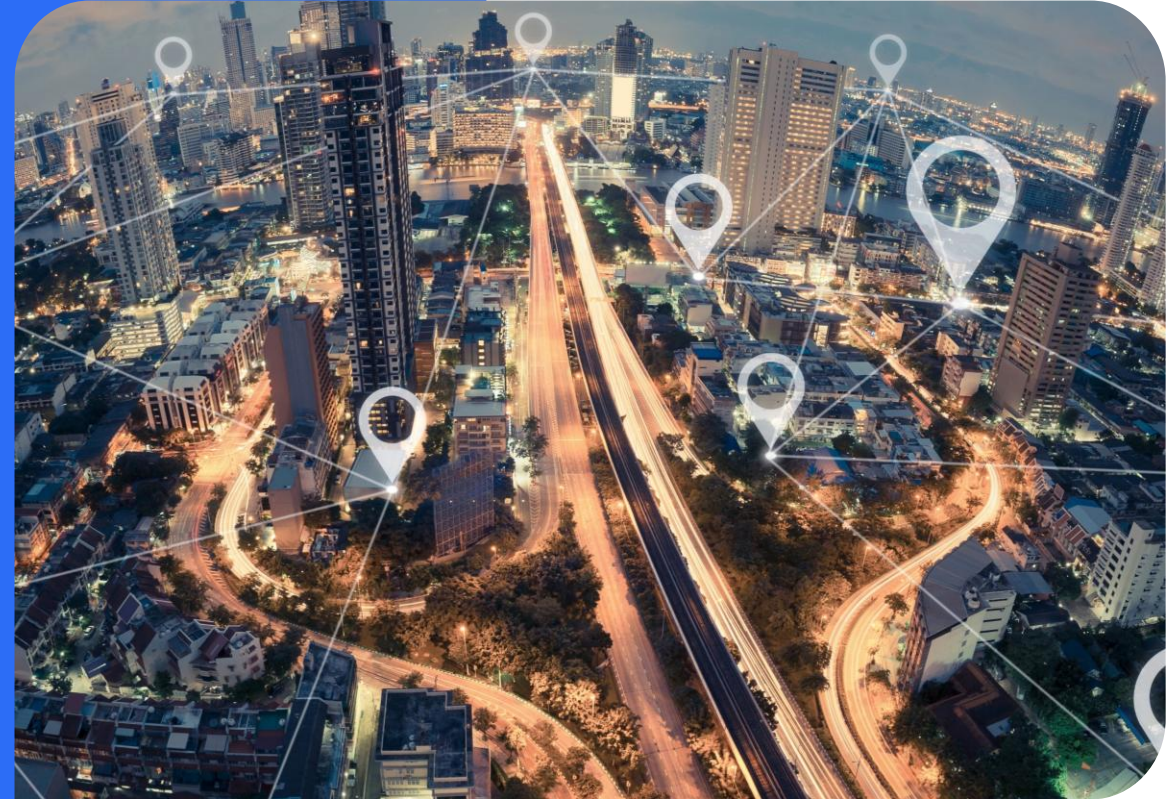
Avoid errors in planning and
analyzing with precise and
updated boundaries



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NIQ Purchasing Power Europe 2025

The study is available for 42 European countries at detailed regional levels such as municipalities and postcodes, along with seamlessly fitting data on inhabitants and households as well as digital maps.



NIQ Purchasing Power Europe 2025

Definition

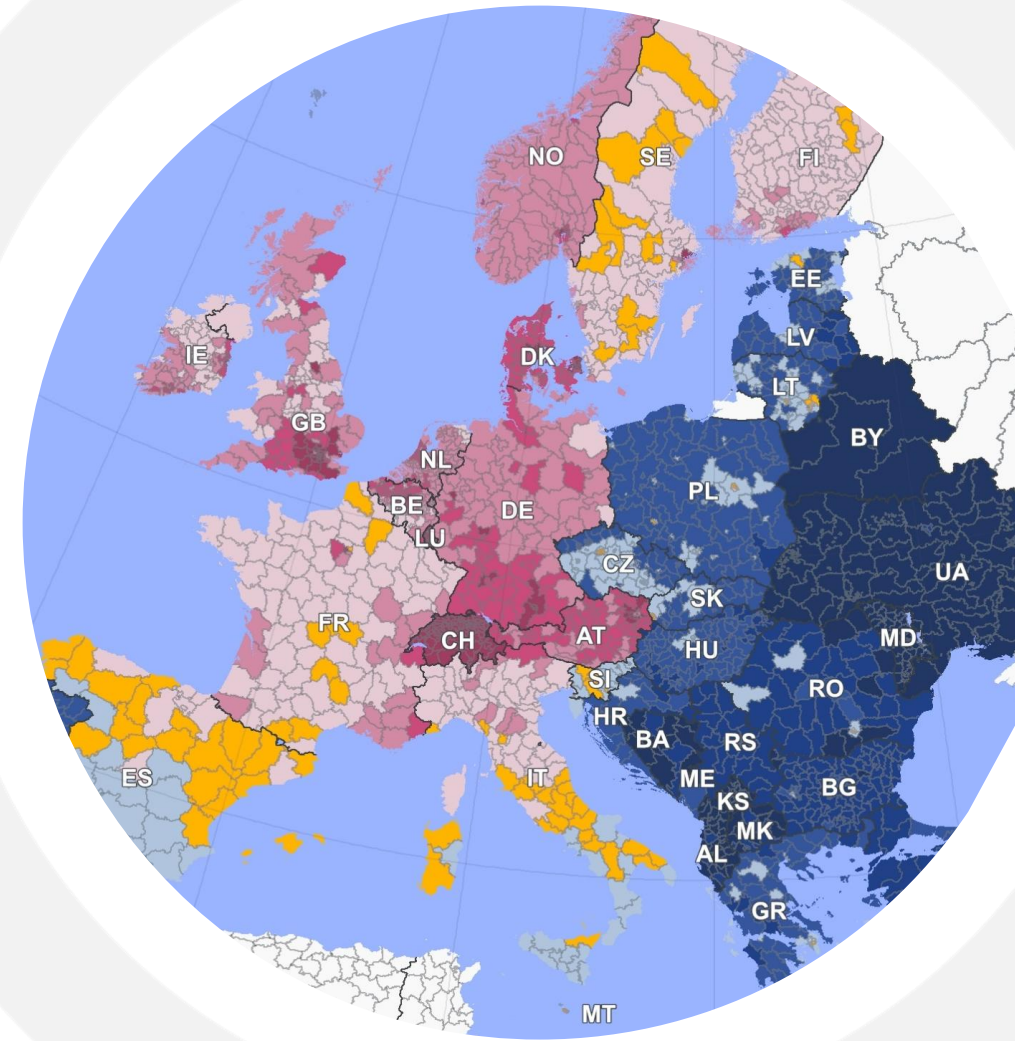
NIQ Purchasing Power Europe is the recognized benchmark for assessing consumer potential in 42 European countries. The data reveals the regions in Europe with the highest purchasing power.

Purchasing power is a valuable gauge of the economic strength of a given region, making it an indispensable reference point for business decisions involving the international planning and evaluating of locations as well as the managing of outside sales and marketing endeavors.

Purchasing power is available for individual countries or for a package price when ordered as part of our continent editions:

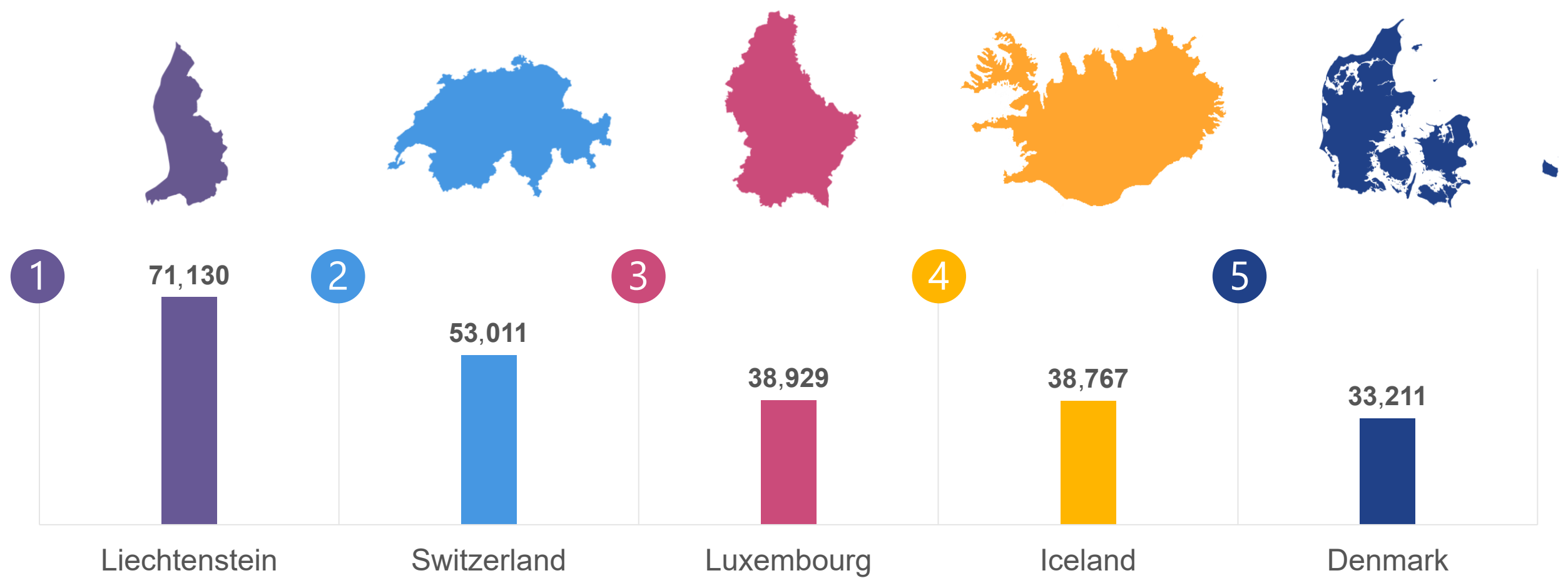
- Western Europe
- Eastern Europe
- Europe
- Europe PLZ 2 / NUTS Edition

NIQ Purchasing Power and NIQ Population and Households are delivered as a combined dataset for the selected country.

[Discover more](#)[Go to press release](#)

NIQ Purchasing Power Europe 2025

Top 5 | European countries



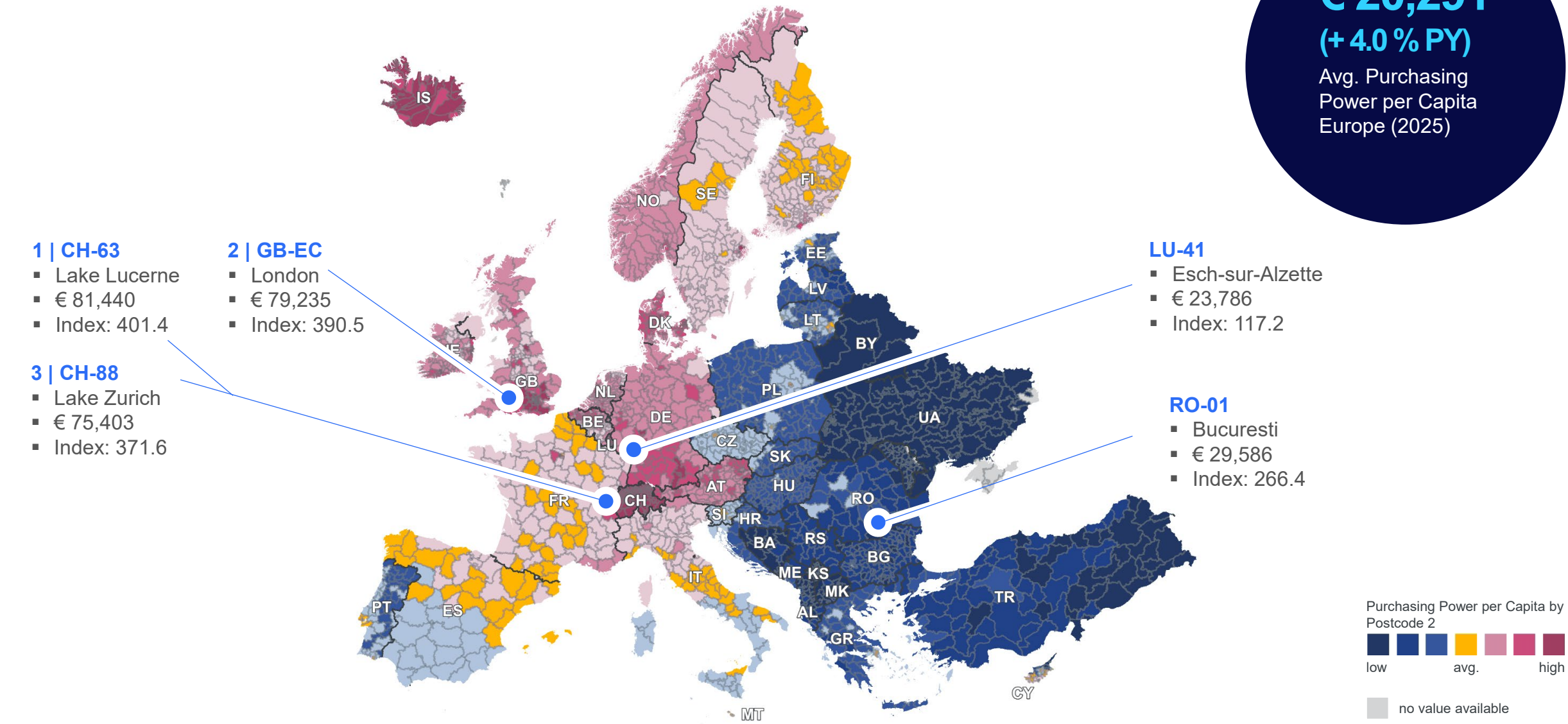
European average = €20,291

Examples for single countries

Purchasing Power Europe

Europe Purchasing Power per Capita by Postcode 2 Areas

€ 20,291
(+ 4.0 % PY)
Avg. Purchasing
Power per Capita
Europe (2025)



Purchasing Power Europe

Germany – Purchasing Power per Capita by Districts

Markets differ from region to region. Each area has its own strengths and weaknesses that affect growth. Focusing your efforts where they matter most helps save resources and makes marketing more effective.

Purchasing power is a key measure of consumer potential. For example, it ranges from € 23,425 in Gelsenkirchen to € 40,684 in Starnberg.

The district of Lueneburg represents almost exactly the German average in terms of purchasing power per capita

€ 29,566

(+ 2.0 % PY)

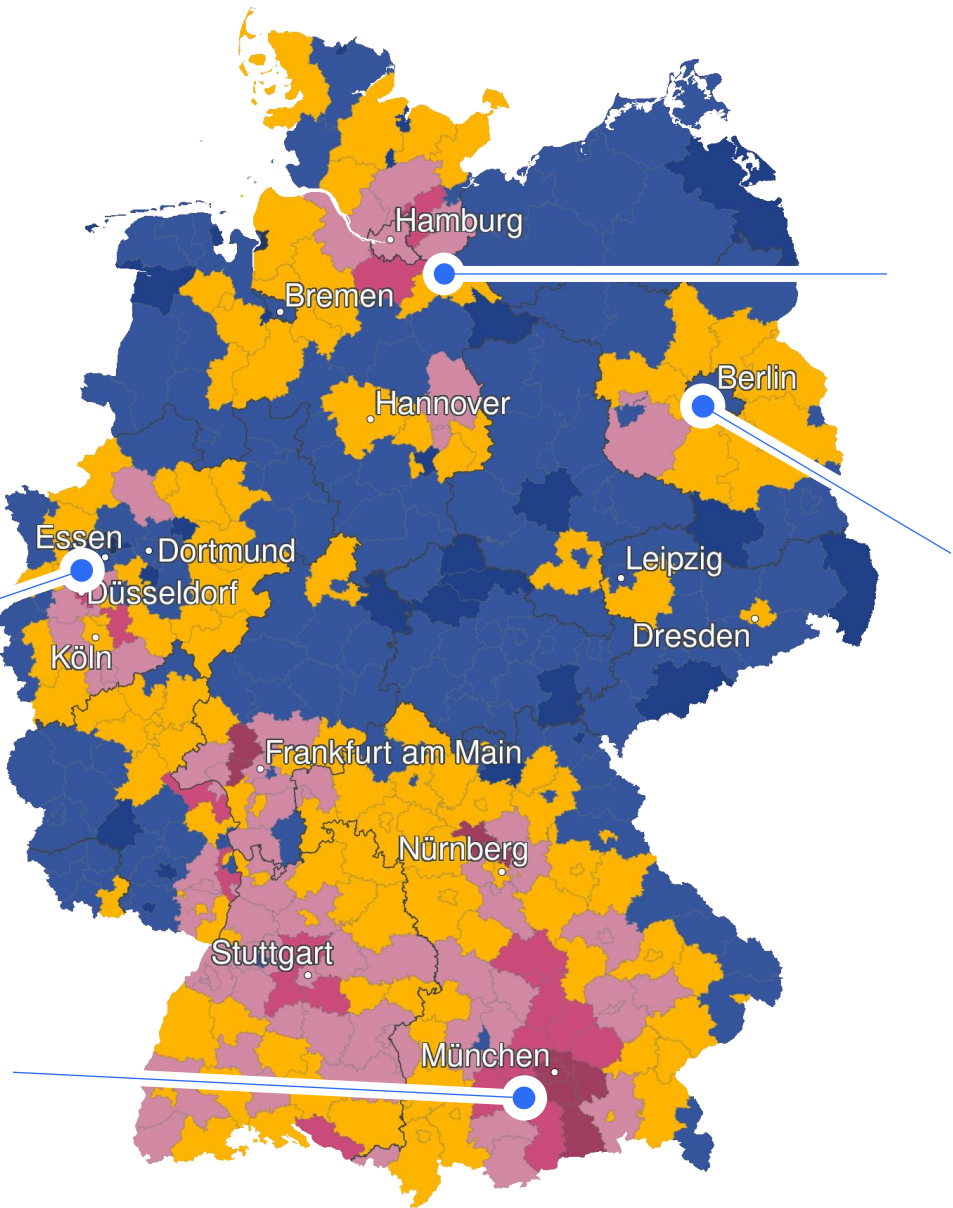
Avg. Purchasing Power per Capita Germany (2025)

GELSENKIRCHEN

- € 23,425
- Index: 79.2

STARNBERG

- € 40,684
- Index: 137.6



LÜNEBURG

- € 29,578
- Index: 100

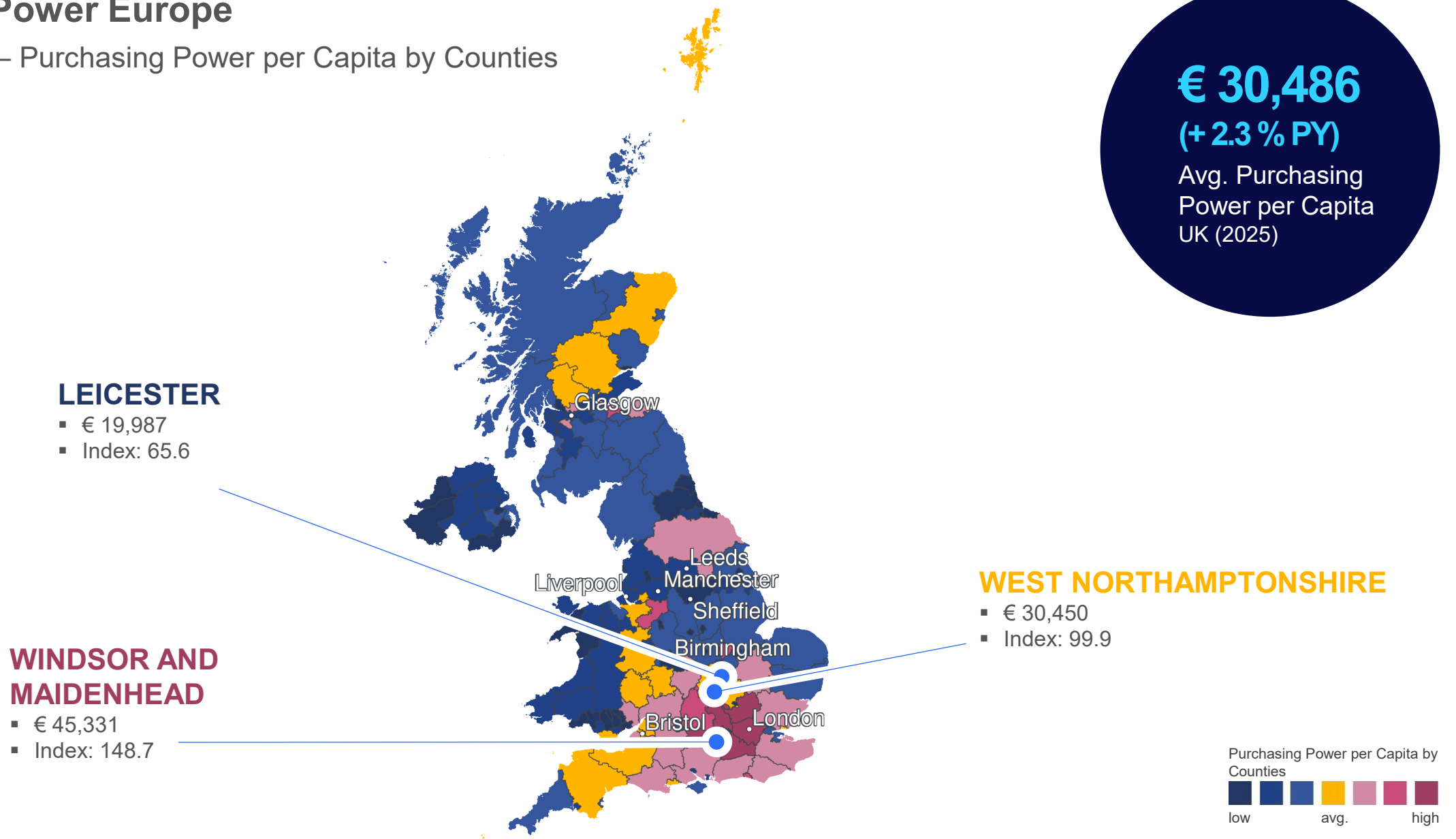
BERLIN

- € 28,330
- Index: 95.8



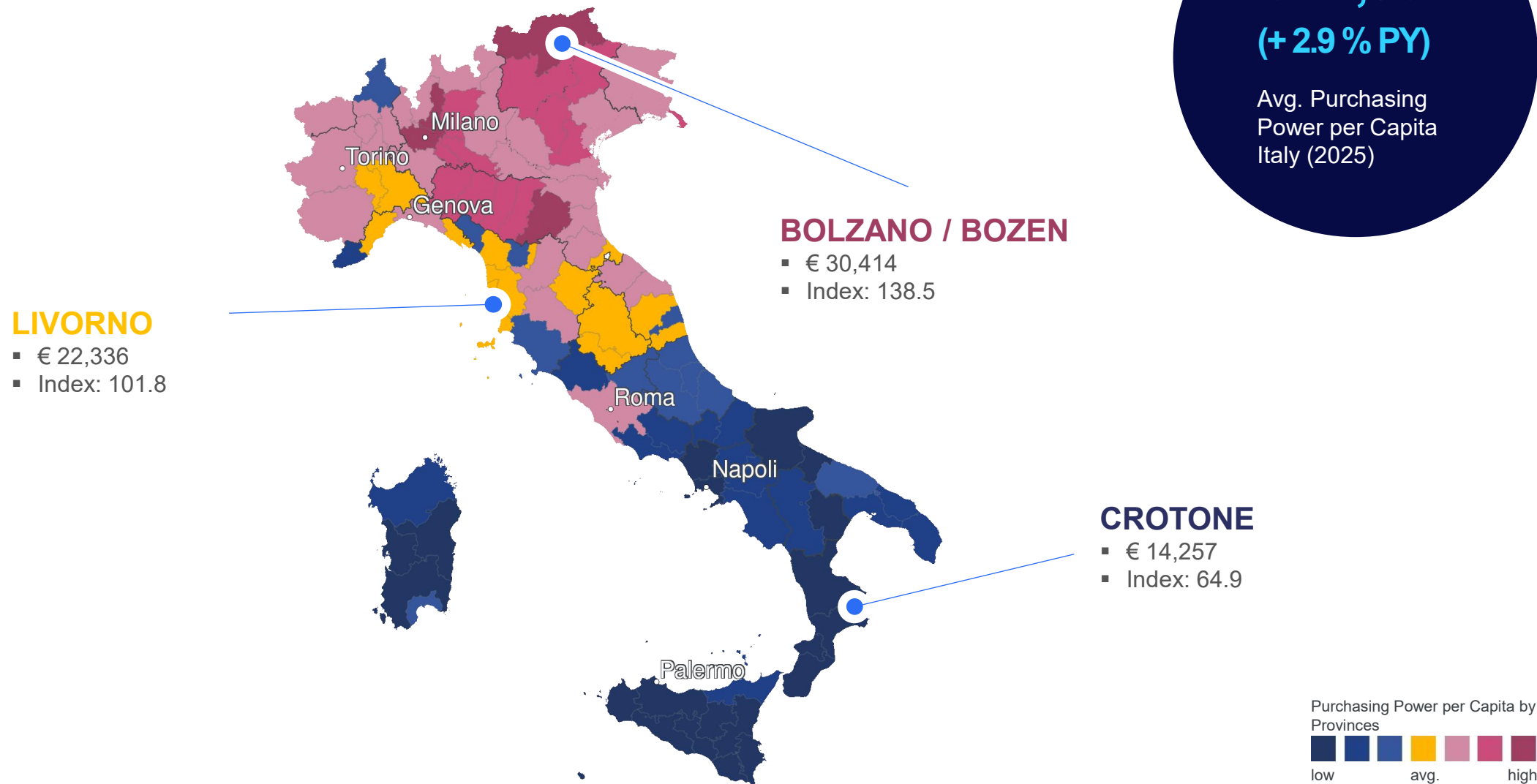
Purchasing Power Europe

United Kingdom – Purchasing Power per Capita by Counties



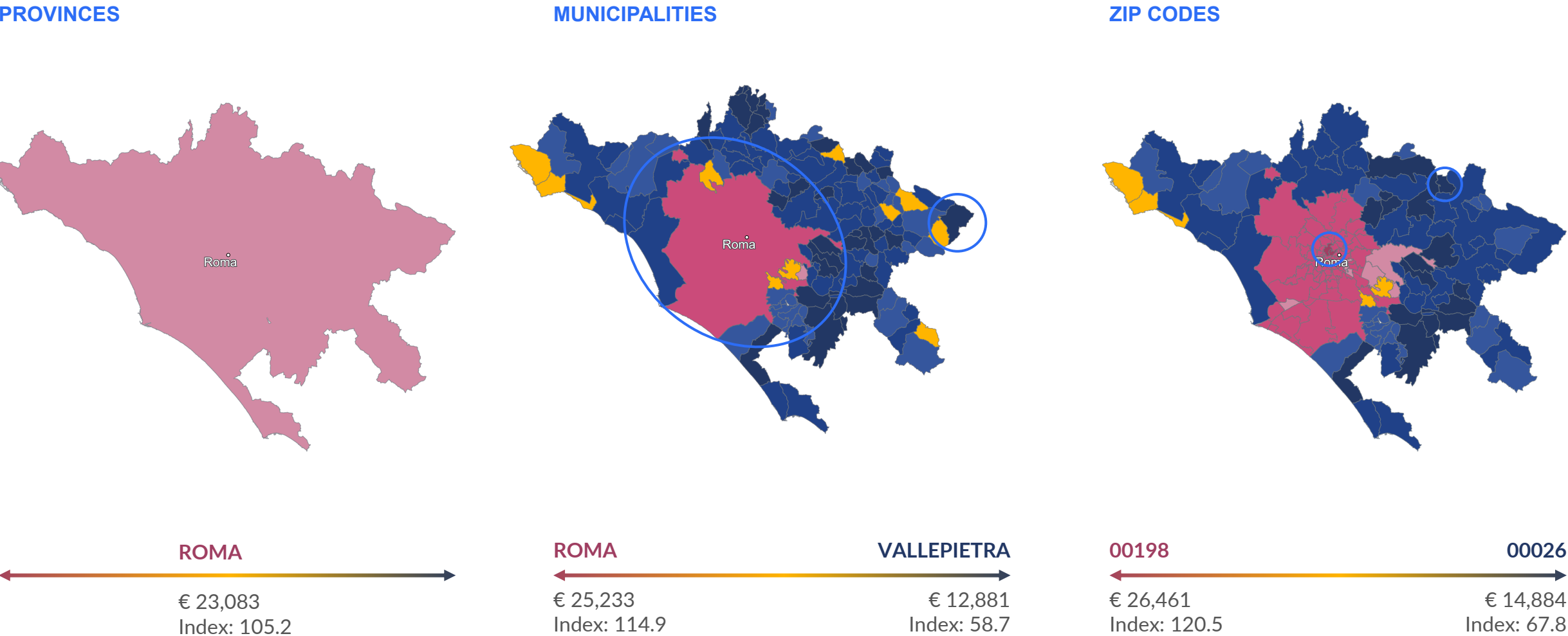
Purchasing Power Europe

Italy – Purchasing Power per Capita by Provinces



Purchasing Power Europe

Italy – Spread within the Province of Rome



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