

Webinar: From Data to Decisions

Mapping Consumer Potential Worldwide

Oliver Pape

NIQ Geomarketing

powered by  intelligence



Benefit from the
power of
location with
geodata

The Full View™

DIGITAL
MAPS

MARKET
DATA

SOFTWARE

CONSULTING

Benefit from the power of location with geodata

The Full View™

DIGITAL
MAPS

MARKET
DATA

Worldwide Digital Maps

The largest collection of postal and administrative maps worldwide allow you to analyze and cross-reference for regional insights

Regionalized Market Data

Regional consumer information delivers market insights on target groups and potential across a wide range of markets

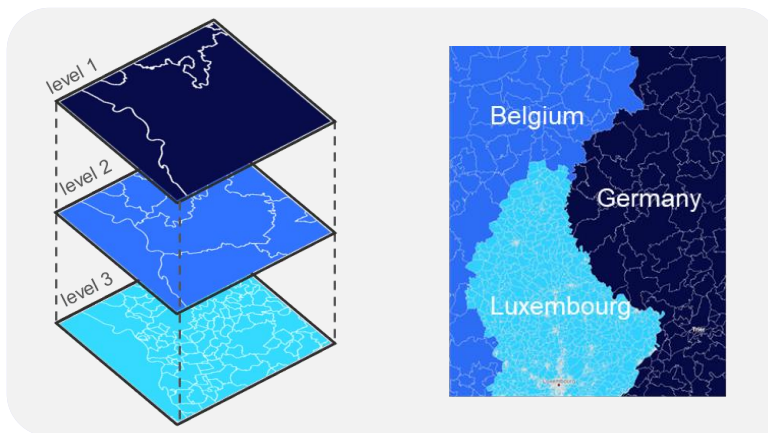
NIQ Geomarketing - Worldwide Digital Maps

What makes NIQ map products so special?



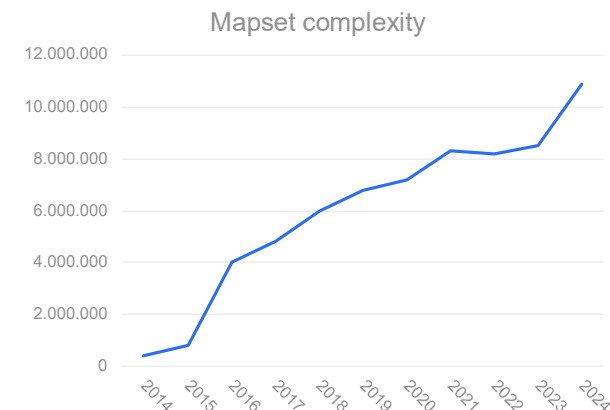
Global Coverage

- Worldwide digital maps from over 240 countries
- Postcode and administrative boundaries
- CRESTA Zones



Seamless in Every Aspect

- Vertically seamless - each area nests perfectly within its larger region
- Horizontally seamless - No gaps or overlaps between adjacent areas

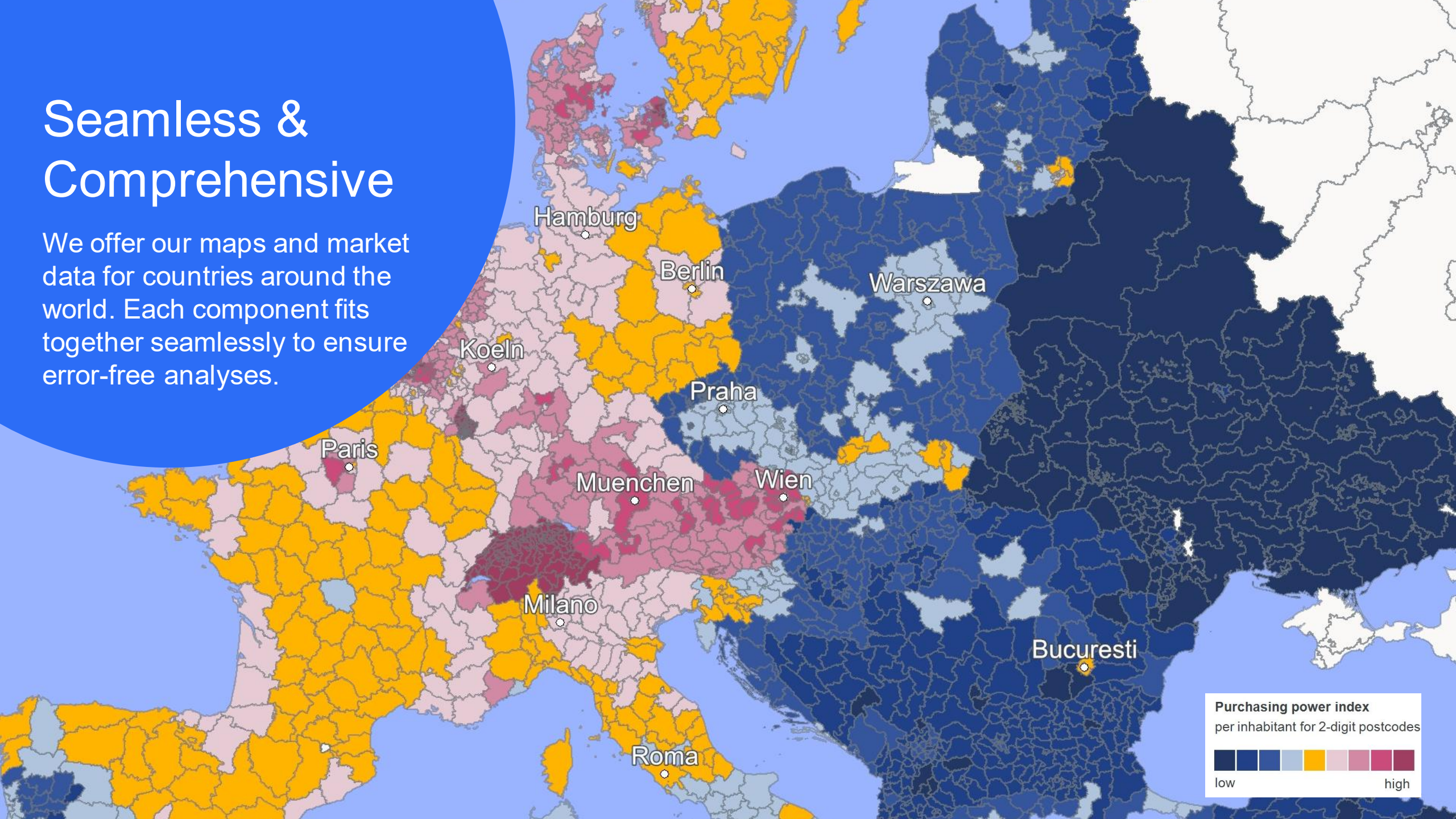


Highly Detailed and Precise

- Inhouse production of NIQ boundary data to ensure data harmonization
- More than 280 postal boundaries layers
- More than 620 administrative boundaries layers

Seamless & Comprehensive

We offer our maps and market data for countries around the world. Each component fits together seamlessly to ensure error-free analyses.



NIQ Geomarketing – International Market Data



NIQ Geomarketing – International Market Data

Purchasing Power in Europe | France & Germany



Purchasing power p.c.
Δ PY [%]

+4.0%



Purchasing power p.c.

€20,291



Purchasing power p.c.
Δ EU [%]

+45.7%



RANK

9



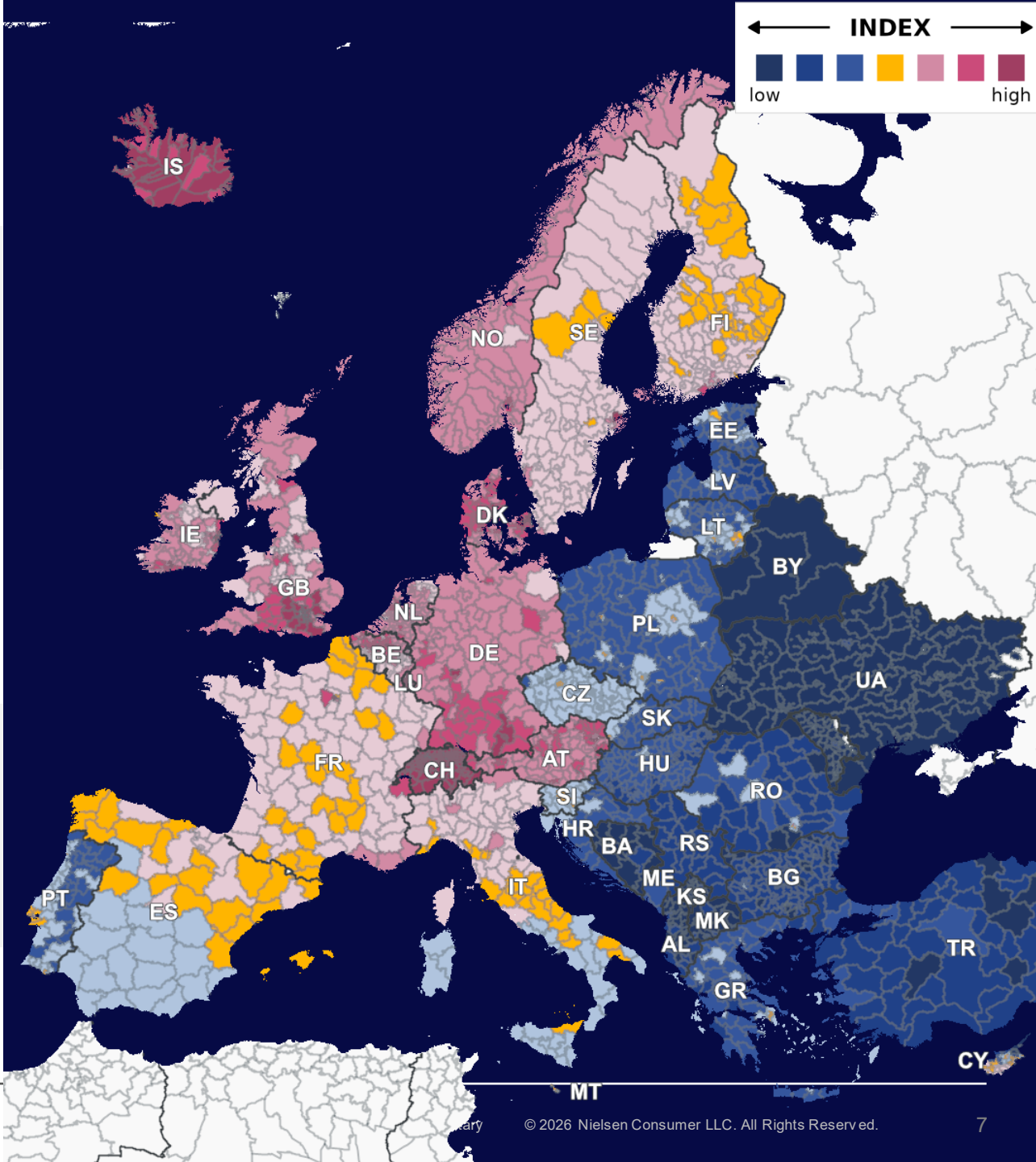
Purchasing power p.c.
Δ EU [%]

+23.9%



RANK

14



NIQ Geomarketing – International Market Data

Retail Purchasing Power in Europe | France & Germany



Retail Purchasing
power p.c.
 Δ PY [%]
+3.0%



Retail Purchasing
power p.c.
€6,714



Purchasing power p.c.
 Δ EU [%]
-7.3%



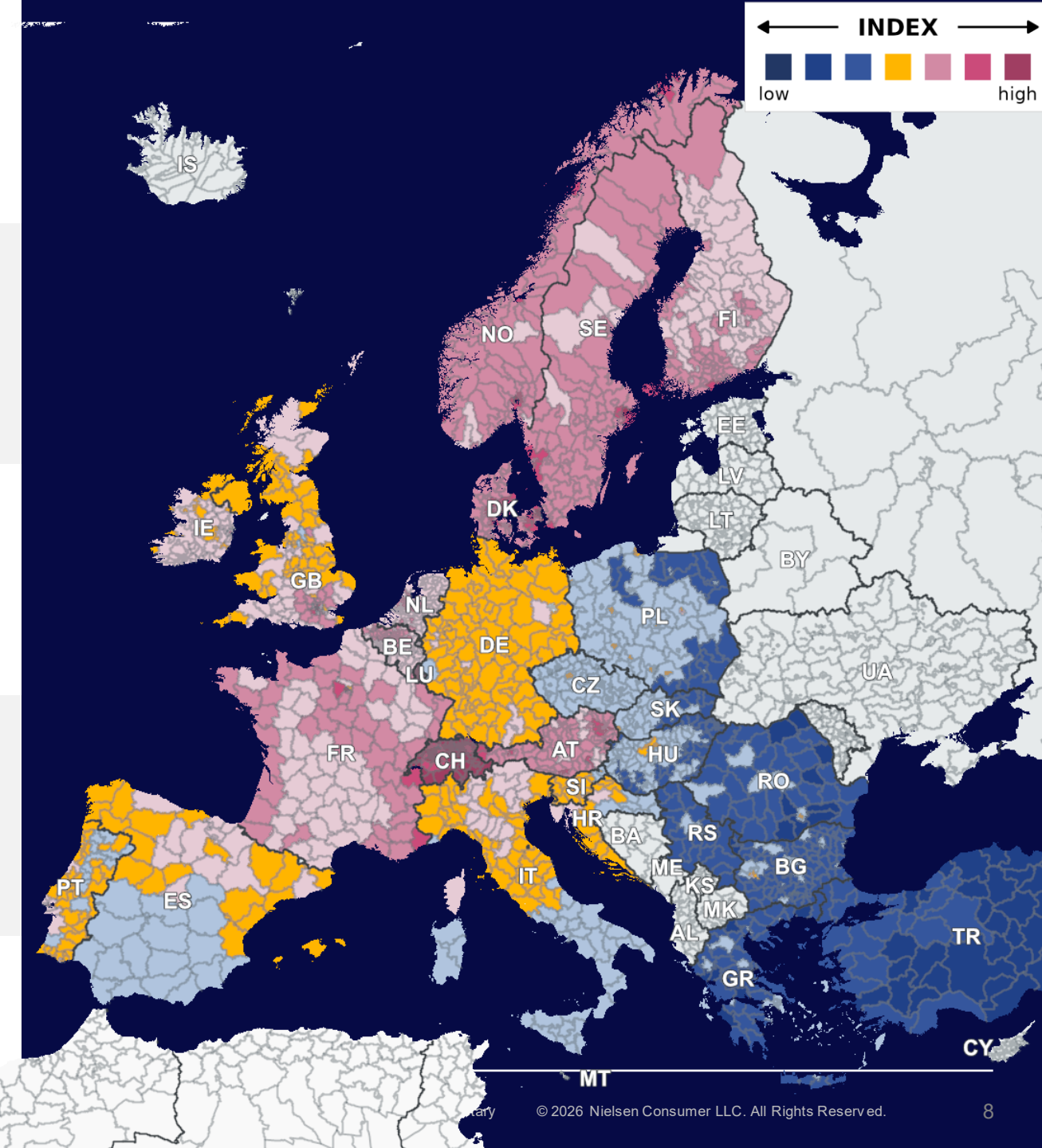
RANK
15



Purchasing power p.c.
 Δ EU [%]
+24.9%



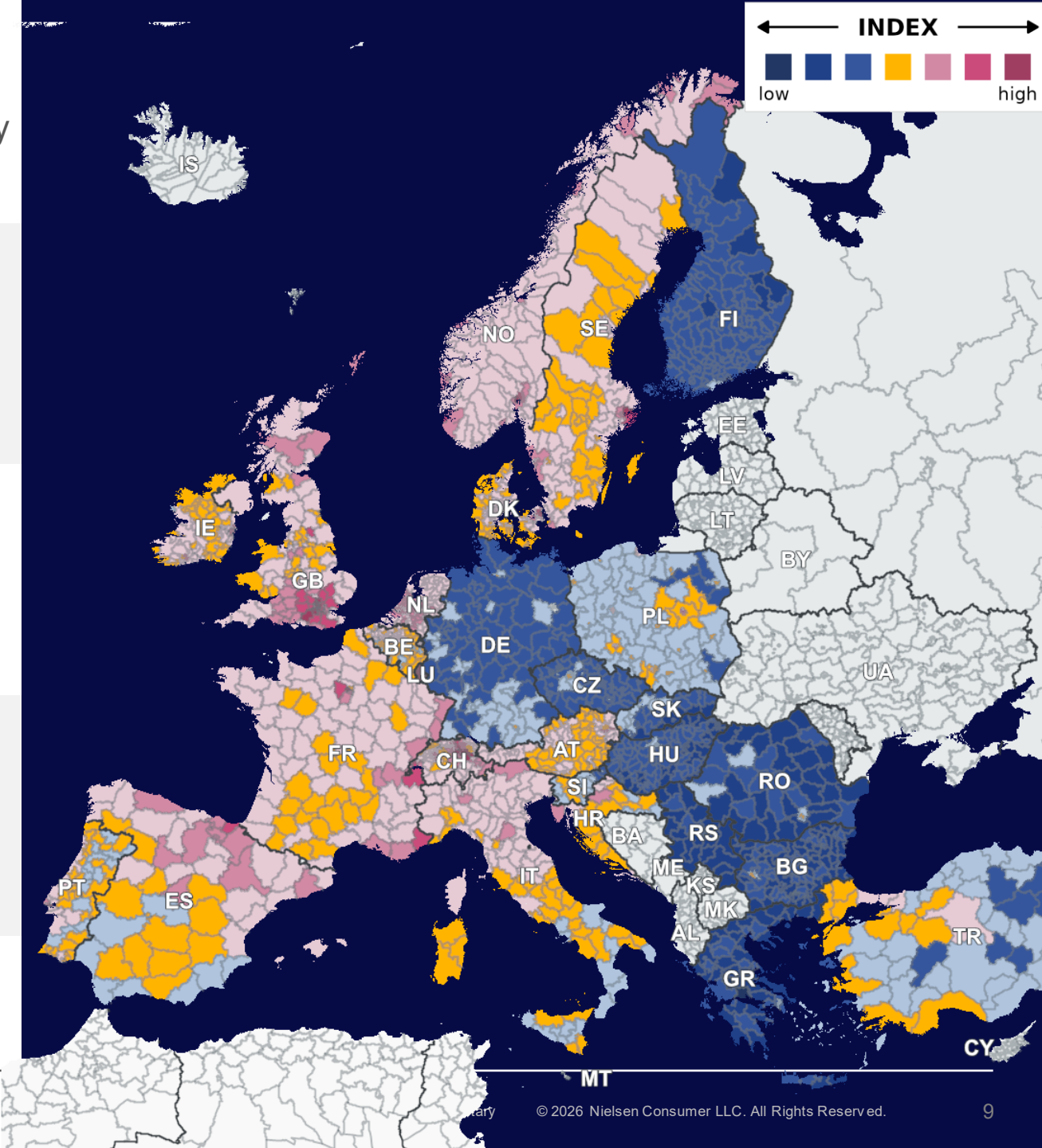
RANK
8



NIQ Geomarketing – International Market Data

Retail Purchasing Power Fashion in Europe | France & Germany

	 Retail Purchasing Power for Fashion p.c. Δ PY [%] +8,7%	 Retail Purchasing Power for Fashion p.c. €772
	 Retail Purchasing Power for Fashion p.c. Δ EU [%] -29.1%	 RANK 18
	 Retail Purchasing Power for Fashion p.c. Δ EU [%] +23.6%	 RANK 5



NIQ Geomarketing – International Market Data

France: average spending by category



€25,147

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.

€8,386

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.

€805

Average purchasing power for clothing 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.

■ Food-related Items:	€4,143
■ Food	€3,214
■ Non-Alcoholic Drinks	€283
■ Alcoholic Drinks	€319
■ Tobacco Products	€327
■ Non-Food Items:	€4,243
■ Health, Hygiene, Cleaning	€742
■ Clothing	€805
■ Shoes, Leather Goods	€170
■ Furnishing	€488
■ Porcelain, Glass, Household Products	€108
■ Domestic Appliances	€146
■ Consumer Electronics, Computer, Photog.	€381
■ Watches, Jewelry	€94
■ Books, Stationery	€268
■ Sporting Goods, Hobby	€380
■ Home Improvement, Gardening	€660

Values
per cap.

NIQ Geomarketing – International Market Data

... vs Germany: spending shares by category



● **€29,566** France **€25,147**

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.

● **€6,226** France **€8,386**

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.

● **€436** France **€805**

Average purchasing power for clothing 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>	16.5 %	9.0 %
■ Food	12.8 %	6.2 %
■ Non-Alcoholic Drinks	1.1 %	0.8 %
■ Alcoholic Drinks	1.3 %	0.8 %
■ Tobacco Products	1.3 %	1.1 %
■ <i>Non-Food Items:</i>	16.9 %	12.1 %
■ Health, Hygiene, Cleaning	3.0 %	2.1 %
■ Clothing	3.2 %	1.5 %
■ Shoes, Leather Goods	0.7 %	0.3 %
■ Furnishing	1.9 %	1.5 %
■ Porcelain, Glass, Household Products	0.4 %	0.3 %
■ Domestic Appliances	0.6 %	0.8 %
■ Consumer Electronics, Computer, Photog.	1.5 %	1.4 %
■ Watches, Jewelry	0.4 %	0.2 %
■ Books, Stationery	1.1 %	0.9 %
■ Sporting Goods, Hobby	1.5 %	0.9 %
■ Home Improvement, Gardening	2.6 %	2.2 %

Share of Purchasing Power

NIQ Geodata in action

Use case for retail site planning | GTM strategy for a fashion retailer | cross-border analysis



Briefing

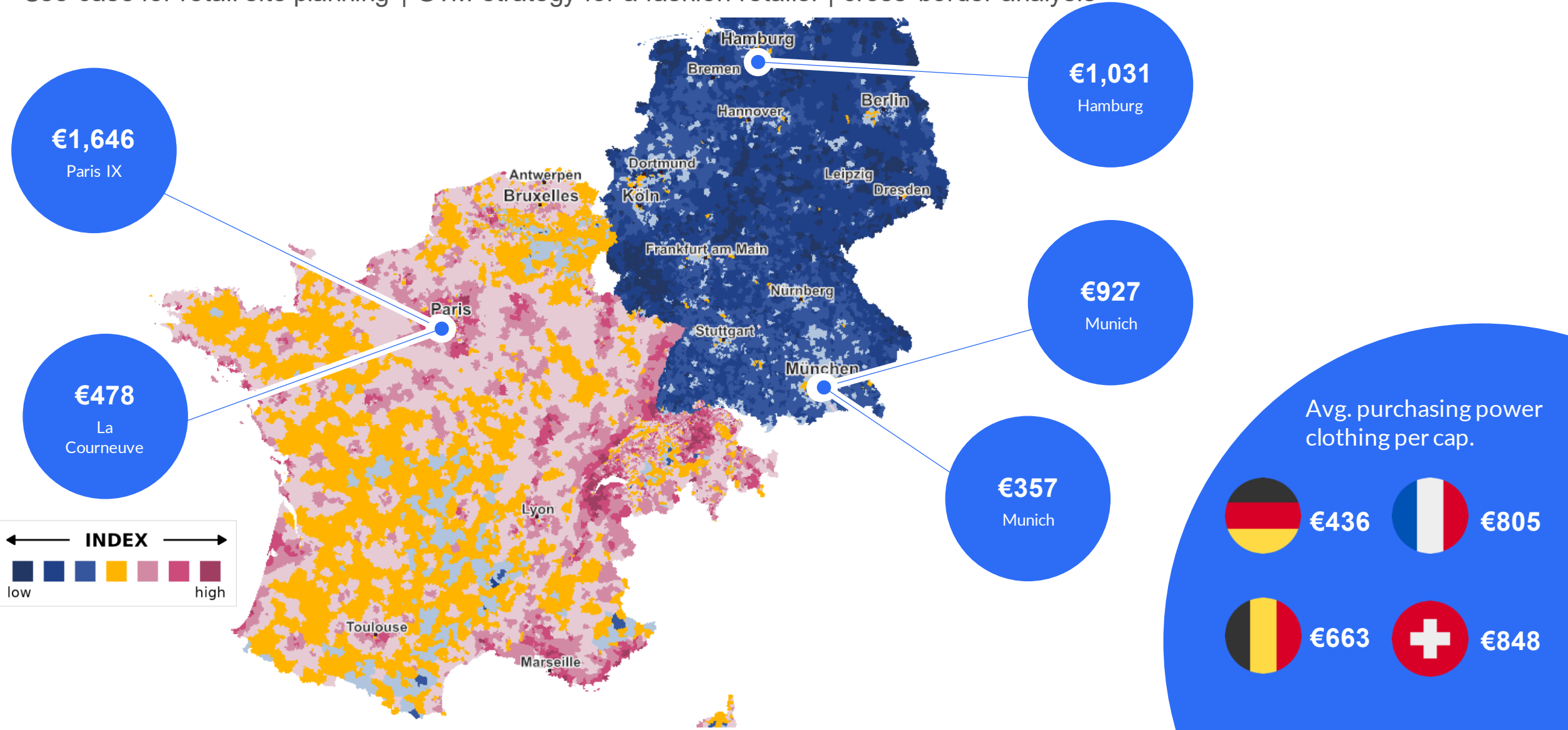
A fashion chain plans to enter the European market and is seeking the most attractive and highly marketable retail areas across four markets.

The brand specializes in premium women's fashion. Therefore, potential locations should provide access to female shoppers aged 20 to 40 with a high propensity to spend on clothing in an urban environment.



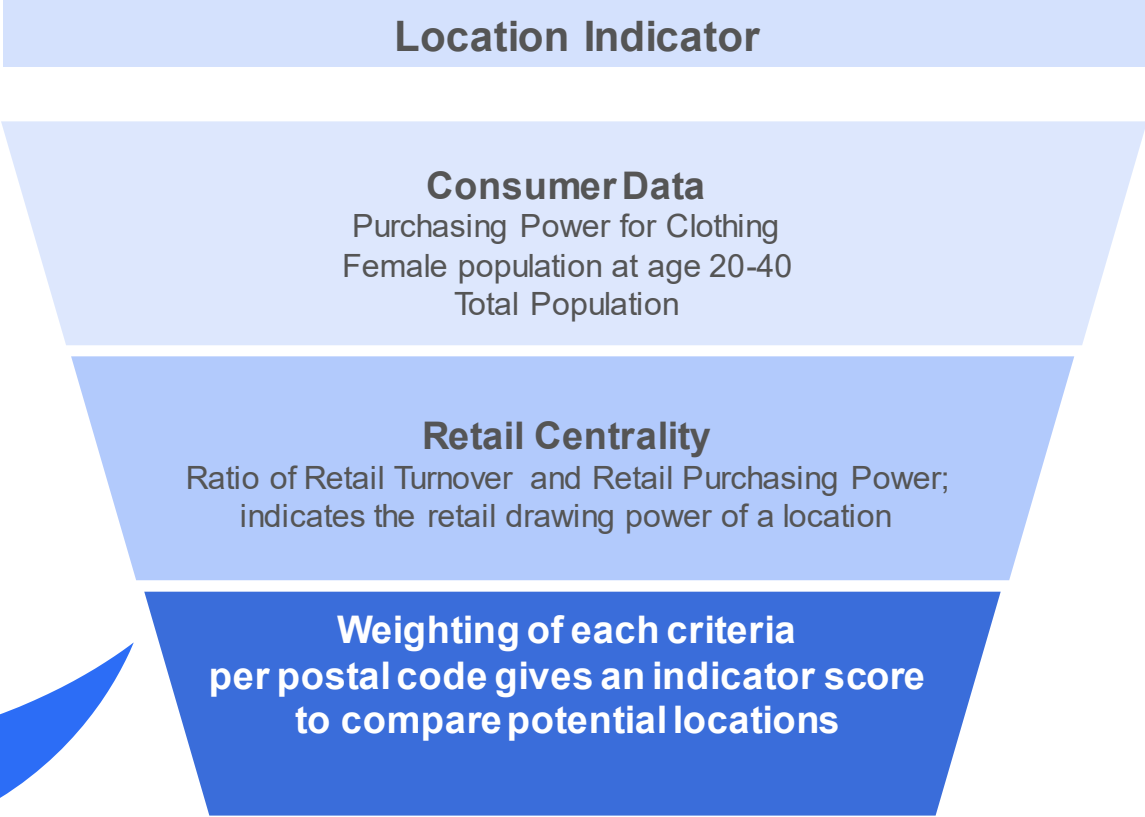
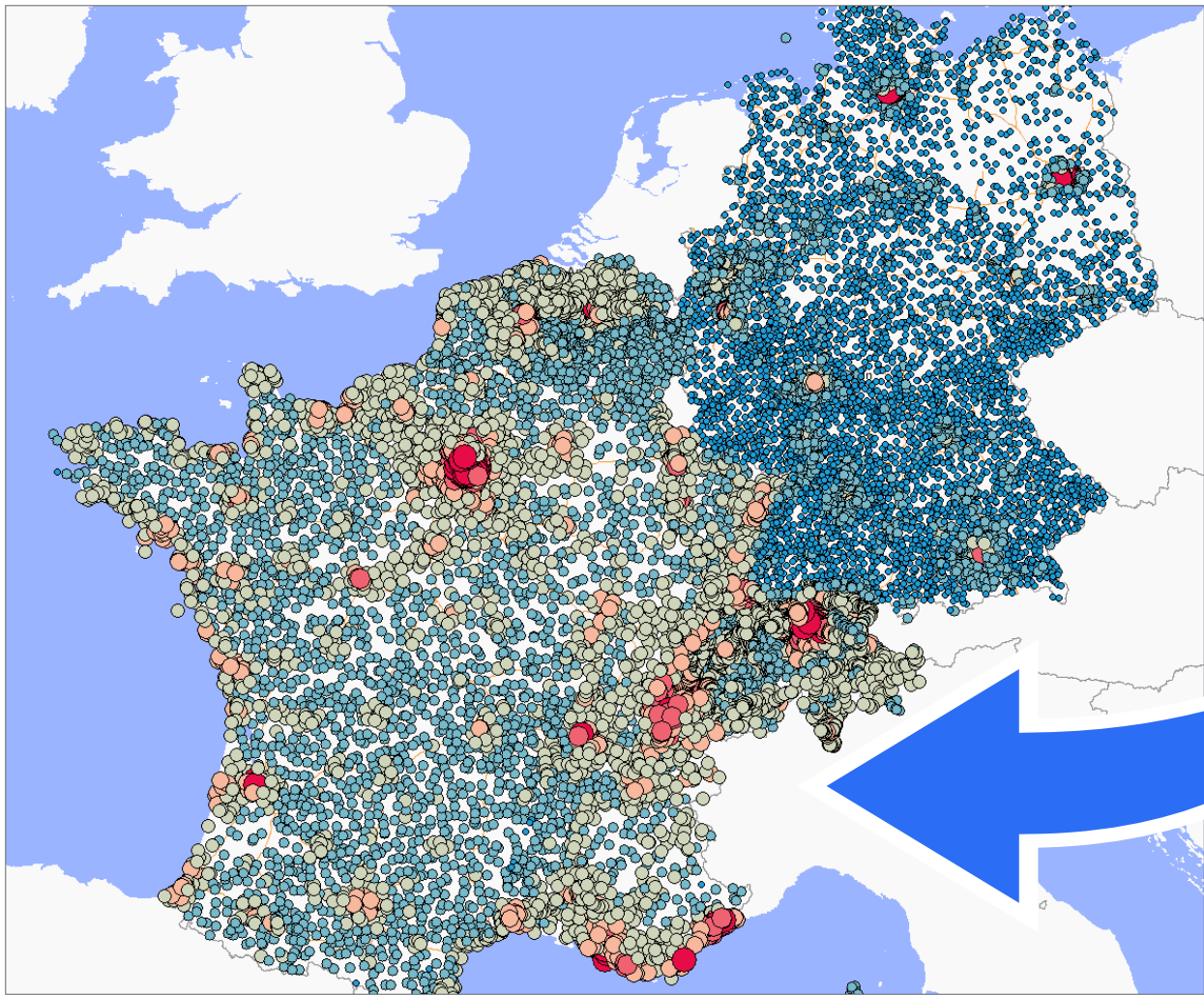
NIQ Geodata in action

Use case for retail site planning | GTM strategy for a fashion retailer | cross-border analysis



NIQ Geodata in action

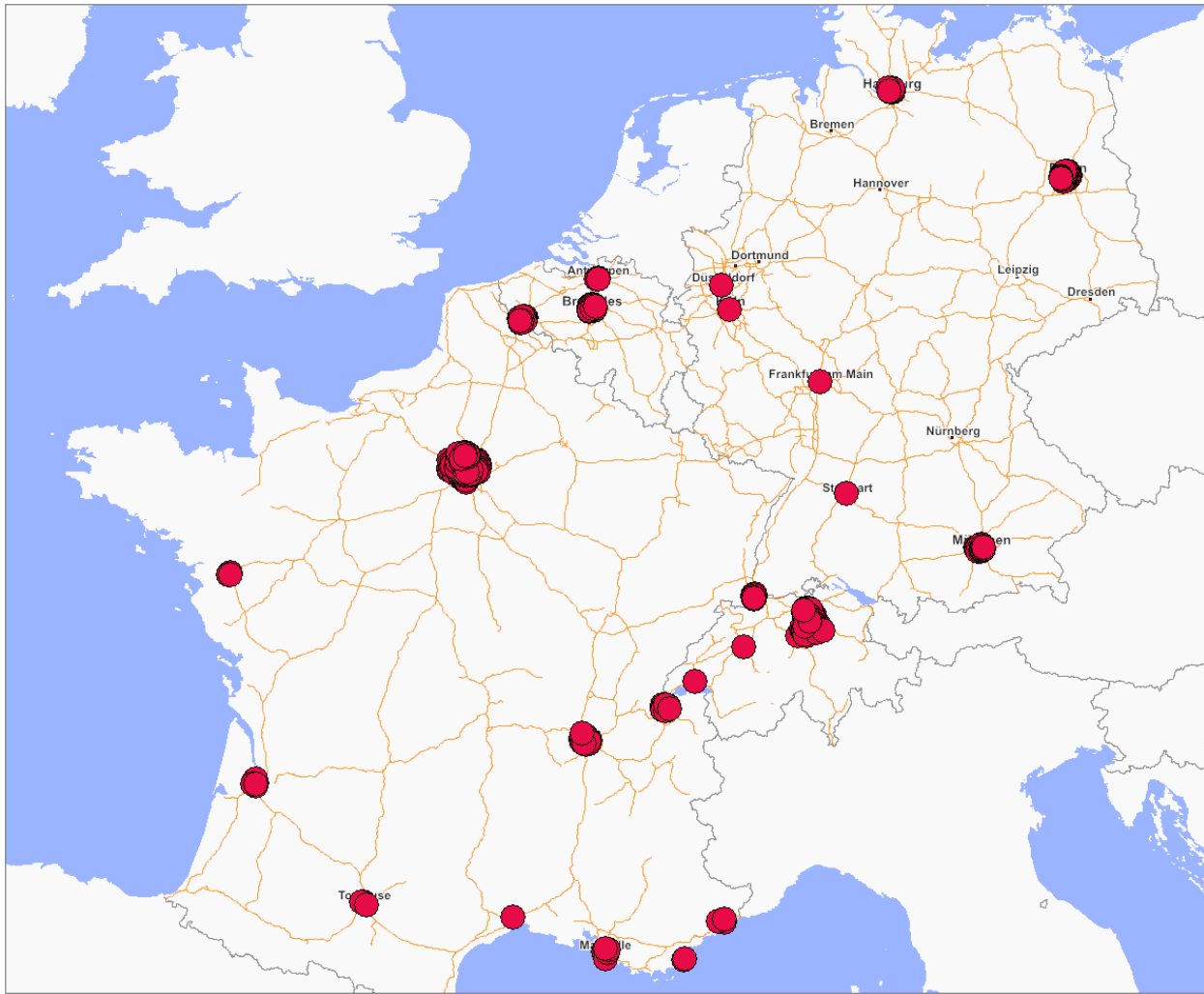
Use case for retail site planning | GTM strategy for a fashion retailer | cross-border analysis



> 18,500 potential postal codes across all 4 countries

NIQ Geodata in action

Use case for retail site planning | GTM strategy for a fashion retailer | cross-border analysis



Reduction to 570 postal codes in 24 cities
using the top score as indicator



France

- Lille
- Paris
- Nantes
- Toulouse
- Montpellier
- Marseille
- St Tropez
- Nice
- Lyon



Germany

- Hamburg
- Berlin
- Duesseldorf
- Cologne
- Frankfurt
- Stuttgart
- Munich



Switzerland

- Geneva
- Lausanne
- Bern
- Zurich
- Zug
- Basel

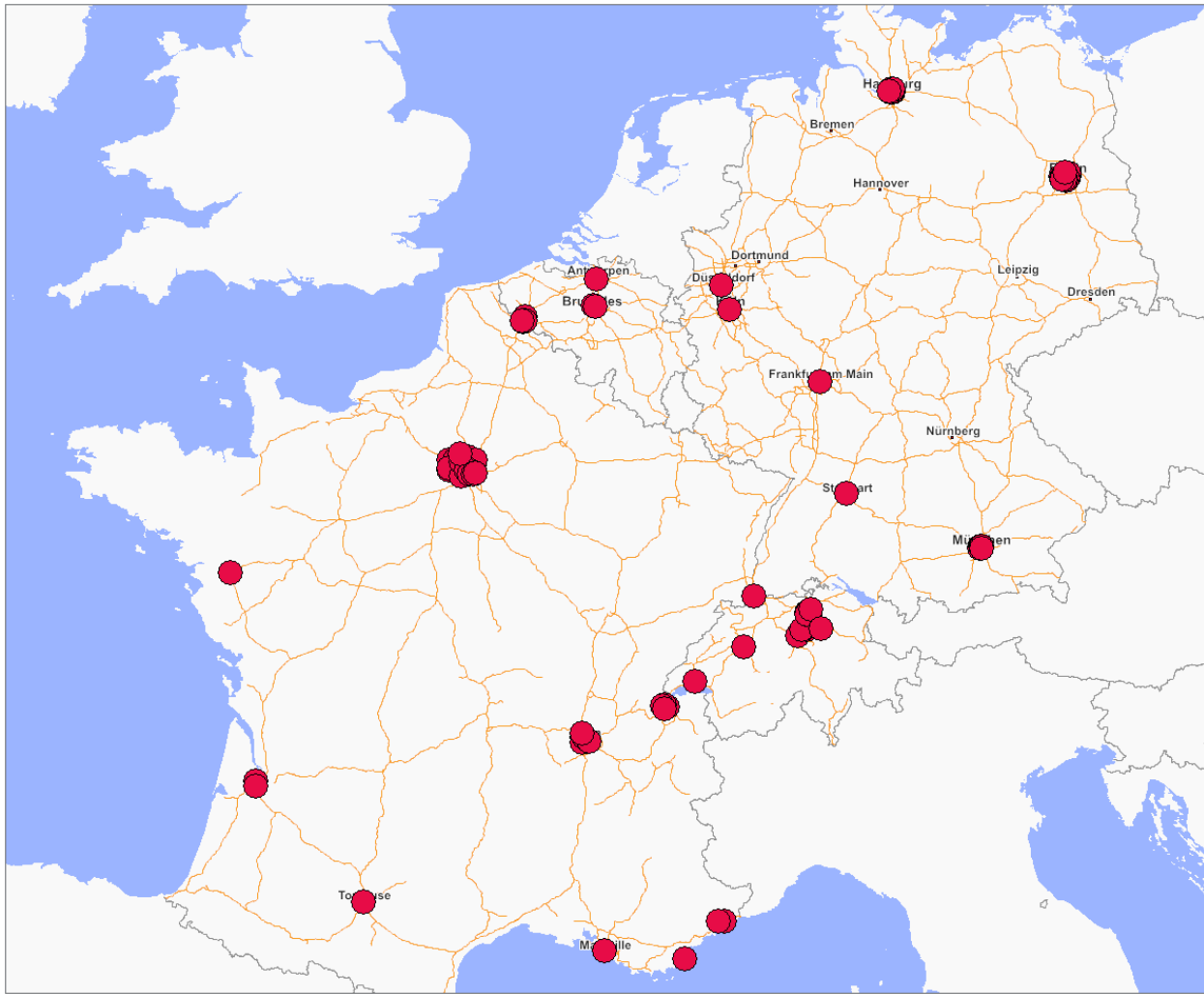


Belgium

- Antwerp
- Brussels

NIQ Geodata in action

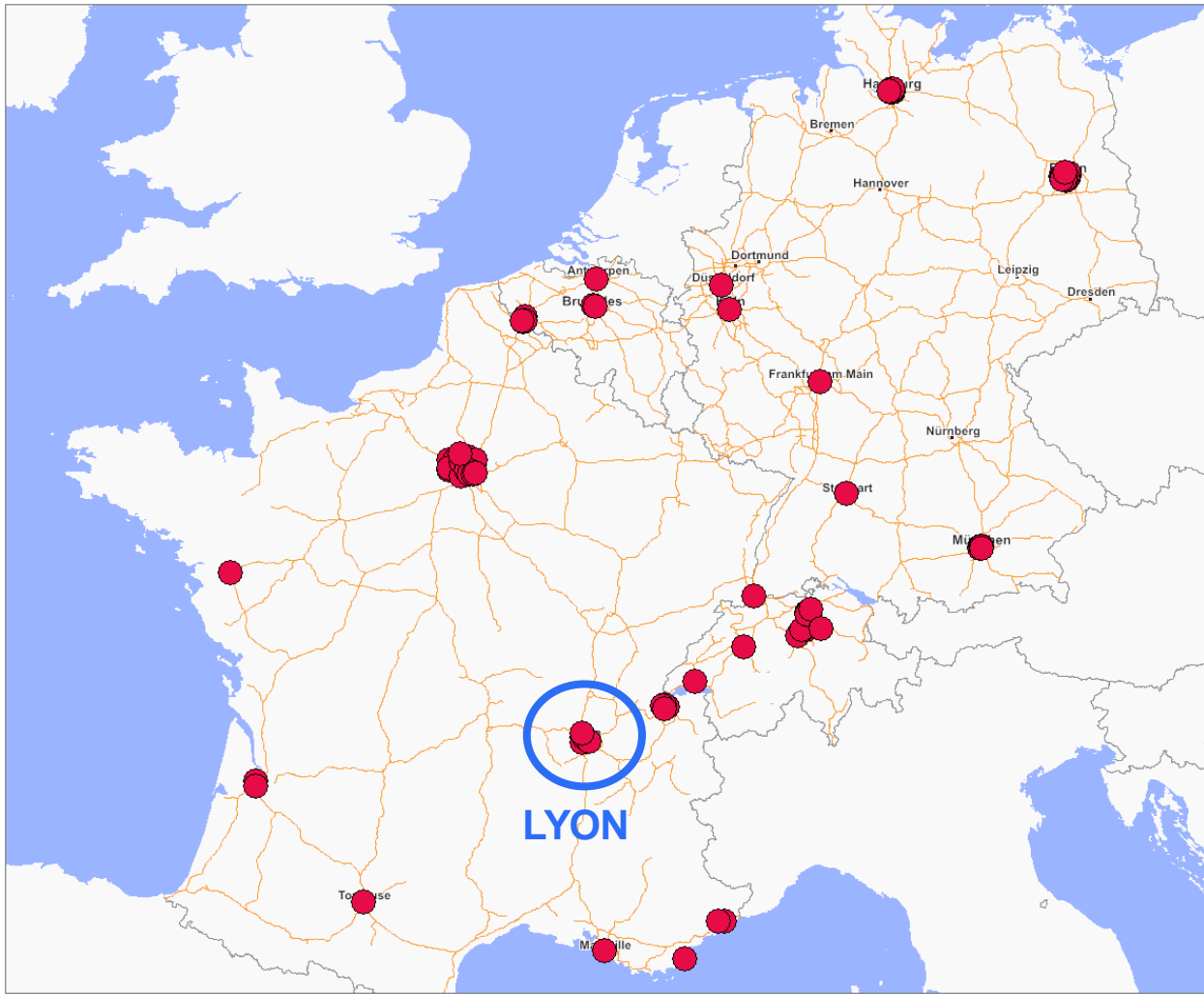
Use case for retail site planning | GTM strategy for a fashion retailer | cross-border analysis



Further reduction to 188 postal codes to identify locations with highest retail attractiveness

NIQ Geodata in action

Use case for retail site planning | GTM strategy for a fashion retailer | cross-border analysis



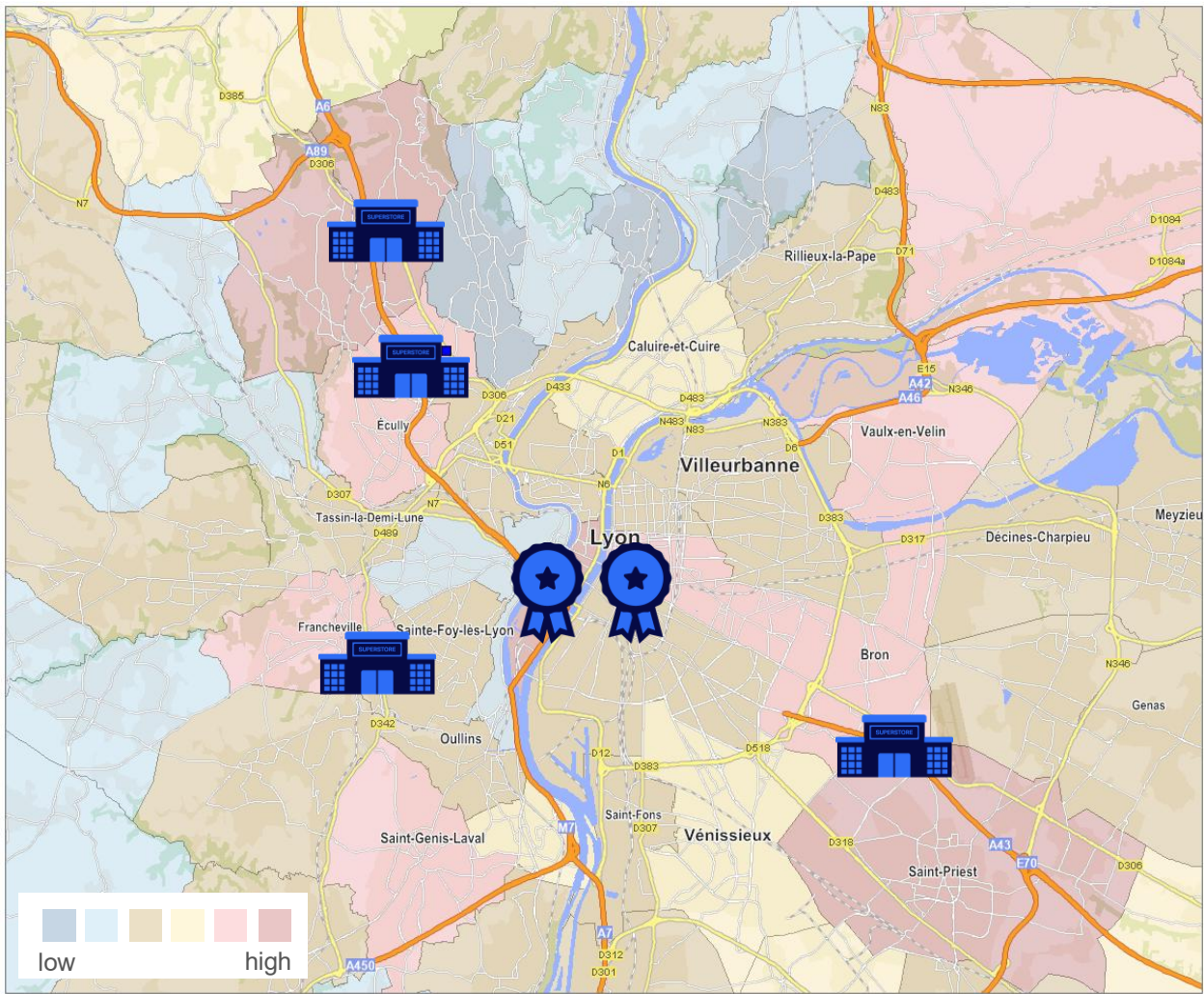
Further reduction to 188 postal codes to identify locations with highest retail attractiveness



Detailed analysis to pick best retail locations within each city

NIQ Geodata in action

Use case for retail site planning | GTM strategy for a fashion retailer | cross-border analysis



Further reduction to 188 postal codes to identify locations with highest retail attractiveness



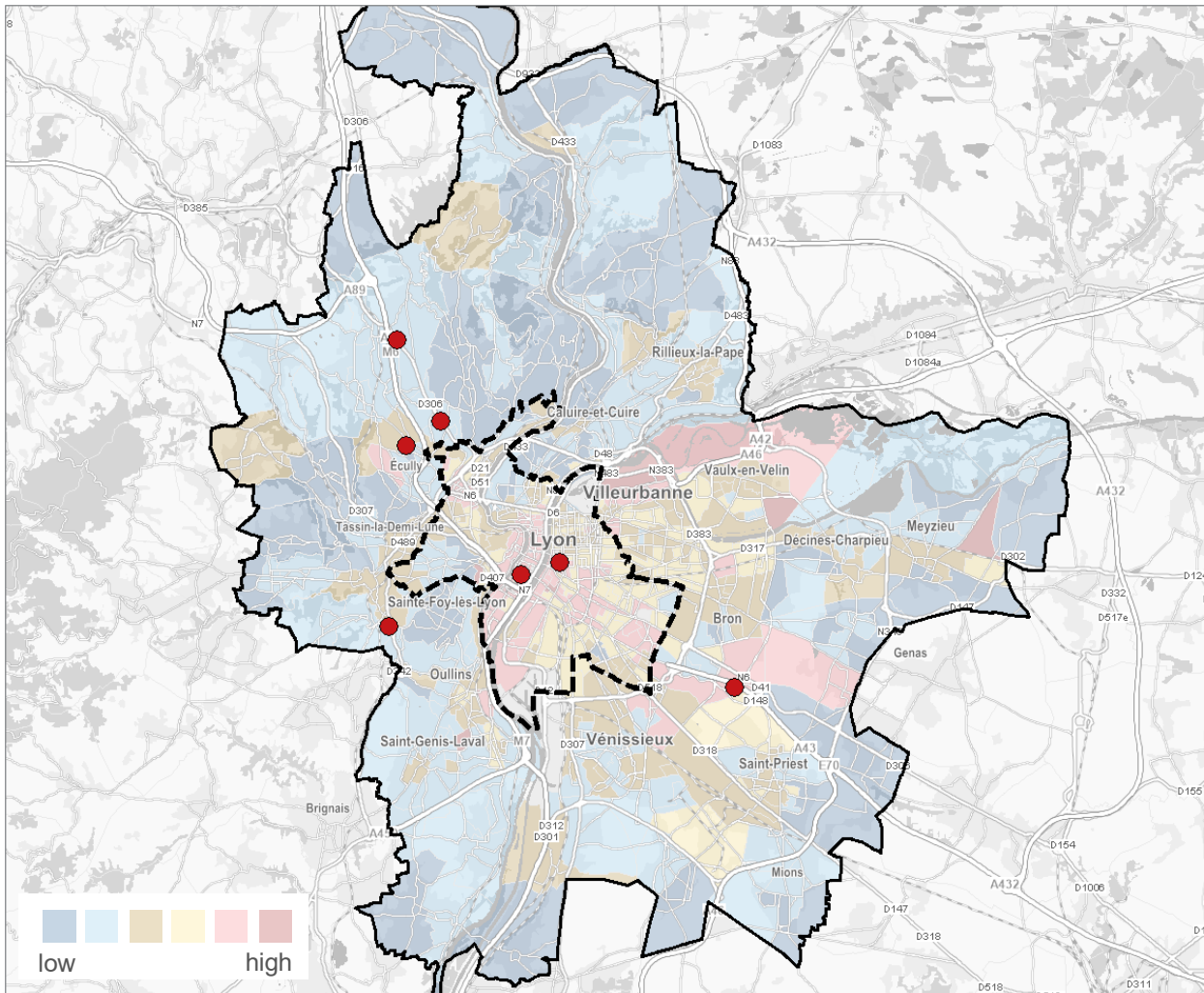
Detailed analysis to pick best retail locations within each city



6 potential areas
2 highstreet
4 shopping center / suburb

NIQ Geodata in action

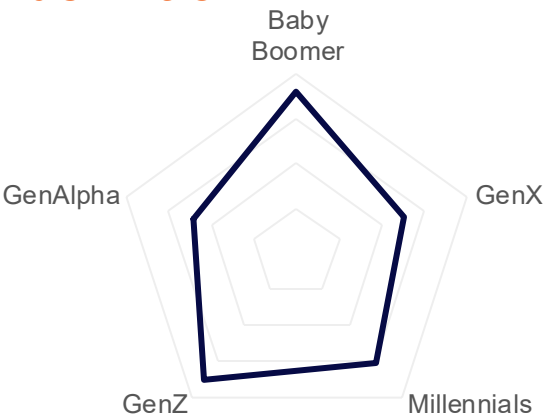
Use case for retail site planning | GTM strategy for a fashion retailer | cross-border analysis



Shopper audience in high definition

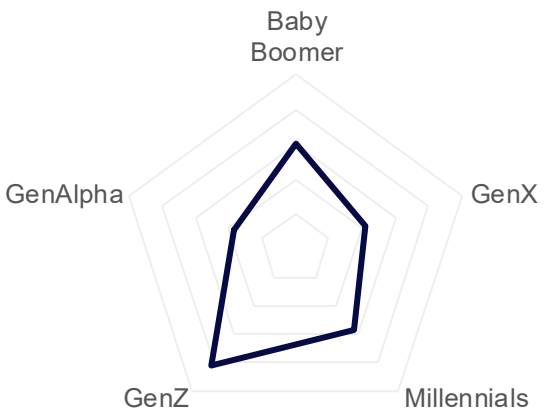
Metropole de Lyon

... 1,452,106 inhabitants in total
... 754,797 female
... biggest share Baby Boomer and older and GenZ



City of Lyon (Arrondissement 1-9)

... 527,493 inhabitants in total
... 278,303 female
... biggest share of female inhabitants are GenZ



Do you have any questions?



Oliver Pape

Senior Sales Consultant

+49 911 395 4925

oliver.pape@nielseniq.com