NIQ Purchasing Power for Retail Product Lines

Germany

NIQ Geomarketing

powered by GfK intelligence

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Applications

Purchasing Power for Retail Product Lines reveals the regional sales potential for many individual product lines. This allows you to tailor your sales and marketing endeavors according to the consumer preferences of particular regions. The resulting insights give you a decisive competitive advantage for all location-related decisions.

Purchasing Power for Retail Product Lines brings clarity and objectivity to your decisions, from planning and evaluating locations to optimizing your direct marketing and managing your sales operations.

Local Category Management

Purchasing Power for Retail Product Lines is available for approximately 60 food- and non-food product lines and is the ideal instrument for optimizing your retail operations. Use the dataset to compare your product-line specific turnover for your catchment area to the corresponding data on purchasing power potential. This reveals your market penetration for the product line(s) in question, allowing you to better plan, evaluate and manage your local product offering.

External sales force management and sales controlling

Our purchasing power data provides a reliable foundation for managing your external sales force. Use the data on regional purchasing power potential to create external sales territories with comparable levels of potential. Compare the turnover generated by your external sales force staff to the available potential in these regions to objectively gauge employee performance. This also reveals your strengths and weaknesses in your market, allowing you to focus your activities on areas where they will make a difference.

Location planning and evaluation

Use Purchasing Power for Retail Product Lines to identify optimal sites for new business locations. Decide whether to enter a new market or expand existing operations based on the available purchasing power potential in the regions in question. You can also quickly and efficiently evaluate your existing locations.

Direct marketing

You can better target your marketing actions and save time and money by knowing the locations of the households with the highest purchasing power for a specific product group in Germany. For example, boost your response rate by concentrating your mailings in areas with particularly high levels of purchasing power.

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Overview of NIQ purchasing power products

NIQ Geomarketing annually calculates purchasing power at varying levels of detail. This data on potential reveals the regional distribution of disposable income among Germany's population.

The Retail Purchasing Power dataset reveals the share of general purchasing power available for stationary and mail-order retail expenditures.

This value varies significantly from year to year as a result of changes in consumer behavior. There are also substantial regional differences in the retail-specific demand potential throughout Germany.

Retail Purchasing Power can be obtained in a product-line specific format for a more detailed portrait of regional consumer potential.

The Purchasing Power for Retail Product Lines dataset shows how much consumers in given region have available for spending on various food- and non-food product lines. The total of these product-line specific values yields the retail purchasing power.

Purchasing Power

NIQ Purchasing Power is the sum of the disposable net income of the population in a given region, in a given year. As such, NIQ Purchasing Power is the most important indicator of consumer potential for the region in question.

Retail Purchasing Power

… is the share of NIQ Purchasing Power available for retail expenditures.

Purchasing Power for Retail Product Lines

… is the share of NIQ Purchasing Power available for a specific retail product line.

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Overview of product lines I

01 food and related items

01 food and related items

0101 bread and baked goods
0102 meat
0103 sausage
0104 fish
0105 cheese
0106 dairy products and eggs
0107 fruit
0108 vegetables
0109 sweets
0110 frozen foods
0111 baby food
0112 breakfast products
0113 conserves
0114 convenience / ready-made meals
0115 other food
0116 coffee
0117 ta
0118 water
0119 carbonated beverages
0120 other alcohol-free beverages
0121 beer
0122 wine
0123 sparkling wine / champagne
0124 spirits / liquor
0125 other alcoholic beverages
0126 tobacco products

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Overview of product lines II

02-17 non-food items

02 health and hygiene products

includes:
medicinal and orthopedic articles, pharmaceutical items, body-care and cosmetic items, hygiene products and paper goods as well as washing and cleaning products

03 clothing

0301 women's outerwear
0302 men's outerwear
0303 children's outerwear
0304 underwear
0305 hosiery / knitwear
0306 other clothing products

04 shoes, leather goods

0401 shoes
0402 leather goods

05 furnishings

0501 furniture
0502 household textiles

06 household products, glass, porcelain

includes: cookware, cutlery, flatware, glass, porcelain, ceramics, plastic items, home accessories, etc.

07 electrical household appliances

0701 large electrical appliances
0702 small electrical appliances

08 consumer electronics, electronic media

0801 audio and (audio-) visual media
0802 consumer electronics

09 information technology

includes:
personal computers, software, peripheral devices, etc.

10 telecommunications

includes:
mobile telephones, telephones and fax machines, etc.

11 photo, optics

1101 photography
1102 optics

12 watches, jewelry

includes:
watches and jewelry made from precious metals and/or other materials

13 books, stationery

1301 books
1302 newspapers, magazines
1303 stationery

14 toys, hobbies

includes:
Board-, dice- and card games; puppets, stuffed animals, toy cars, models, handicrafts and painting supplies, musical instruments, coins, stamps and other collectibles, antiques, etc.

15 sporting goods

- 1501 bicycles
- 1502 other sports products, camping items

16 home improvement items

1601 gardening items
1602 automobile accessories
1603 pet supplies and accessories
1604 other building supplies

17 infant and children´s items

includes:
Strollers, bag carriages, child car seats, traveling bags, diaper bags, playpens, travel beds, baby and toddler toys

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Basis of calculation

Purchasing Power for Retail Product Lines is calculated from regular compilation and analysis of consumer behavior carried out by NIQ Consumer panels.

The NIQ ConsumerScan panel regularly registers all private household purchases of non-durable/consumer goods (food product lines). The NIQ ConsumerScope household panel compiles all purchases of durable goods (non-food product lines) of all household members as reported by household heads.

Purchasing Power for Retail Product Lines encompasses approximately 60 product lines. Two of these product lines are not included in the NIQ consumer panel (1.26. tobacco products and 13.2. newspapers, magazines). The basis of calculation for these product lines is the income and consumer sampling (Einkommens- und Verbraucherstichprobe, EVS), which is collaboratively compiled on a regular basis by Germany's Federal Statistical Office and the statistical offices of the federal states. The EVS delivers insight into the consumer behavior of more than 50,000 private households in Germany.

This consumer information is then used in conjunction with socio-demographic descriptions provided by the NIQ Consumer Panel participant households in order to incorporate it into the residential zones of the micrographic databank, Point Plus®. All of this data on the most detailed level – the so-called micro-cell (containing at least 5 households) – can then be aggregated street segments as well as all administrative and postcode levels. The final step is to cross-reference the results with the latest numbers provided by the official bureau of statistics.

This methodology reveals regional variations in the demand potential for the various retail product lines.

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Data structure

Regional identifiers (e.g., municipal identifiers, postcodes, etc.)

Regional designations (e.g., municipality name, postcode name, street name)

Inhabitants and households
Number of inhabitants and households within a given region, provided in absolute and per mill values.

Purchasing Power for a specific product line in millions of euros
This dataset provides the amount of purchasing power available for a specific product line (in millions of euros) among the population of a given region.

Purchasing Power for a specific product line in per mill values
This dataset indicates how the purchasing power for a specific product line (in per mill values) in a given region compares to the nationwide purchasing power for this product line. The sum of all per mill values equals 1000.

Purchasing Power for a specific product line in euros per inhabitant
This dataset provides the average annual per person expenditure in a given region for a specific product line. Values are listed in euros.

Purchasing Power for a specific product line as an index per inhabitant
This dataset reveals the index value per inhabitant, a figure based on the national average of 100 per inhabitant. An index value of 110 or 90 means that the purchasing power for the region and product line in question is 10% more or less than the national average.

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Regional levels

We provide NIQ Purchasing Power for Retail Product Lines for approximately 60 product groups at a consistently high quality for all of Germany, from federal states, country's, municipalities and postcodes down to localities and city districts such as the country's street segments.

NIQ Purchasing Power for Retail Product Lines can be aggregated for specific areas of your choice, such as the catchment areas of your branch locations or your external sales regions.

1

Administrative regions

- federal states
- counties
- urban and rural districts
- municipalities

2

Postal regions

- 1-digit postcode areas
- 2-digit postcode areas
- postal directing areas
- 5-digit postcode areas

3

Microgeographic regions

- localities and city districts
- street segments

4

Client-defined regions

- sales regions
- catchement areas

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Time series comparisons

Our high-quality data allows you to make precise regional comparisons. However, we advise against using our data for time series comparisons, because our methodology has been refined and perfected numerous times over the course of the years. For example, changes often occur in the sources and statistical methods used to compile and calculate our data.

NIQ Geomarketing places great emphasis on providing data that represents regional differences as accurately as possible. This commitment to accuracy means that we are regularly adopting improved methods as well as newer and more detailed data sources. As a result, time series comparisons are not advisable, because they will not be comparing like with like.

Stated in a different way, if we were to place our primary emphasis on ensuring that clients can carry out meaningful time series comparisons, we would have to ignore the discovery and emergence of improved methods and data sources. We feel strongly that this would be a mistake. Moreover, frequent changes to administrative boundaries make it difficult or impossible to carry out meaningful time series comparisons.

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Questions?

Contact us at any time.

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More about our Solutions:

PRODUCTCATALOG **WEBSHOP**

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