



Growth
from
Knowledge

GfK Purchasing Power for Retail Product Lines

International



The international GfK Purchasing Power for Retail Product Lines dataset reveals the regional purchasing power 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.

Whether planning or evaluating locations, optimizing your direct marketing or managing your sales, the GfK Purchasing Power for Retail Product Lines dataset comprises a value basis for your decisions in many countries.

- **Local product-line management**

GfK purchasing power data for food- and non-food product lines is the ideal instrument for optimally structuring your retail sales. Compare your product-line specific turnover for your catchment area with the corresponding data on GfK purchasing power potential. This reveals the level of 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 provide a reliable foundation for managing your external sales force. Use the data on regional purchasing power potential to define external sales territories with comparable levels of potential. Compare the turnover generated by your external sales force members to the available potential in these regions to objectively gauge employee performance. This comparison illuminates the strengths and weaknesses in your market, allowing you to concentrate your efforts on the most promising regions.

- **Location planning and evaluation**

Use the GfK data on purchasing power for retail product lines to identify optimal sites for new business locations. Choose where to enter a new market or expand existing operations based on the available purchasing power potential in the regions in question. You can also use the data to quickly and efficiently evaluate your existing locations.

- **Direct marketing**

By knowing the locations of the households with the highest purchasing power for a specific product in the country or countries in which you are active, you can more optimally target your marketing actions, which saves time and money. For example, concentrate your mailings in areas with particularly high levels of purchasing power to boost your response rate. Our data provide support down to the level of postcodes.

Overview of GfK purchasing power products



GfK's Geomarketing division annually calculates GfK Purchasing Power at varying levels of detail. This data on potential reveals the regional distribution of the population's disposable income in many European countries.

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

These values vary 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.

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

The GfK Purchasing Power for Retail Product Lines dataset shows how much consumers in a given region have at their disposal for spending on various food- and non-food product lines. The total of these product-line values yields the GfK Retail Purchasing Power

Purchasing Power

GfK Purchasing Power is the sum of all net income that is available to the population of a given region within a given year. As such, purchasing power is the most important indicator of regional consumer potential.

Retail Purchasing Power

... is the share of GfK Purchasing Power available for retail purchases.

Purchasing Power for Retail Product Lines

... is the share of GfK Purchasing Power available for retail purchases of a specific product line.

Available product lines



This is an overview of the various product groups. Individual product lines are listed as subcategories of the main product groups.

The exact list of included product lines can vary from the list below in the case of some European countries. We'd be happy to provide more details on the product lines included for the European country or countries in which you are interested.

Our standard product includes the main product groups and the subcategories from the food.

1. Food and related items
 - 1.1 food
 - 1.2 alcohol-free beverages
 - 1.3 alcoholic beverages
 - 1.4 tobacco products
2. Health and hygiene products
3. Clothing
4. Shoes, leather goods
5. Furnishings
6. Household products, glass, porcelain
7. Electrical household appliances
- 8.-11. Consumer electronics, information technology and photography
12. Watches, jewelry
13. Books, stationery
- 14.-15. Sporting goods, hobbies and recreation
16. Home improvement items

Components of product lines



What is included?

01 Food and related items

- 1.1 food
- 1.2 alcohol-free beverages
- 1.3 alcoholic beverages
- 1.4 tobacco products

02 Health and hygiene products

- medicinal and orthopedic articles
- pharmaceutical items
- body-care and cosmetic items
- washing and cleaning products

03 Clothing

- women's outerwear
- men's outerwear
- children's outerwear
- underwear
- Sport clothes
- other clothing products

04 Shoes, leather goods

- shoes
- leather goods
- bags

05 Furnishings

- furniture
- home accessories

06 Household products, glass, porcelain

- cookware
- cutlery
- flatware
- glass
- porcelain

07 Electrical household appliances

- large electrical appliances
- small electrical appliances

08-11 Consumer electronics, information technology and photography

- televisions, radios, music-playing devices and accessories, navigation devices, etc.
- recorded audio and video media
- personal computers, software, peripheral devices, etc.
- mobile telephones, telephones and fax machines, etc.
- cameras and lenses, digital cameras, camcorders,
- video cameras, tripods, film, etc.
- optical devices

12 Watches, jewelry

- watches and jewelry made from precious metals and/or other materials

13 Books, stationery

- books
- newspapers, magazines
- stationery

14-15 Sporting goods, hobbies and recreation

- board-, dice- and card games
- puppets
- stuffed animals
- toy cars
- models
- bicycles
- other sports products, camping items

16 Home improvement items

- gardening items
- automobile accessories
- pet supplies and accessories
- other building supplies

Basis of calculation



GfK Purchasing Power for Retail Product Lines is calculated on the basis of various surveys and analyses of consumers' shopping behavior.

Information regarding the amount of disposable income available for specific product lines as a share of the total available income of a given region is acquired on the basis of various data sources. The data basis varies significantly from country to country and is intensively researched by GfK. Information gained through country-specific consumer surveys is frequently consulted. These surveys are carried out by the respective country's official bureau of statistics and provide very detailed information on the consumer behavior of the population. Thanks to GfK's worldwide network, we have access to on-site data sources for the included countries. Depending on availability, additional up-to-date data sources from official bureaus of statistics are used to prepare the GfK Purchasing Power for Retail Product Lines dataset.

This consumer information is then transferred to the regional level using socio-demographic household data. The results are then compared with the most up-to-date values from the relevant official bureaus of statistics and GfK Retail Purchasing Power.

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

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 purchasing power 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.

Regional levels



We provide the international GfK purchasing power data for numerous product groups at a consistently high quality for all municipalities and postcodes.

GfK 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
 - districts
 - municipalities

2
▼

- Postal regions**
- 2-digit postcode
 - 5-digit postcode

3
▼

- client-defined regions**
- sales regions
 - catchment areas

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.

GfK 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.



Questions?

If you have any questions, please contact us!



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