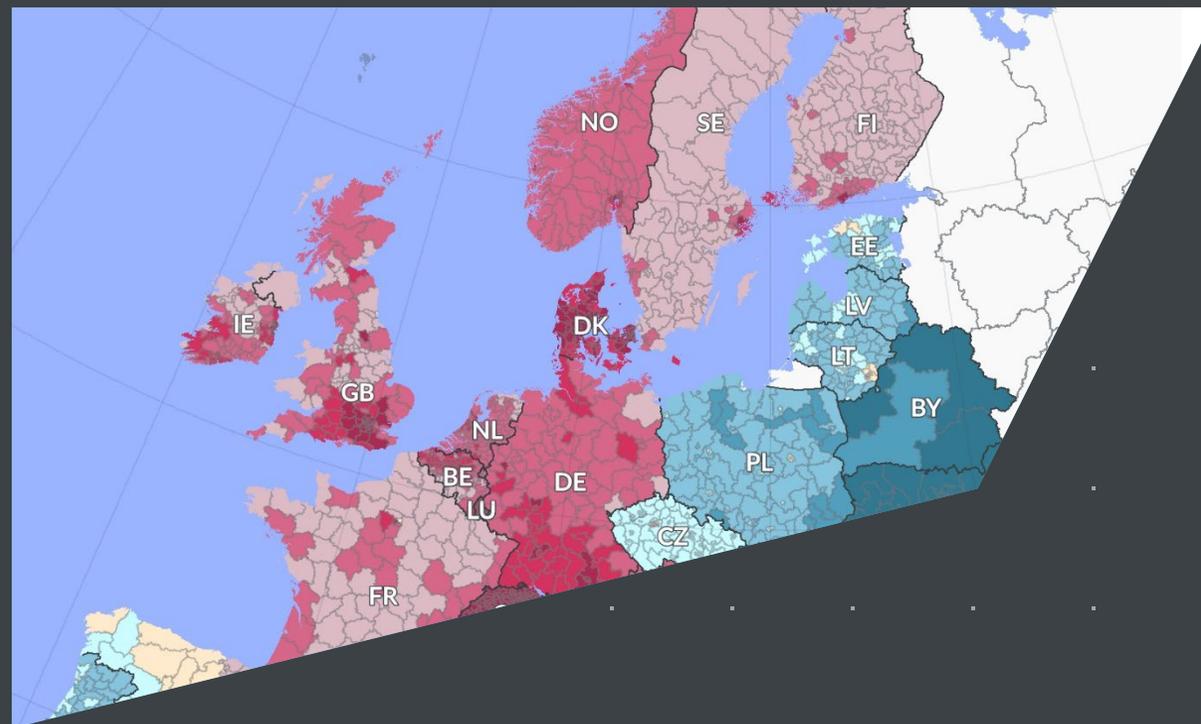


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# GfK Europe Edition 2023/2024

Updated digital maps and  
GfK Purchasing Power for  
all European countries



## New additions of digital maps

GfK's Europe Edition 2023/2024 reflects the thousands of changes to postcode and administrative levels that occurred in almost all European countries.

# Digital maps Europe 2023

New additions per country



## United Kingdom

Two new administrative layers available:

- **output areas** (239.057 features)
- **super output areas** (43.544 features)



## Croatia

One new administrative layer available:

- **settlements** (6.757 features)



## Luxembourg

One new administrative layer available:

- **sections** (519 features)

# Digital maps Europe 2023

New additions per country



## Türkiye

The city districts and settlements layer now additionally contains the provinces of:

Adana, Adıyaman, Amasya, Antalya, Aydın, Burdur, Çankırı, Çorum, Denizli, Erzincan, Gaziantep, Giresun, Gümüşhane, Hatay, Isparta, Mersin, Kastamonu, Kayseri, Kırşehir, Konya, Kütahya, Kahramanmaraş, Muğla, Nevşehir, Niğde, Ordu, Samsun, Sinop, Sivas, Tokat, Yozgat, Zonguldak, Aksaray, Bayburt, Karaman, Kırıkkale, Bartın, Karabük, Kilis and Osmaniye and part of Ankara, Afyonkarahisar, İzmir and Uşak



## Netherlands

Many additions in the 6-digit postcode layer

- **1.308 new features**



## Czech Republic

Many additions in the basic settlement units layer

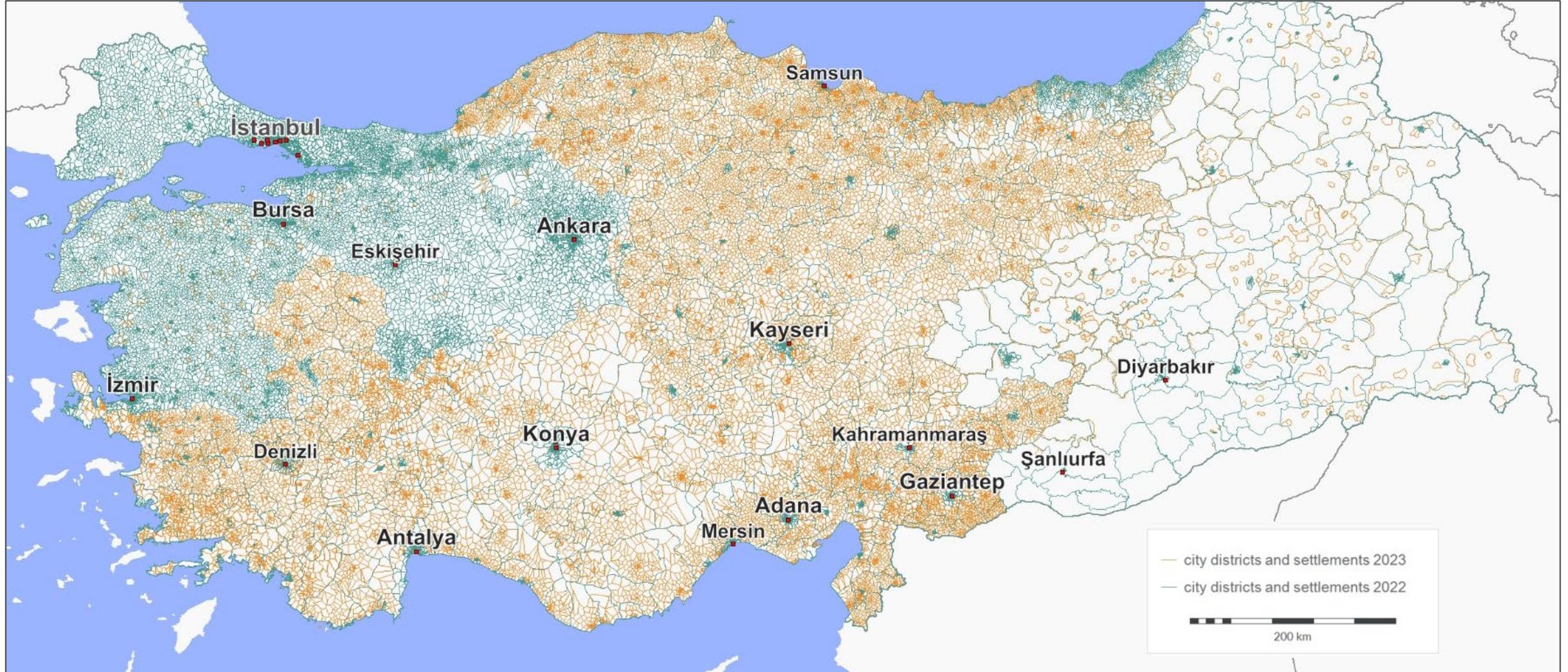
- **738 new features**

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# Examples for single countries

# City districts and settlements Türkiye 2023

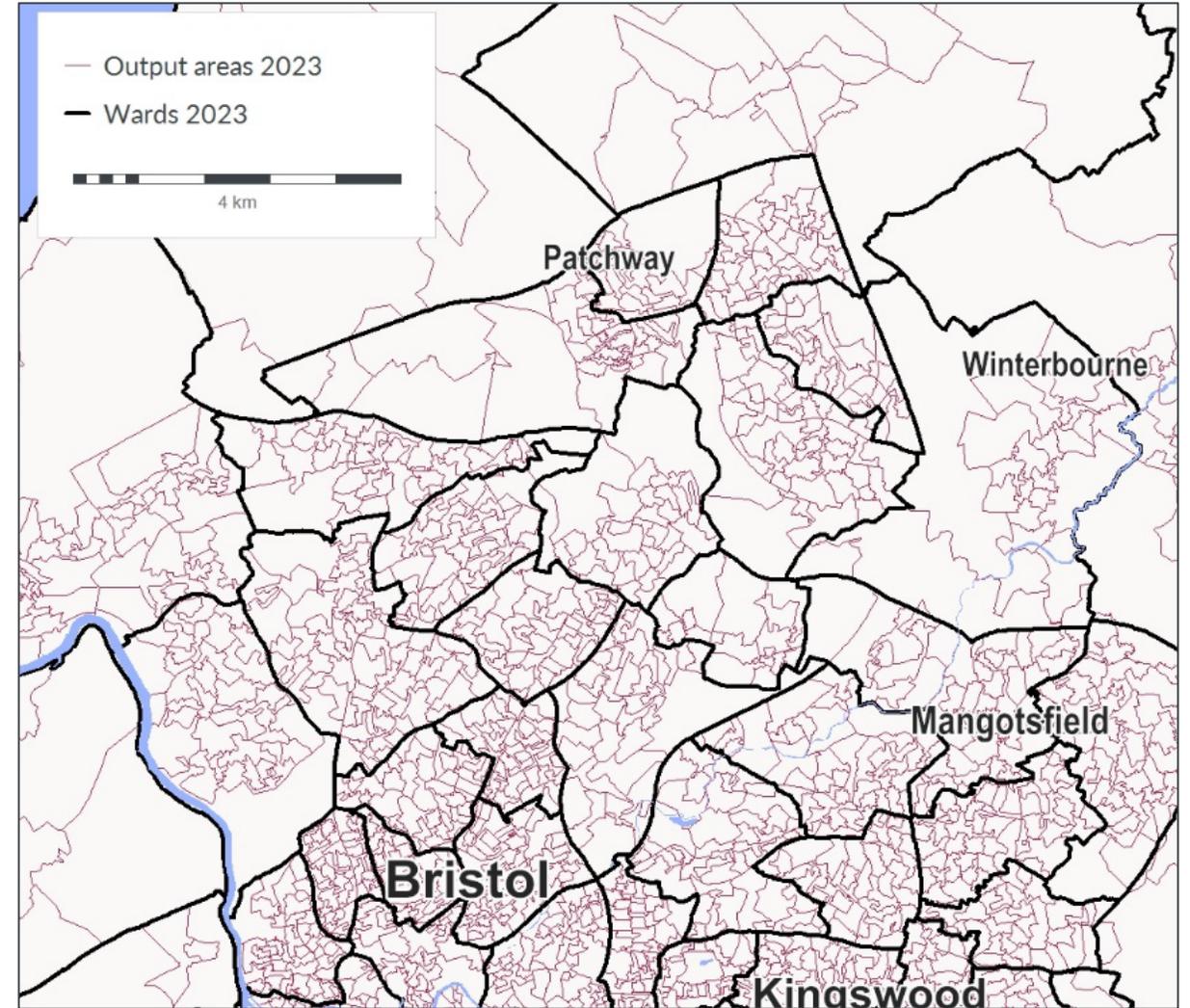
GO TO MAP SAMPLES



# Sections Luxembourg 2023



# United Kingdom: Super Output Areas & Output Areas



# Highly detailed and precise

Avoid errors in planning and analysing with precise and updated boundaries



NETHERLANDS



## GfK Purchasing Power Europe 2023

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.

# GfK Purchasing Power Europe 2023

## Definition

GfK 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.

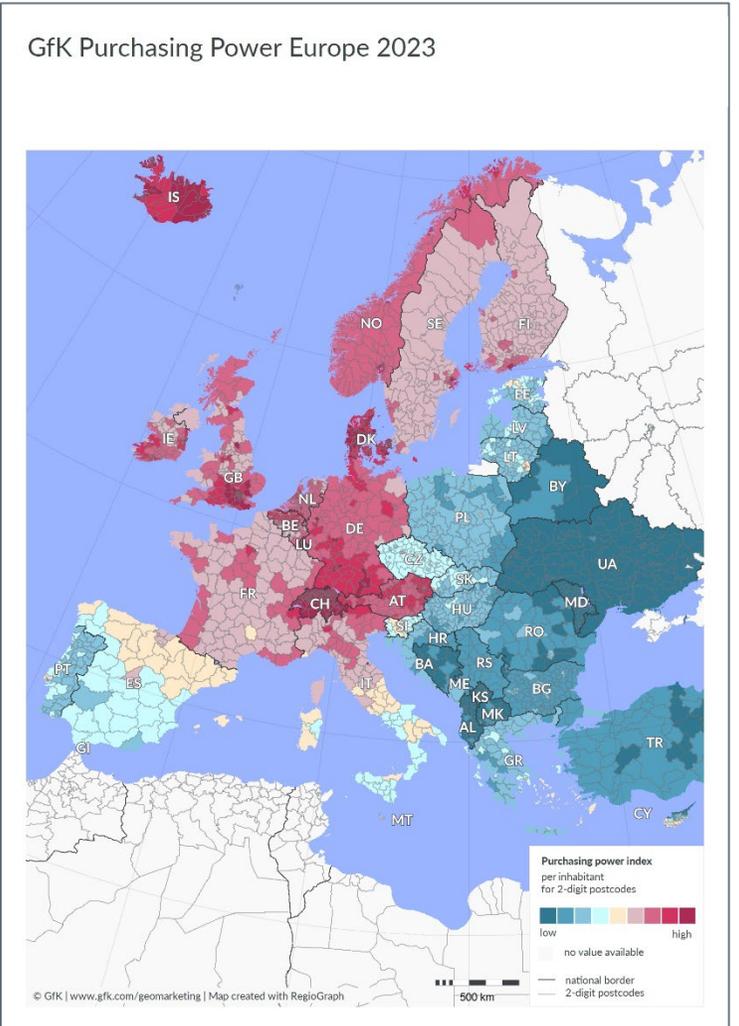
Purchasing power is available for individual countries or for a package price when ordered as part of our continent editions:

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

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

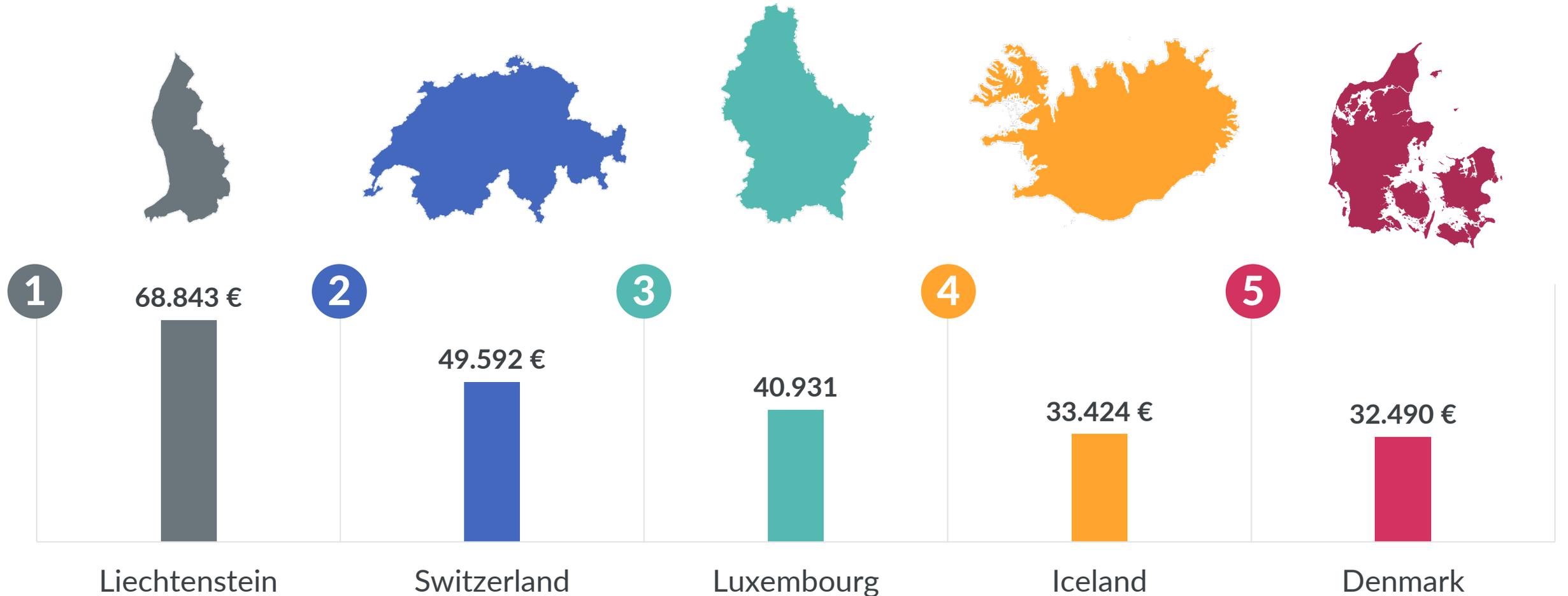
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# GfK Purchasing Power Europe 2023

Top 5 | European countries



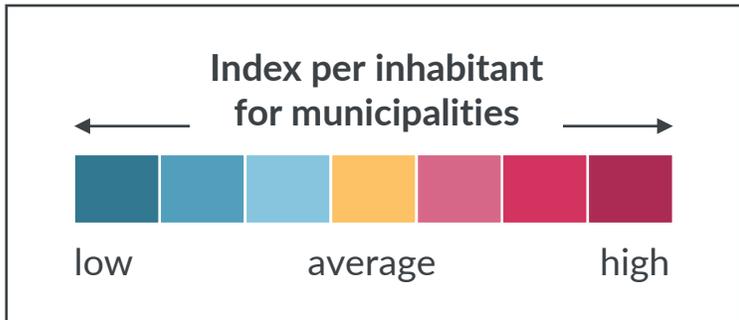
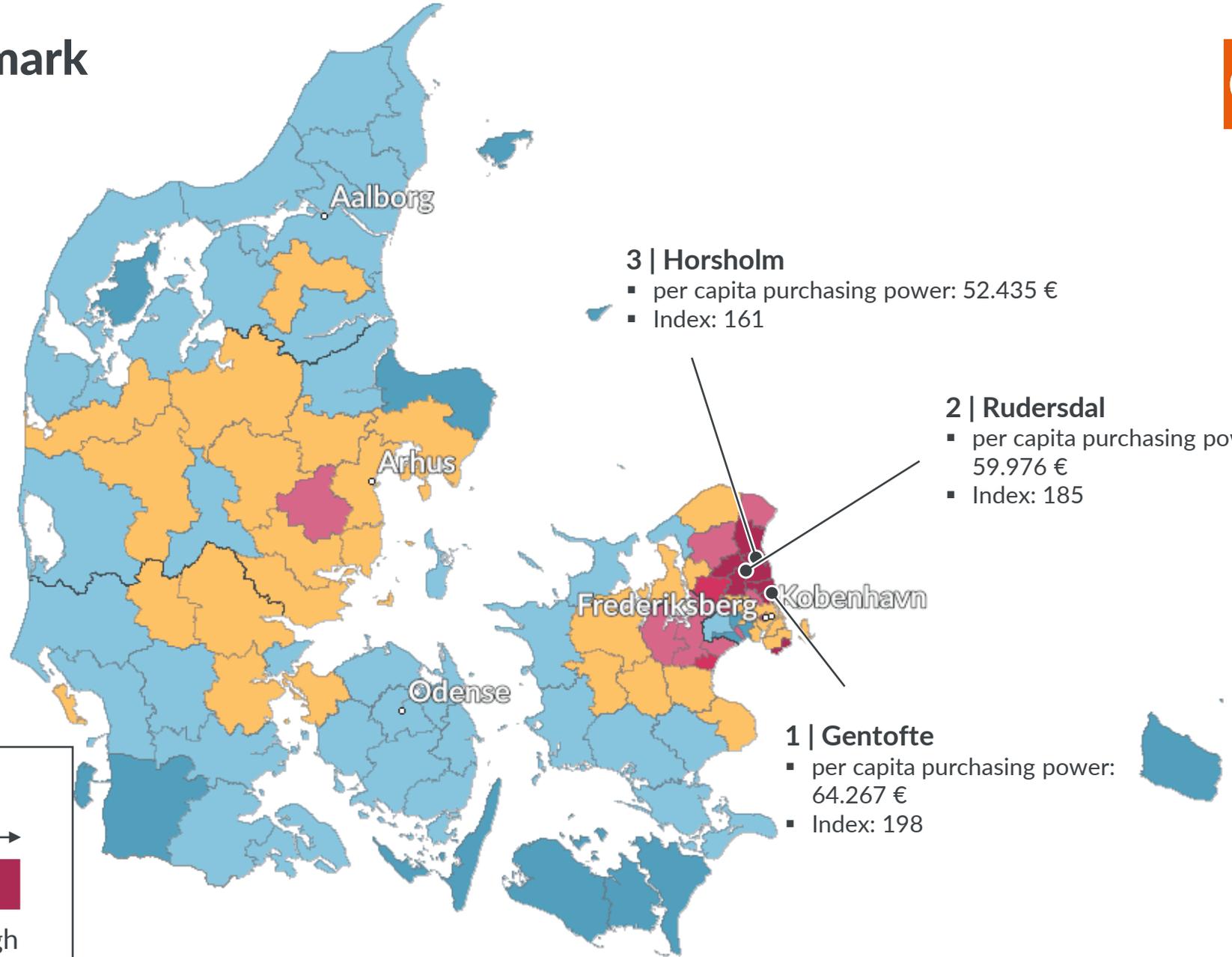
European average = €17,688

A solid blue trapezoidal shape on the left side of the slide, with a vertical left edge, a shorter top edge, a longer bottom edge, and a slanted right edge.

# Examples for single countries

# Top 3 | Provinces Denmark

GfK Purchasing Power 2023



\* Index per inhabitant: National average = 100

# Top 3 | Provinces Croatia

GfK Purchasing Power 2023



## 1 | Varaždin

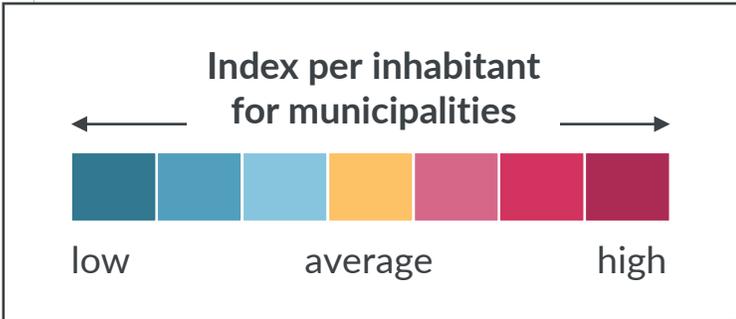
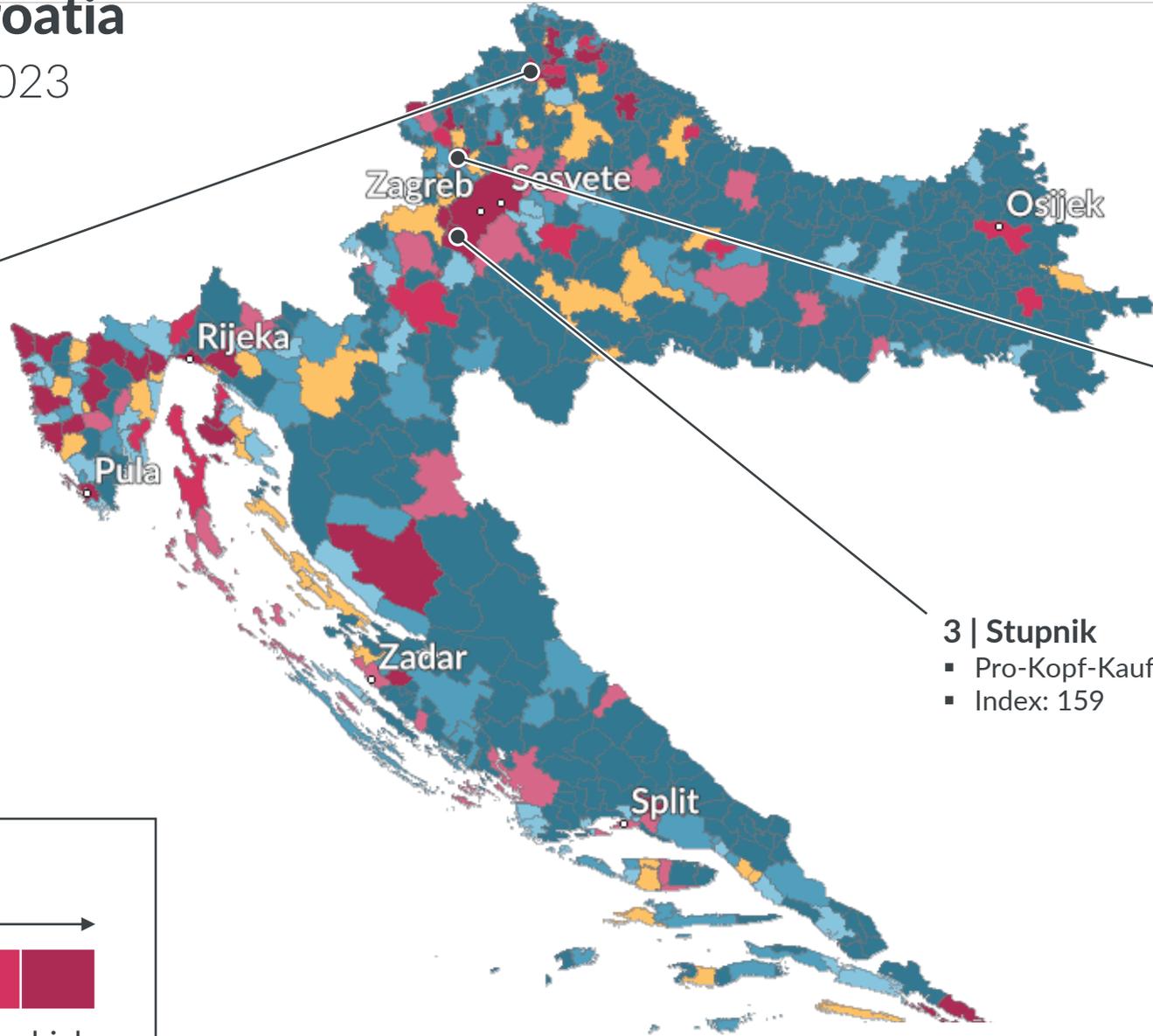
- Pro-Kopf-Kaufkraft: 16.287 €
- Index: 165

## 2 | Zabok

- Pro-Kopf-Kaufkraft: 15.779 €
- Index: 160

## 3 | Stupnik

- Pro-Kopf-Kaufkraft: 15.706 €
- Index: 159



\* Index per inhabitant: National average = 100

# Questions?

Contact us at any time.



## YOUR GEOMARKETING TEAM

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### More about our solutions:

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