

GfK America Edition 2024/2025

Updated digital maps
for all American countries

NielsenIQ



New additions of digital maps

GfK's America Edition 2024/2025 reflects the thousands of changes to postcode and administrative levels that occurred in almost all American countries.

NIQ



Digital maps America 2024

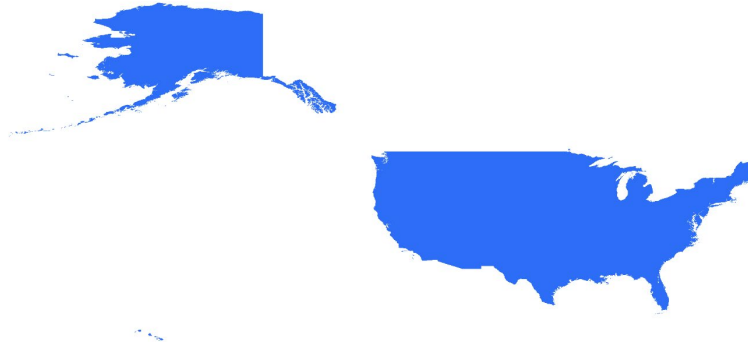
New additions per country



Canada

One new administrative layer available:

- **census subdivisions** (5,028 features)



United States

Postcode classification now available:

- Standard
- Unique
- PO Box
- PO Box area



Mexico

One new administrative layer available:

- **statistical areas** (82,030 features)

Digital maps America 2024

New additions per country



Dominican Republic

Two new administrative layers available:

- **regions** (10 features)
- **subdivisions** (386 features)

One new postcode layer available:

- **5-digit postcode areas** (416 features)



Brazil

5-digit postcodes extended:

- **State of Paraná** added (1,500 features)



Colombia

One new administrative layer available:

- **settlements** (34,457 features)

Digital maps America 2024

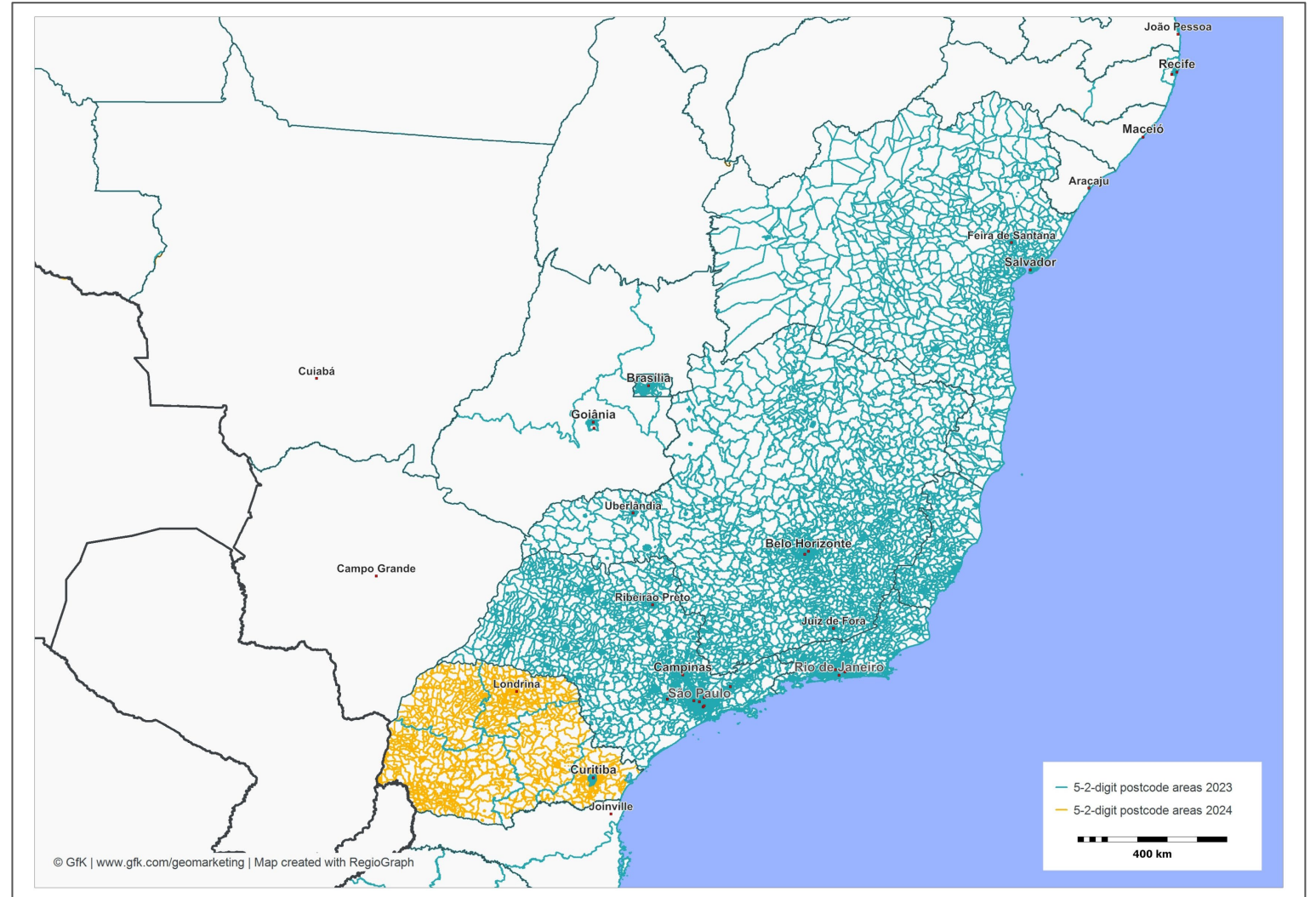
New additions per country – honorable mentions

- **Aruba** zones (55 features)
- **Bahamas**
 - islands (19 features)
 - supervisory districts (49 features)
- **Barbados** enumeration districts (583 features)
- **Bermuda** census districts (245 features)
- **British Virgin Islands**
 - electoral districts (9 features)
 - polling divisions (19 features)
- **Haiti** 3-digit postcode areas (133 features)
- **Honduras** 3-digit postcode areas (59 features)
- **Panama** townships (699 features)
- **St Lucia** settlements (565 features)
- **St Vincent and the Grenadines** census districts (13 features)
- **French Guiana, Guadeloupe, Martinique, St Barthelemy, St Martin**
 - IRIS zones

Examples for single countries

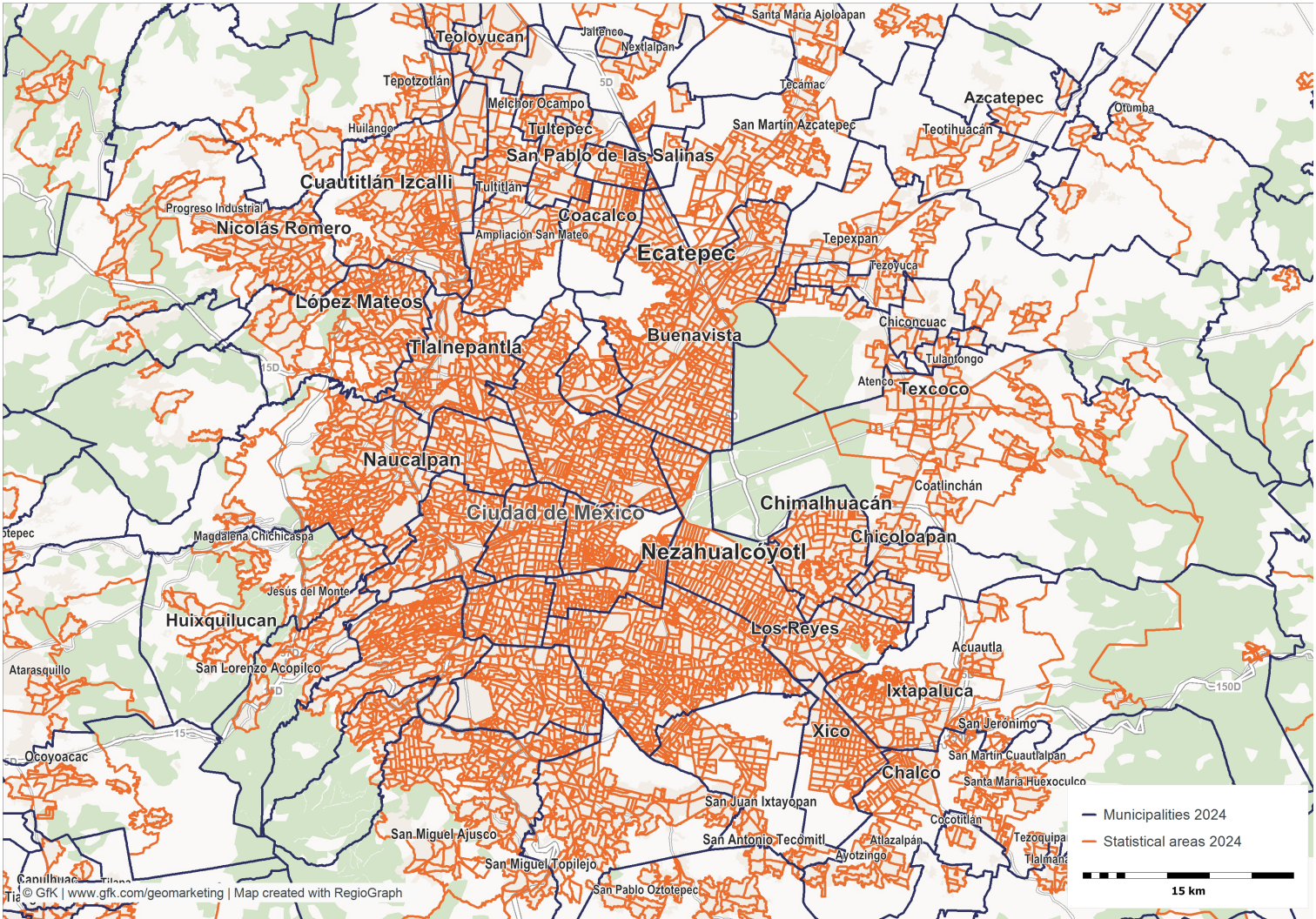
5-2 digit postcode areas Brazil

Extension of a postcode layer
(5-2 digit postcodes)



geodaten.gfk.com | Map created with RegioGraph

Statistical areas Mexico 2024



geodaten.gfk.com | Map created with RegioGraph

Canada - Highly detailed and precise

Avoid errors in planning and
analysing with precise and
updated boundaries



St Vincent and the Grenadines - Highly detailed and precise

Avoid errors in planning and
analysing with precise and
updated boundaries



Global coverage

World's largest collection of digital postal and administrative maps

Seamless and comprehensive

Perfectly fitting with our market data for seamless and reliable planning and aggregation



Up to date

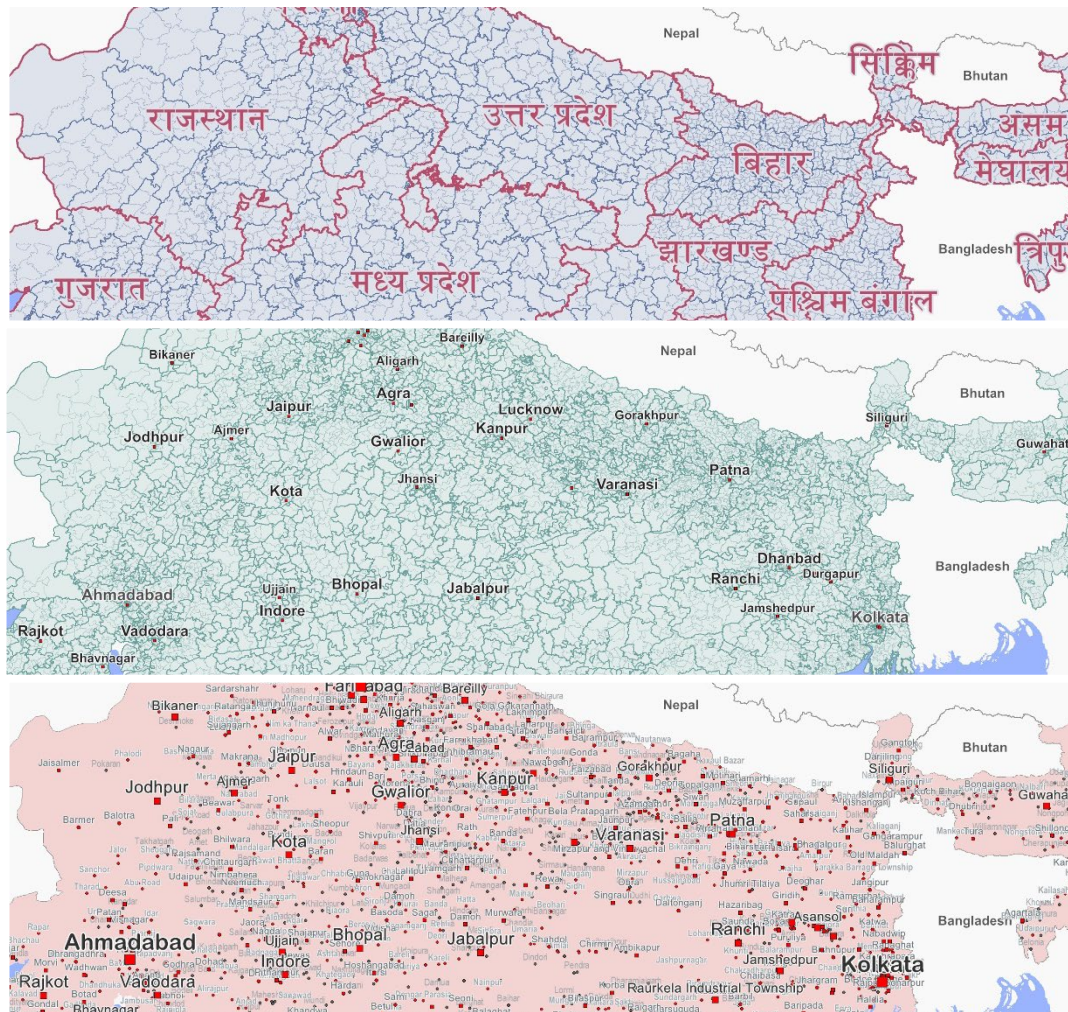
Regularly updated to ensure the high accuracy and completeness of our maps

Highly detailed and precise

Seamless rendering of boundaries and coastlines

What you receive

Ready-to-use digital maps for all industries and BI applications



Available standard formats:

- GfK RegioGraph Lay (*.lay)
- ESRI Shapefile (*.shp)
- ESRI File Geodatabase (*.gdb)
- MapInfo TAB Extended (*.tab)
- MapInfo Interchange Format (*.mif)

Further formats, such as:

- GeoJSON (*.geojson)
- TopoJSON (*.topojson)
- GeoPackage (*.gpkg)
- PostGIS Dump
- FlatGeobuf (*.fgb)

Standardized table structure:

- ID, reference number or ZIP code
- Name in local language
- Name in ASCII characters

Questions?

Your Geomarketing team

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