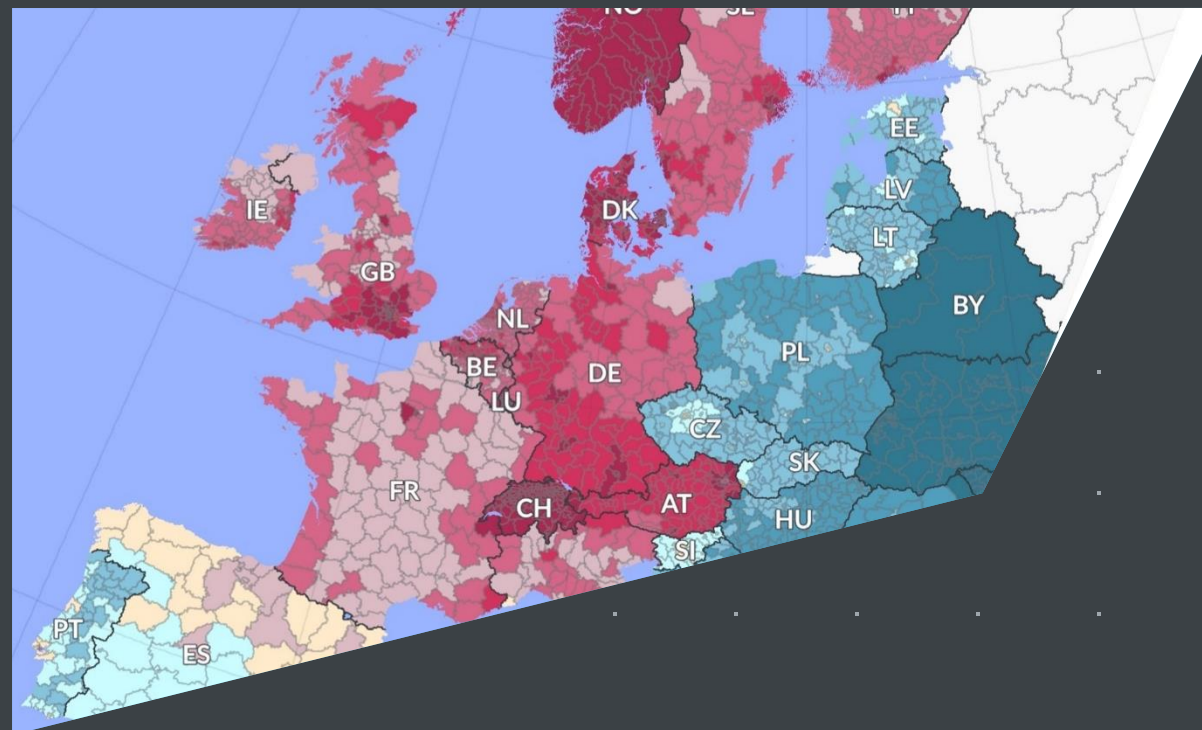


GfK Europe Edition 2022/2023

Updated digital maps and
GfK Purchasing Power for
all European countries



New additions of digital maps

GfK's Europe Edition 2022/2023 reflects the thousands of changes to postcode and administrative levels that occurred in almost all European countries.

Digital maps Europe 2022

New additions per country

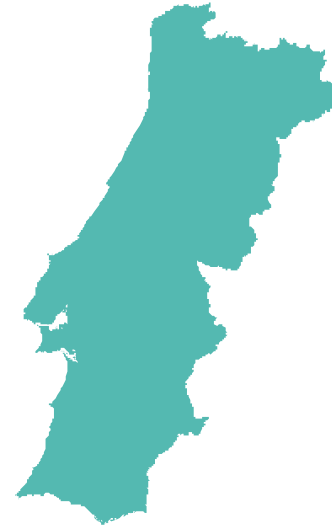


Bulgaria

Whole country re-created based on more granular base data.

Two new administrative layers available:

- Zones (2 features)
- settlements (5.257 features)



Portugal

Whole country (administrative + postal) re-created based on new census boundaries



Sweden

Improved precision of postcodes in large cities Stockholm and Gotenburg

Digital maps Europe 2022

New additions per country



Kosovo

Two new postcode layers available

- 1-digit postcodes areas (7 features)
- 5-digit postcodes areas (84 features)



Netherlands

One new administrative layer available:

- wards (3.340 features)



Cyprus

Whole country re-created based on more granular base data.

One new administrative layer available:

- quarters (744 features)

Digital maps Europe 2022

New additions per country



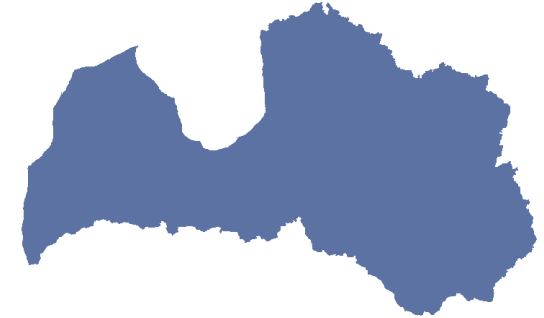
Ukraine

5-3-digit postcode areas: Now fully covering the whole country with the exceptions of Crimea and Eastern Ukraine



Türkiye

The city districts and settlements now fully contain the provinces of Trabzon, Rize, Manisa, Çanakkale, Balıkesir and parts of the provinces İzmir und Uşak



Latvia

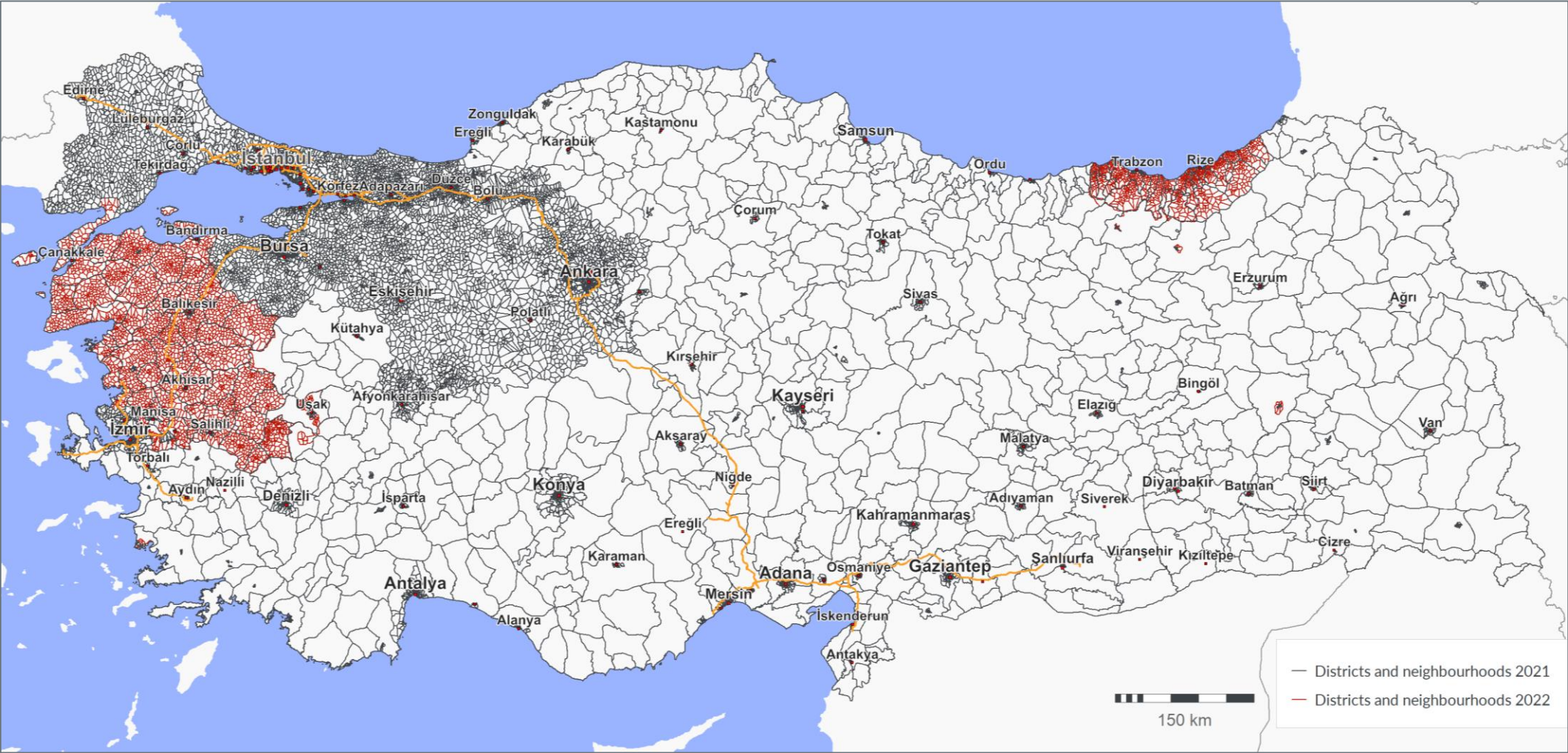
Layer counties replaced by layer municipalities (43 features)

A solid blue parallelogram graphic, tilted to the right, positioned on the left side of the slide.

Examples for single countries

City districts and settlements Türkiye 2022

[GO TO MAP SAMPLES](#)





GfK Purchasing Power Europe 2022

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 2022

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.

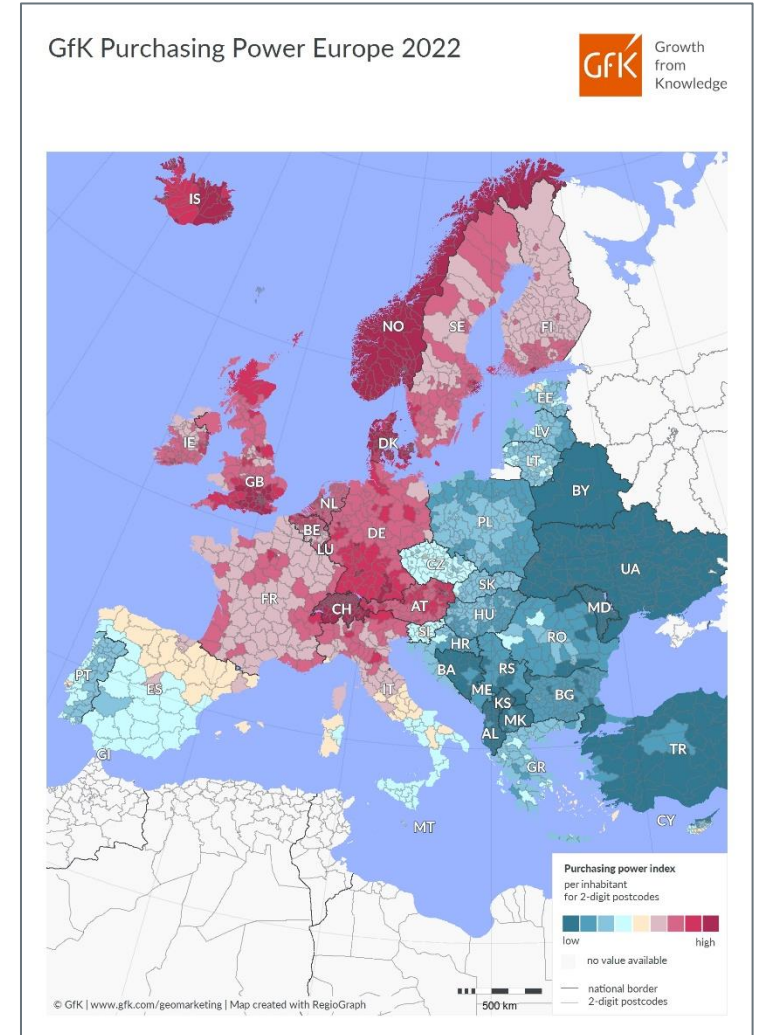
Purchasing power is a valuable gauge of the economic strength of a given region, making it an indispensable reference point for business decisions involving the international planning and evaluating of locations as well as the managing of outside sales and marketing endeavors.

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

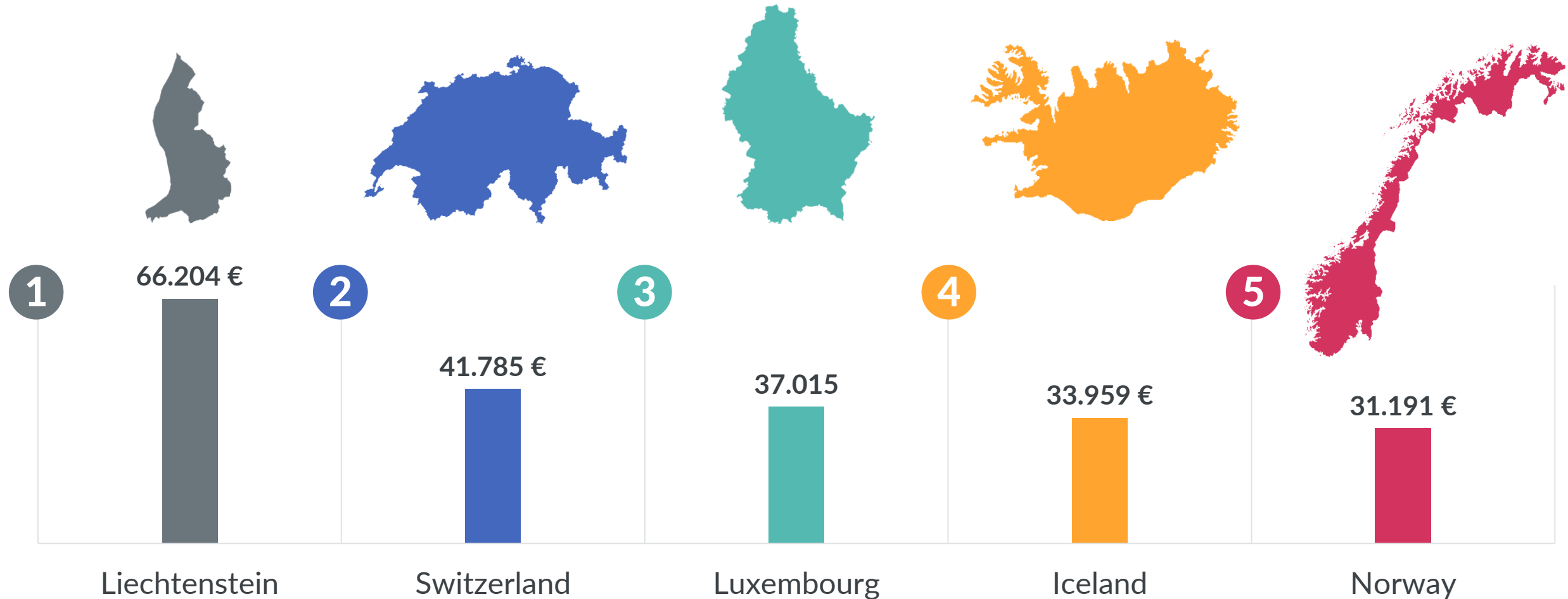
GfK Purchasing Power and GfK Population and Households are delivered as a combined dataset for the selected country.

DISCOVER MORE



GfK Purchasing Power Europe 2022

Top 5 | European countries



European average = €16,344



Examples for single countries

Top 3 | Provinces Netherlands

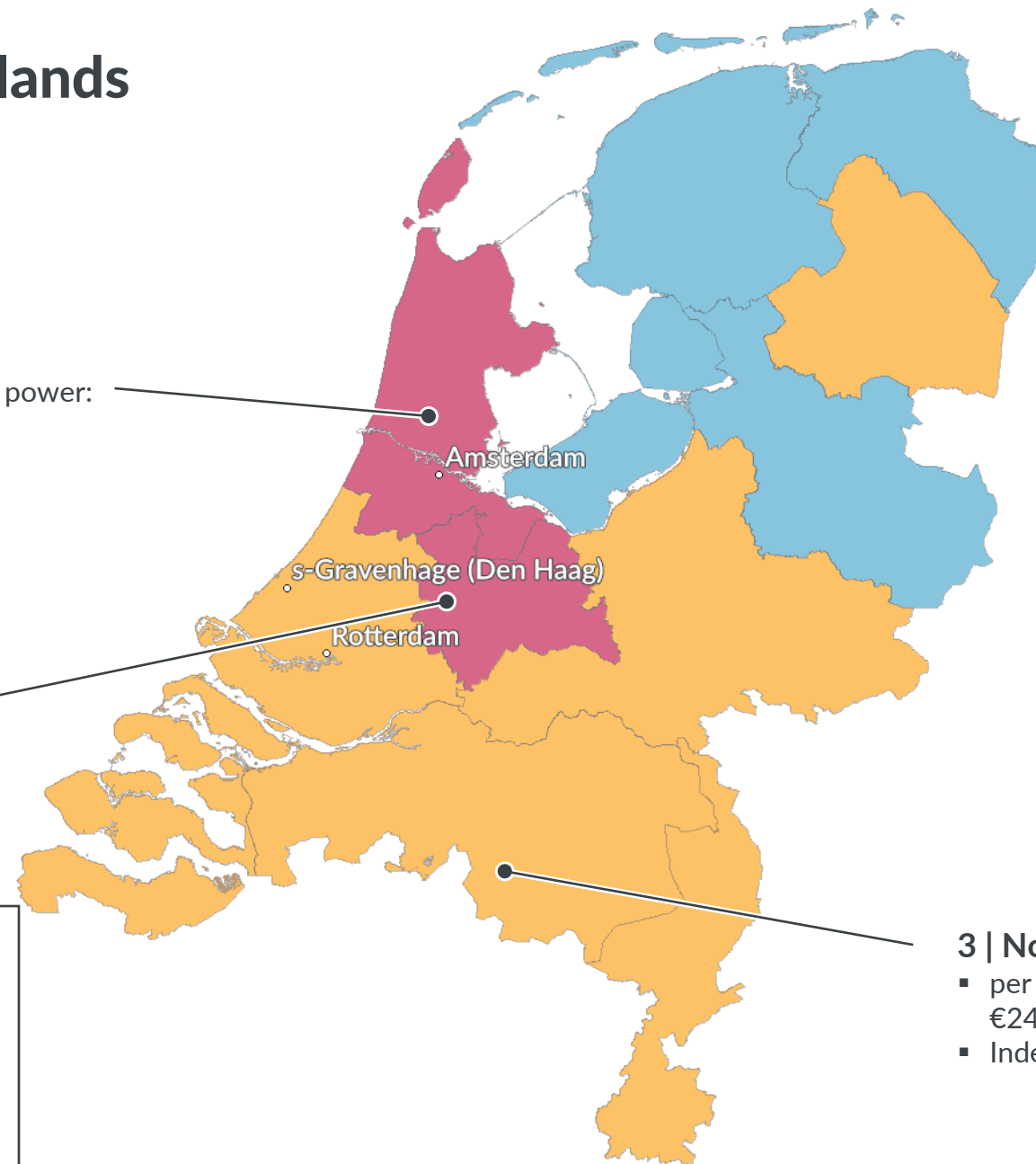
GfK Purchasing Power 2022

2 | Noord-Holland

- per capita purchasing power: €25,167
- Index*: 105.4

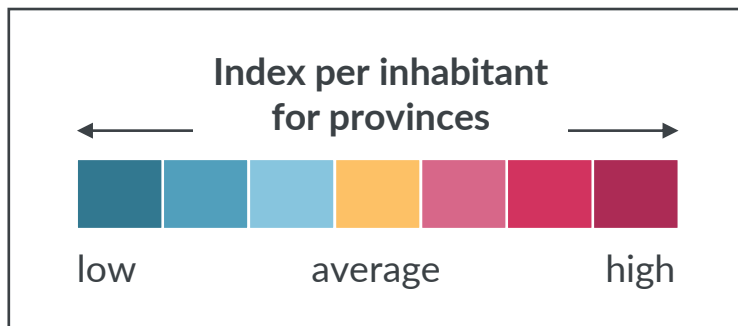
1 | Utrecht

- per capita purchasing power: €25,206
- Index*: 105.6



3 | Noord-Brabant

- per capita purchasing power : €24,223
- Index*: 101.5



* Index per inhabitant: National average = 100

Top 3 | Districts Czech Republic

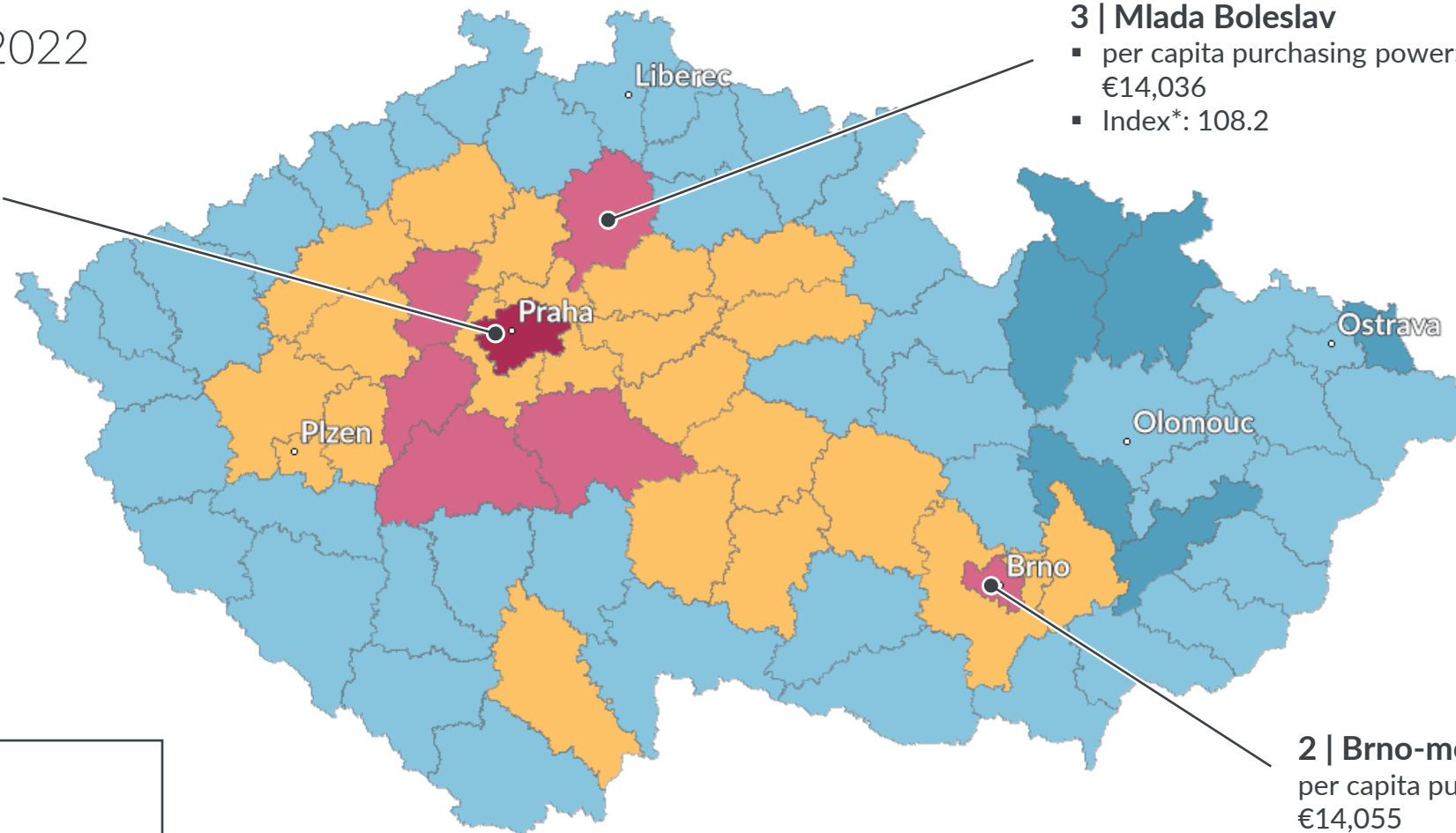
GfK Purchasing Power 2022

1 | Praha

- per capita purchasing power: €17,183
- Index*: 132.5

3 | Mlada Boleslav

- per capita purchasing power: €14,036
- Index*: 108.2



2 | Brno-mesto

- per capita purchasing power: €14,055
- Index*: 108.4

Index per inhabitant
for districts



low

average

high

* Index per inhabitant: National average = 100

Questions?

Contact us at any time.



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