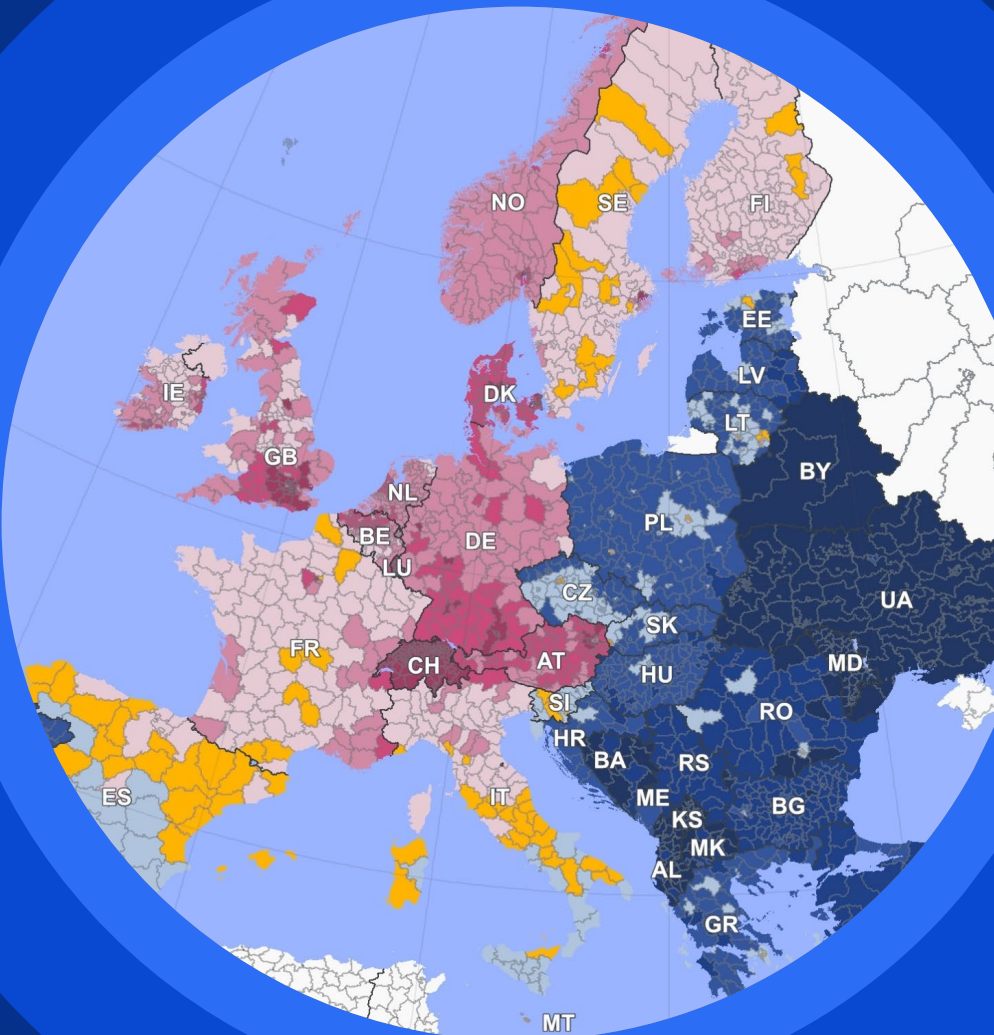


GfK Europe Edition 2024/2025

Updated digital maps and GfK Purchasing
Power for all European countries

NielsenIQ



New additions of digital maps

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

NIQ



Digital maps Europe 2024

New additions per country



United Kingdom

Two extensively updated administrative layers available:

- new version of **output areas** for **Scotland**
- new version of **wards** for **England**



Poland

One new administrative layer available:

- **cadastral districts** (53,959 features)



Iceland

One new administrative layer available:

- **minor statistical output areas** (205 features)

Europa-Landkarten 2024

Changes per country



Netherlands

Many additions in the 6-digit postcode layer

- **1,181 new features**



Türkiye

The city districts and settlements layer now contains the provinces of: **(5,759 new features)**

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, Uşak, Bingöl, Diyarbakır, Elazığ, Malatya, Şanlıurfa, Tunceli and part of Adıyaman, Kahramanmaraş, Erzurum



Italy

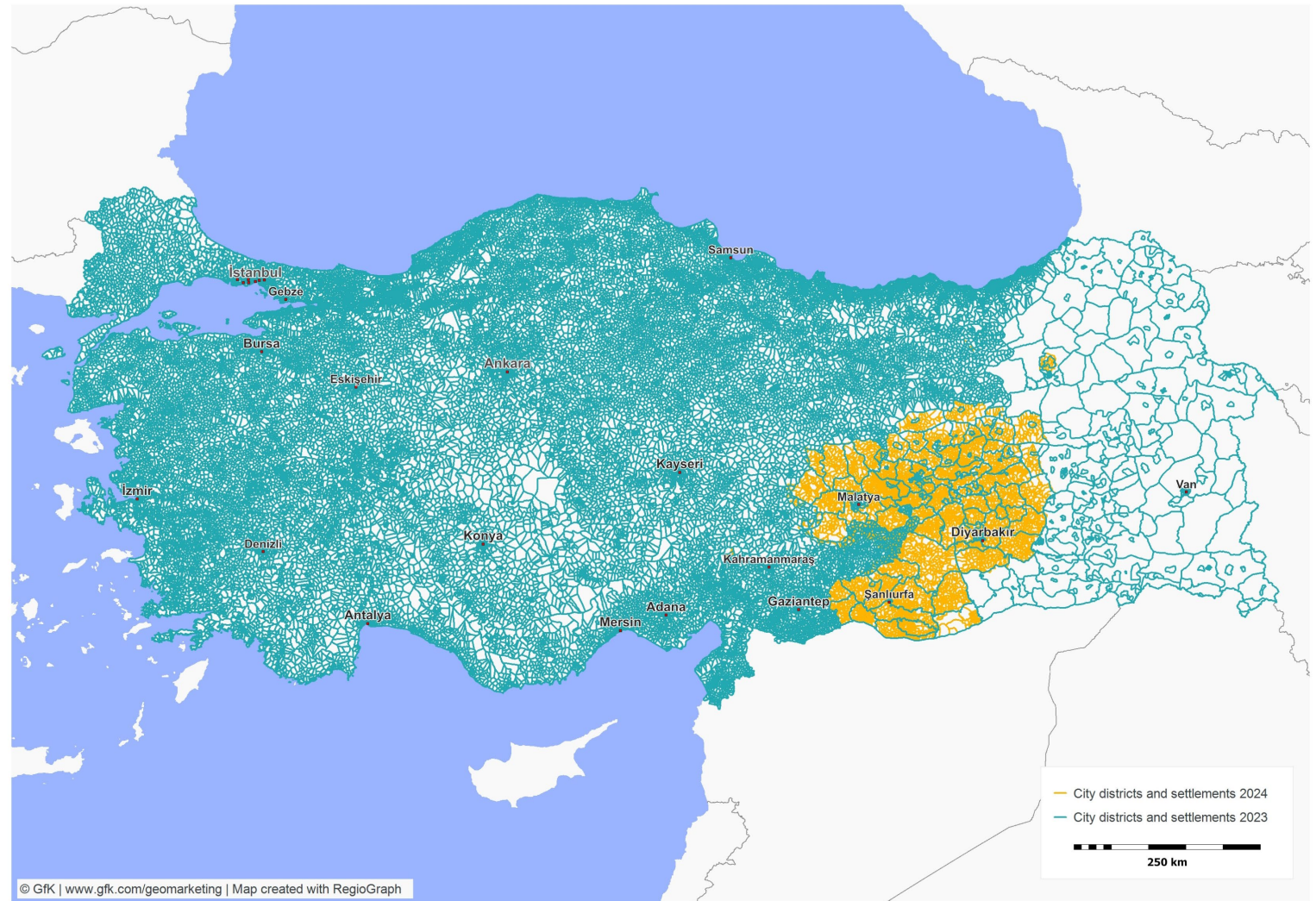
One extensively updated administrative layer available:

- **census sections (721,008 features)**

Examples for single countries

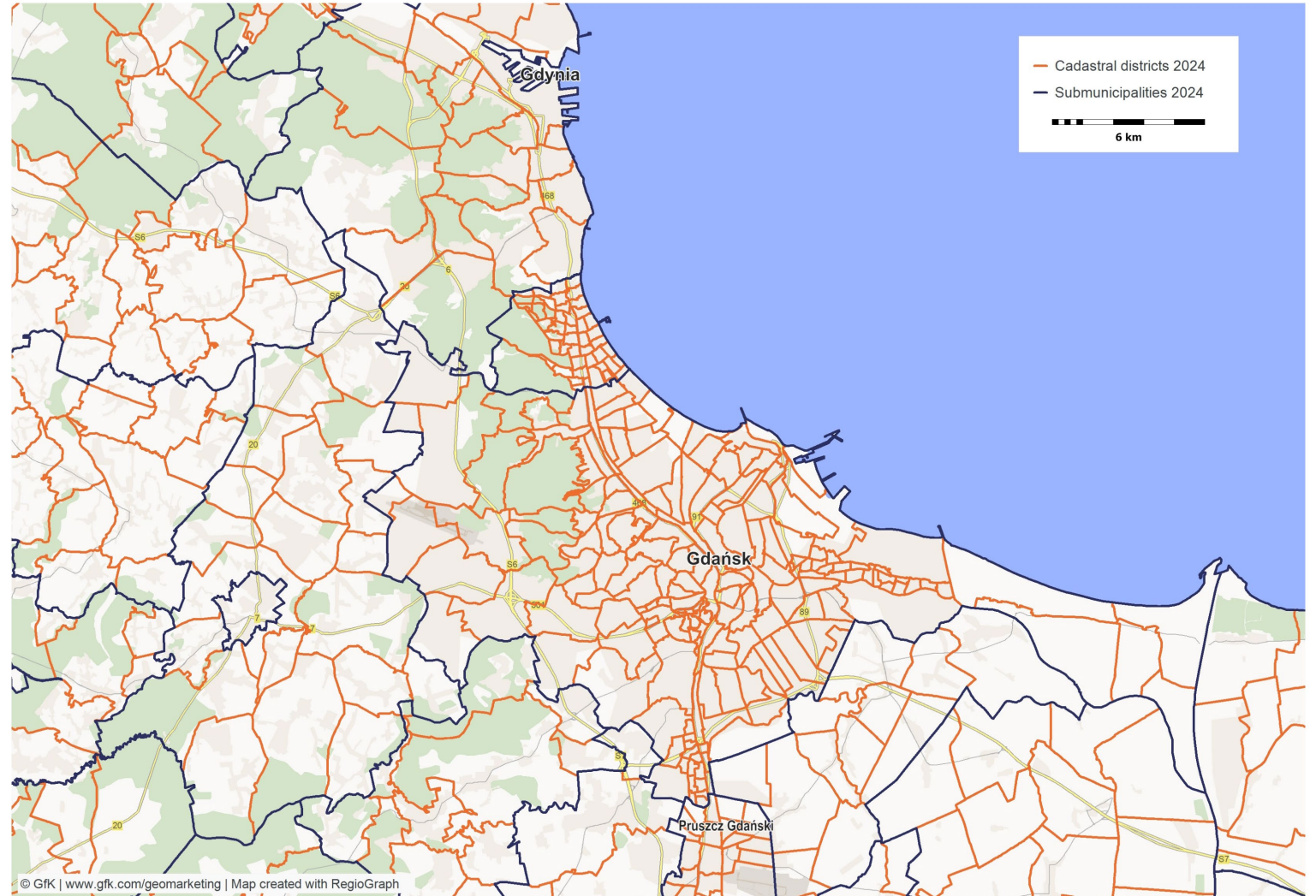
City districts and settlements Türkiye 2024

Extension of an administrative
layer (mahalle)



geodaten.gfk.com | Map created with RegioGraph

Cadastral Districts Poland 2024



geodaten.gfk.com | Map created with RegioGraph

Netherlands - Highly detailed and precise

Avoid errors in planning and
analysing with precise and
updated boundaries



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GfK Purchasing Power Europe 2024

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.

NIQ



GfK Purchasing Power Europe 2024

Definition

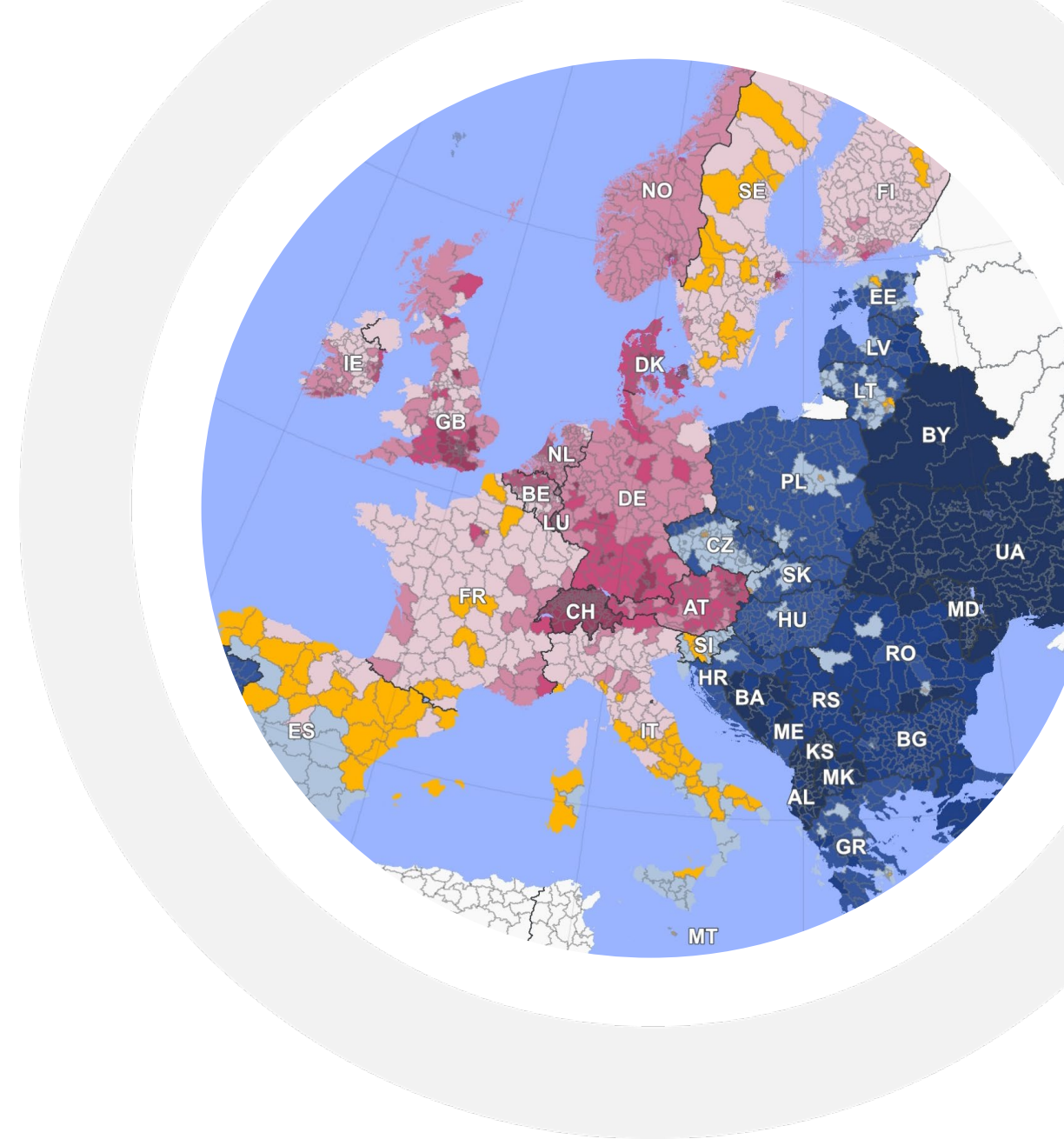
GfK Purchasing Power Europe is the recognized benchmark for assessing consumer potential in 42 European countries. The data reveals the regions in Europe with the highest purchasing power.

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:

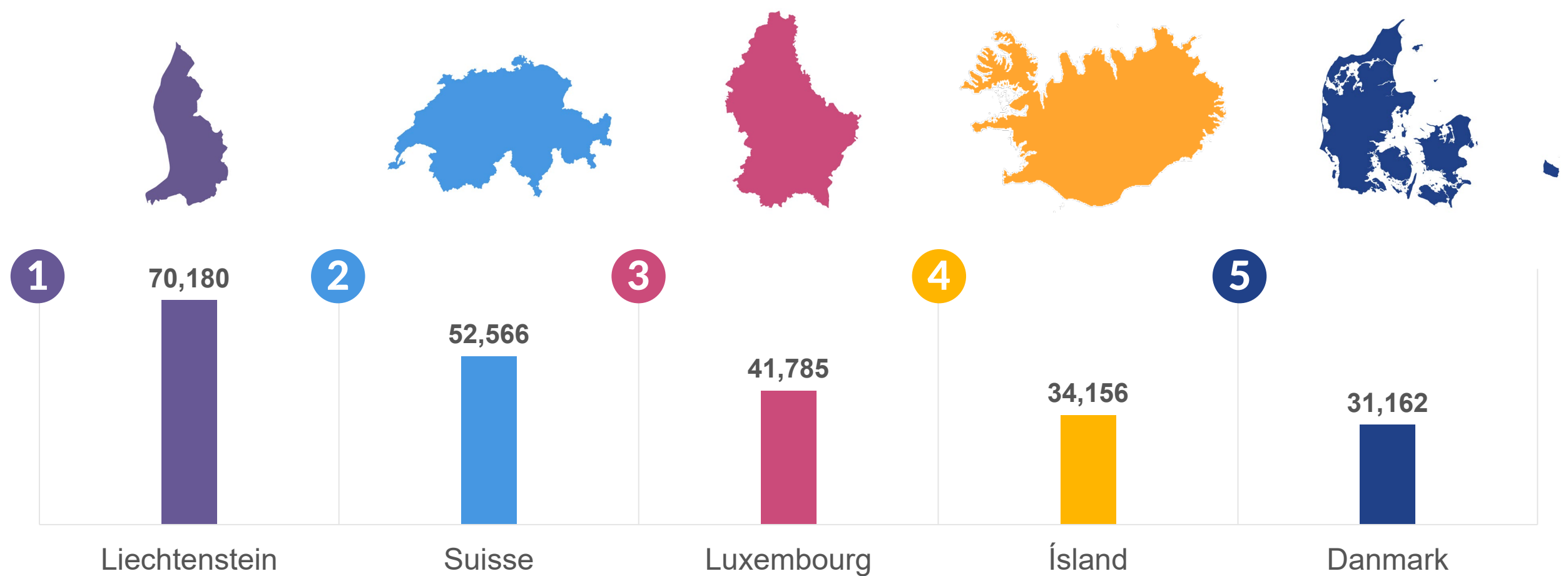
- Western Europe
- Eastern Europe
- Europe
- Europe PLZ 2 / NUTS Edition

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

[Discover more](#)[Go to press release](#)

GfK Purchasing Power Europe 2024

Top 5 | European countries

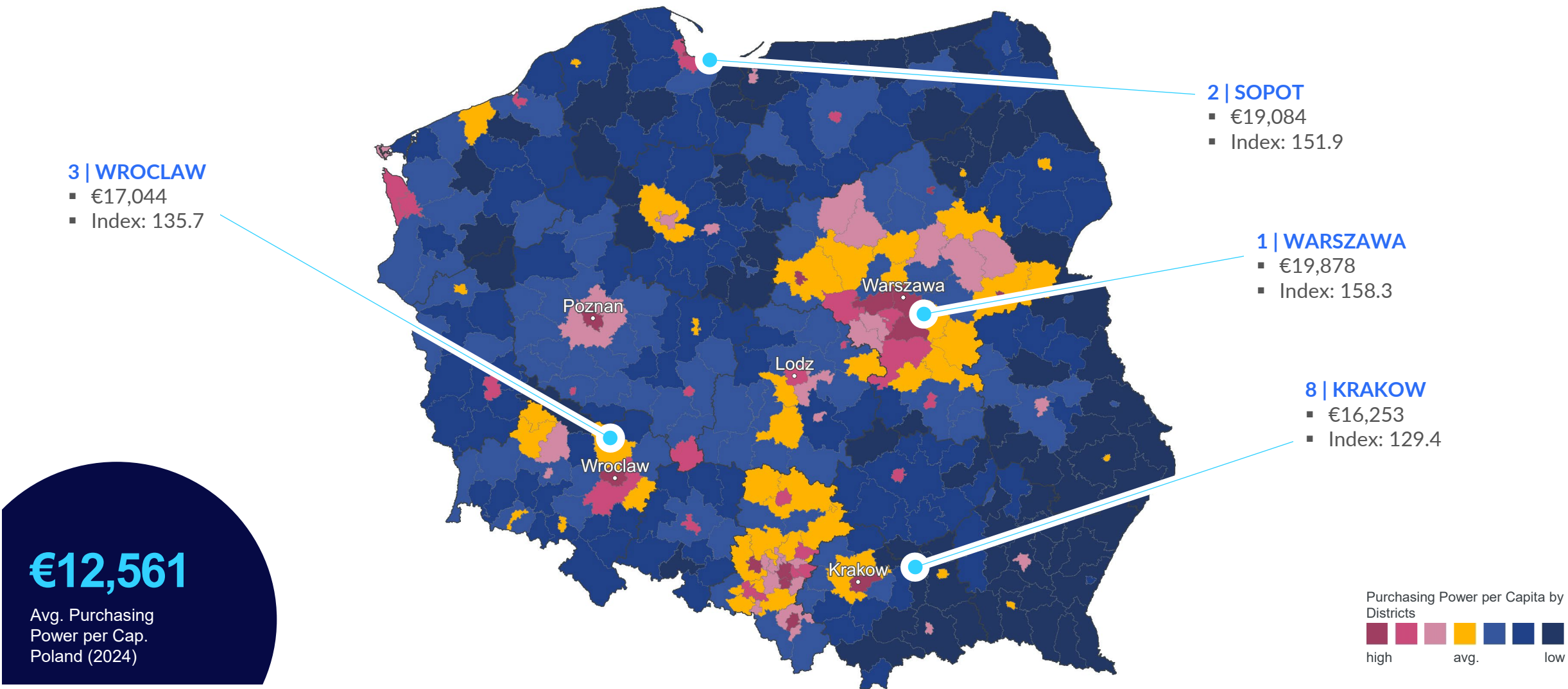


European average = €17,688

Examples for single countries

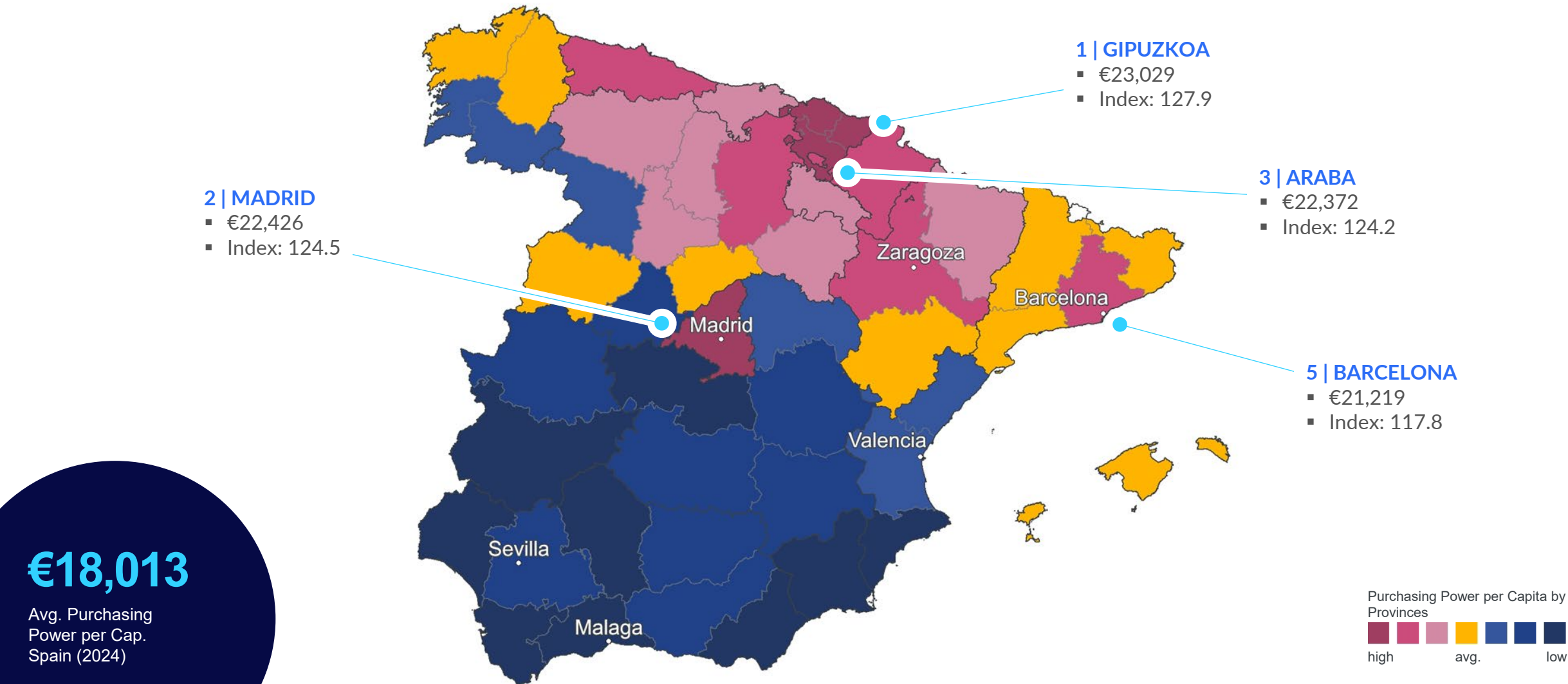
Purchasing Power Europe

Poland – Purchasing Power per Capita by Districts



Purchasing Power Europe

Spain – Purchasing Power per Capita by Provinces



Questions?

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