

Digital maps Rest of World



Growth
from
Knowledge

Geomarketing is the analysis and visualization of the place-based component of market and company data. Geomarketing is therefore the basis for making more informed business decisions.

If you have any questions, please contact us at
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Error-free analyses with up-to-date geodata from GfK

Digital maps from GfK help you visualize your company data as well as data on potential. This gives you deep insights into your markets and your operational business. Our administrative and postal boundaries are available for all countries worldwide, vector-based and offer full coverage, i.e. without gaps and overlaps. They are compatible with all GIS, BI or mapping applications and ready for immediate use. Choose from over 240 map sets for accurate and error-free analyses.

Benefit from our highest quality standards:

- Up to date and accurate**
 Regular updates ensure the high accuracy of our maps – such as the annual update of our Europe Edition in October and other continents once in 3 years.
- Highly detailed**
 We offer the world's largest collection of digital postal and administrative maps, available down to the finest postal and administrative levels, such as 5-digit postcodes and municipalities.
- Infinitely zoomable**
 The maps are vector-based and thus offer infinite zoom capability.
- Comprehensive**
 Use our maps which are available down to the level of street segments and perfectly match our market data. This allows you to plan seamlessly and reliably across multiple market regions and regional levels.

Our digital maps are available in all standard map formats:

- | | |
|---|--|
| <ul style="list-style-type: none"> Available standard formats:
 GfK RegioGraph Lay (*.lay)
 ESRI Shapefile (*.shp)
 ESRI File Geodatabase (*.gdb)
 MapInfo TAB Extended (*.tab)
 MapInfo Interchange Format (*.mif) | <ul style="list-style-type: none"> Further formats:
 GeoJSON (*.geojson)
 TopoJSON (*.topojson)
 GeoPackage (*.gpkg)
 PostGIS Dump
 FlatGeobuf (*.fgb) |
|---|--|



DIGITAL MAP AVAILABILITY

Australia

	Administrative level							Postcode level						City	Price in Euro
	0	1	2	3	4	5	6	1	2	3	4	5	6	points	
Australia	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓	2000
New Zealand	✓	✓	✓	✓	✓				✓		✓			✓	1000

City points are categorized by number of inhabitants.

Rest of World

	Administrative level							Postcode level						City	Price in Euro
	0	1	2	3	4	5	6	1	2	3	4	5	6	points	
Rest of World:															
<i>American Samoa</i>	✓	✓	✓												
<i>Antarctica</i>	✓														
<i>Bouvet Island</i>	✓														
<i>British Indian Ocean Territory</i>	✓												✓		
<i>Cook Islands</i>	✓														
<i>Federated States of Micronesia</i>	✓	✓	✓	✓								✓			
<i>Fiji</i>	✓	✓	✓	✓	✓									✓	
<i>French Polynesia</i>	✓	✓												✓	
<i>French Southern Territories</i>	✓														
<i>Guam</i>	✓														
<i>Heard and McDonald Islands</i>	✓														
<i>Kiribati</i>	✓	✓	✓												
<i>Marshall Islands</i>	✓	✓	✓												
<i>Nauru</i>	✓	✓	✓												
<i>New Caledonia</i>	✓														1000
<i>Niue</i>	✓	✓												✓	
<i>Northern Mariana Islands</i>	✓											✓			
<i>Palau</i>	✓	✓	✓	✓										✓	
<i>Pitcairn</i>	✓												✓	✓	
<i>Samoa</i>	✓	✓	✓	✓	✓	✓					✓			✓	
<i>Solomon Islands</i>	✓	✓	✓	✓	✓									✓	
<i>St Helena Ascension Tristan de Cunha</i>	✓	✓	✓										✓	✓	
<i>St Pierre and Miquelon</i>	✓	✓										✓		✓	
<i>Tokelau</i>	✓													✓	
<i>Tonga</i>	✓	✓	✓	✓	✓									✓	
<i>Tuvalu</i>	✓	✓	✓	✓										✓	
<i>US Minor Outlying Islands</i>	✓													✓	
<i>Vanuatu</i>	✓	✓	✓	✓										✓	
<i>Wallis and Futuna</i>	✓	✓										✓		✓	

City points are categorized by number of inhabitants.

DIGITAL MAPS

AMERICAN SAMOA

Layer-/Filename	Object type*	Type	No. of objects	Off. code**	Nat. lang.***
Available for all formats (RegioGraph, ESRI/shape, MapInfo/tab): 2 layers					
districts American Samoa 2022	admin (level 1)	polygon	5		✓
5-digit postcode areas American Samoa 2022	postal (5-digit)	polygon	1	✓	

DIGITAL MAPS

ANTARCTICA

Layer-/Filename	Object type*	Type	No. of objects	Off. code**	Nat. lang.***
Available for all formats (RegioGraph, ESRI/shape, MapInfo/tab): 1 layers					
country Antarctica 2022	admin (level 0)	polygon	1	✓	

DIGITAL MAPS

BOUVET ISLAND

Layer-/Filename	Object type*	Type	No. of objects	Off. code**	Nat. lang.***
Available for all formats (RegioGraph, ESRI/shape, MapInfo/tab): 1 layers					
country Bouvet Island 2022	admin (level 0)	polygon	1	✓	

DIGITAL MAPS

BRITISH INDIAN OCEAN TERRITORY

Layer-/Filename	Object type*	Type	No. of objects	Off. code**	Nat. lang.***
Available for all formats (RegioGraph, ESRI/shape, MapInfo/tab): 2 layers					
country British Indian Ocean Territory 2022	admin (level 0)	polygon	1	✓	
postcode units British Indian Ocean Territory 2022	postal (6-digit)	polygon	1	✓	

DIGITAL MAPS

COOK ISLANDS

Layer-/Filename	Object type*	Type	No. of objects	Off. code**	Nat. lang.***
Available for all formats (RegioGraph, ESRI/shape, MapInfo/tab): 1layers					
country Cook Islands 2022	admin (level 0)	polygon	1	✓	

DIGITAL MAPS

Federated States of Micronesia

Layer-/Filename	Object type*	Type	No. of objects	Off. code**	Nat. lang.***
Available for all formats (RegioGraph, ESRI/shape, MapInfo/tab): 4 layers					
states Federated States of Micronesia 2022	admin (level 1)	polygon	4	✓	
municipalities Federated States of Micronesia 2022	admin (level 2)	polygon	75	✓	
enumeration areas Federated States of Micronesia 2022	admin (level 3)	polygon	394	✓	
5-digit postcode areas Federated States of Micronesia 2022	postal (5-digit)	polygon	4	✓	

DIGITAL MAPS

FIJI

Layer-/Filename	Object type*	Type	No. of objects	Off. code**	Nat. lang.***
Available for all formats (RegioGraph, ESRI/shape, MapInfo/tab): 8 layers					
divisions Fiji 2022	admin (level 1)	polygon	4		
provinces Fiji 2022	admin (level 2)	polygon	15	✓	
tikinas Fiji 2022	admin (level 3)	polygon	86	✓	
enumeration areas Fiji 2022	admin (level 4)	polygon	1981	✓	
cities under 10,000 Fiji	city	point	12		
cities 10,-20,000 Fiji	city	point	2		
cities 20,-50,000 Fiji	city	point	2		
cities 50,-100,000 Fiji	city	point	5		

DIGITAL MAPS

FRENCH POLYNESIA

Layer-/Filename	Object type*	Type	No. of objects	Off. code**	Nat. lang.***
Available for all formats (RegioGraph, ESRI/shape, MapInfo/tab): 5 layers					
subdivisions French Polynesia 2022	admin (level 1)	polygon	5	✓	✓
cities under 5,000 French Polynesia	city	point	309		
cities 10,-20,000 French Polynesia	city	point	3		
cities 20,-50,000 French Polynesia	city	point	3		
cities 5,-10,000 French Polynesia	city	point	2		

DIGITAL MAPS

FRENCH SOUTHERN TERRITORIES

Layer-/Filename	Object type*	Type	No. of objects	Off. code**	Nat. lang.***
Available for all formats (RegioGraph, ESRI/shape, MapInfo/tab): 1 layers					
country French Southern Territories 2022	admin (level 0)	polygon	1	✓	

DIGITAL MAPS

GUAM

Layer-/Filename	Object type*	Type	No. of objects	Off. code**	Nat. lang.***
Available for all formats (RegioGraph, ESRI/shape, MapInfo/tab): 1 layers					
country Guam 2022	admin (level 0)	polygon	1	✓	

DIGITAL MAPS

HEARD AND MCDONALD ISLANDS

Layer-/Filename	Object type*	Type	No. of objects	Off. code**	Nat. lang.***
Available for all formats (RegioGraph, ESRI/shape, MapInfo/tab): 1 layers					
country Heard and McDonald Islands 2022	admin (level 0)	polygon	1	✓	

DIGITAL MAPS

KIRIBATI

Layer-/Filename	Object type*	Type	No. of objects	Off. code**	Nat. lang.***
Available for all formats (RegioGraph, ESRI/shape, MapInfo/tab): 2 layers					
groups Kiribati 2022	admin (level 1)	polygon	3	✓	
islands Kiribati 2022	admin (level 2)	polygon	36	✓	

DIGITAL MAPS

MARSHALL ISLANDS

Layer-/Filename	Object type*	Type	No. of objects	Off. code**	Nat. lang.***
Available for all formats (RegioGraph, ESRI/shape, MapInfo/tab): 2 layers					
atolls_islands Marshall Islands 2022	admin (level 1)	polygon	33	✓	
enumeration areas Marshall Islands 2022	admin (level 2)	polygon	178	✓	

DIGITAL MAPS

NAURU

Layer-/Filename	Object type*	Type	No. of objects	Off. code**	Nat. lang.***
Available for all formats (RegioGraph, ESRI/shape, MapInfo/tab): 2 layers					
constituencies Nauru 2022	admin (level 1)	polygon	8	✓	
districts Nauru 2022	admin (level 2)	polygon	14	✓	

DIGITAL MAPS

NEW CALEDONIA

Layer-/Filename	Object type*	Type	No. of objects	Off. code**	Nat. lang.***
Available for all formats (RegioGraph, ESRI/shape, MapInfo/tab): 1 layers					
country New Caledonia 2022	admin (level 0)	polygon	1	✓	

DIGITAL MAPS

NIUE

Layer-/Filename	Object type*	Type	No. of objects	Off. code**	Nat. lang.***
Available for all formats (RegioGraph, ESRI/shape, MapInfo/tab): 2 layers					
villages Niue 2022	admin (level 1)	polygon	14	✓	
cities under 5,000 Niue	city	point	35		

DIGITAL MAPS

NORTHERN MARIANA ISLANDS

Layer-/Filename	Object type*	Type	No. of objects	Off. code**	Nat. lang.***
Available for all formats (RegioGraph, ESRI/shape, MapInfo/tab): 2 layers					
country Northern Mariana Islands 2022	admin (level 0)	polygon	1	✓	
5-digit postcode areas Northern Mariana Islands 2022	postal (5-digit)	polygon	3	✓	

DIGITAL MAPS

PALAU

Layer-/Filename	Object type*	Type	No. of objects	Off. code**	Nat. lang.***
Available for all formats (RegioGraph, ESRI/shape, MapInfo/tab): 5 layers					
states Palau 2022	admin (level 1)	polygon	16	✓	
hamlets Palau 2022	admin (level 2)	polygon	86	✓	
enumeration areas Palau 2022	admin (level 3)	polygon	150	✓	
cities under 5,000 Palau	city	point	72		
cities 10,-20,000 Palau	city	point	2		

DIGITAL MAPS

PITCAIRN

Layer-/Filename	Object type*	Type	No. of objects	Off. code**	Nat. lang.***
Available for all formats (RegioGraph, ESRI/shape, MapInfo/tab): 3 layers					
country Pitcairn 2022	admin (level 0)	polygon	1	✓	
postcode units Pitcairn 2022	postal (6-digit)	polygon	1	✓	
cities under 5,000 Pitcairn	city	point	1		

DIGITAL MAPS

ST PIERRE AND MIQUELON

Layer-/Filename	Object type*	Type	No. of objects	Off. code**	Nat. lang.***
Available for all formats (RegioGraph, ESRI/shape, MapInfo/tab): 3 layers					
municipalities St Pierre and Miquelon 2022	admin (level 1)	polygon	2	✓	
5-digit postcode areas St Pierre and Miquelon 2022	postal (5-digit)	polygon	1	✓	
cities under 5,000 St Pierre and Miquelon	city	point	2		

DIGITAL MAPS

SAMOA

Layer-/Filename	Object type*	Type	No. of objects	Off. code**	Nat. lang.***
Available for all formats (RegioGraph, ESRI/shape, MapInfo/tab): 8 layers					
regions Samoa 2022	admin (level 1)	polygon	4	✓	
political districts Samoa 2022	admin (level 2)	polygon	11	✓	
electoral districts Samoa 2022	admin (level 3)	polygon	43	✓	
villages Samoa 2022	admin (level 4)	polygon	332	✓	
enumeration areas Samoa 2022	admin (level 5)	polygon	876	✓	
4-digit postcode areas Samoa 2022	postal (4-digit)	polygon	212	✓	
cities under 5,000 Samoa	city	point	321		
cities 20,-50,000 Samoa	city	point	1		

DIGITAL MAPS

SOLOMON ISLANDS

Layer-/Filename	Object type*	Type	No. of objects	Off. code**	Nat. lang.***
Available for all formats (RegioGraph, ESRI/shape, MapInfo/tab): 6 layers					
provinces Solomon Islands 2022	admin (level 1)	polygon	10	✓	
constituencies Solomon Islands 2022	admin (level 2)	polygon	50	✓	
wards Solomon Islands 2022	admin (level 3)	polygon	184	✓	
enumeration areas Solomon Islands 2022	admin (level 4)	polygon	1345	✓	
cities under 10,000 Solomon Islands	city	point	2045		
cities 50,-100,000 Solomon Islands	city	point	1		

DIGITAL MAPS

ST HELENA ASCENSION TRISTAN DE CUNHA

Layer-/Filename	Object type*	Type	No. of objects	Off. code**	Nat. lang.***
Available for all formats (RegioGraph, ESRI/shape, MapInfo/tab): 4 layers					
divisions St Helena Ascension Tristan de Cunha 2022	admin (level 1)	polygon	3		
districts St Helena Ascension Tristan de Cunha 2022	admin (level 2)	polygon	14		
postcode units St Helena Ascension Tristan de Cunha 2022	postal (6-digit)	polygon	3	✓	✓
cities under 5,000 St Helena Ascension Tristan de Cunha	city	point	6		

DIGITAL MAPS

TOKELAU

Layer-/Filename	Object type*	Type	No. of objects	Off. code**	Nat. lang.***
Available for all formats (RegioGraph, ESRI/shape, MapInfo/tab): 2 layers					
country Tokelau 2022	admin (level 0)	polygon	1	✓	
cities under 5,000 Tokelau	city	point	3		

DIGITAL MAPS

TONGA

Layer-/Filename	Object type*	Type	No. of objects	Off. code**	Nat. lang.***
Available for all formats (RegioGraph, ESRI/shape, MapInfo/tab): 6 layers					
divisions Tonga 2022	admin (level 1)	polygon	5	✓	
districts Tonga 2022	admin (level 2)	polygon	26	✓	
villages Tonga 2022	admin (level 3)	polygon	170	✓	
census units Tonga 2022	admin (level 4)	polygon	644	✓	
cities under 5,000 Tonga	city	point	127		
cities 20,-50,000 Tonga	city	point	1		

DIGITAL MAPS

TUVALU

Layer-/Filename	Object type*	Type	No. of objects	Off. code**	Nat. lang.***
Available for all formats (RegioGraph, ESRI/shape, MapInfo/tab): 4 layers					
islands Tuvalu 2022	admin (level 1)	polygon	9	✓	
villages Tuvalu 2022	admin (level 2)	polygon	41	✓	
enumeration areas Tuvalu 2022	admin (level 3)	polygon	77	✓	
cities under 5,000 Tuvalu	city	point	24		

DIGITAL MAPS

US MINOR OUTLYING ISLANDS

Layer-/Filename	Object type*	Type	No. of objects	Off. code**	Nat. lang.***
Available for all formats (RegioGraph, ESRI/shape, MapInfo/tab): 2 layers					
country US Minor Outlying Islands 2022	admin (level 0)	polygon	1	✓	
cities under 5,000 US Minor Outlying Islands	city	point	3		

DIGITAL MAPS

VANUATU

Layer-/Filename	Object type*	Type	No. of objects	Off. code**	Nat. lang.***
Available for all formats (RegioGraph, ESRI/shape, MapInfo/tab): 6 layers					
provinces Vanuatu 2022	admin (level 1)	polygon	6	✓	
area councils Vanuatu 2022	admin (level 2)	polygon	66	✓	
enumeration areas Vanuatu 2022	admin (level 3)	polygon	929	✓	
cities under 5,000 Vanuatu	city	point	1236		
cities 10,-20,000 Vanuatu	city	point	1		
cities 20,-50,000 Vanuatu	city	point	1		

DIGITAL MAPS

WALLIS AND FUTUNA

Layer-/Filename	Object type*	Type	No. of objects	Off. code**	Nat. lang.***
Available for all formats (RegioGraph, ESRI/shape, MapInfo/tab): 3 layers					
districts (circonscription) Wallis and Futuna 2022	admin (level 1)	polygon	5	✓	
5-digit postcode areas Wallis and Futuna 2022	postal (5-digit)	polygon	3	✓	
cities under 5,000 Wallis and Futuna	city	point	96		