

PURCHASING POWER FOR RETAIL PRODUCT LINES

International

1 Introduction

The “GfK Purchasing Power for Retail Product Lines” dataset reveals the purchasing power potential for numerous food- and non-food product lines in many countries worldwide.

The data is based on various surveys and analyses of consumer shopping behavior. GfK uses this consumer information along with socio-demographic household data to create a detailed regional portrait of consumer spending.

As such, this market dataset provides detailed insights to support our customers' analyses and planning endeavors, both domestically and abroad.

The GfK Purchasing Power for Retail Product Lines dataset offers consistently high-quality data for numerous product groups.

2 Applications

The international GfK Purchasing Power for Retail Product Lines dataset reveals the regional turnover potential for many individual product lines. This allows you to tailor your sales and marketing endeavors according to the consumer preferences of particular regions. The resulting insights give you a decisive competitive advantage for all location-related decisions.

Whether planning or evaluating locations, optimizing your direct marketing or managing your sales, the GfK Purchasing Power for Retail Product Lines dataset comprises a value basis for your decisions in many countries.

Local product-line management

GfK purchasing power data for food- and non-food product lines is the ideal instrument for optimally structuring your retail sales. Compare your product-line specific turnover for your catchment area with the corresponding data on GfK purchasing power potential. This reveals the level of market penetration for the product line(s) in question, allowing you to better plan, evaluate and manage your local product offering.

External sales force management and sales controlling

Our purchasing power data provide a reliable foundation for managing your external sales force. Use the data on regional purchasing power potential to define external sales territories with comparable levels of potential. Compare the turnover generated by your external sales force members to the available potential in these regions to objectively gauge employee performance. This comparison illuminates the strengths and weaknesses in your market, allowing you to concentrate your efforts on the most promising regions.

Location planning and evaluation

Use the GfK data on purchasing power for retail product lines to identify optimal sites for new business locations. Choose where to enter a new market or expand existing operations based on the available purchasing power potential in the regions in question. You can also use the data to quickly and efficiently evaluate your existing locations.

Direct marketing

By knowing the locations of the households with the highest purchasing power for a specific product in the country or countries in which you are active, you can more optimally target your marketing actions, which saves time and money. For example, concentrate your mailings in areas with particularly high levels of purchasing power to boost your response rate. Our data provide support down to the level of postcodes.

3 Overview of GfK Purchasing Power products

GfK's Geomarketing division annually calculates GfK Purchasing Power at varying levels of detail. This data on potential reveals the regional distribution of the population's disposable income in many European countries.

The GfK Retail Purchasing Power dataset shows the share of general purchasing power that is available for stationary and mail-order retail expenditures.

These values vary significantly from year to year as a result of changes in consumer behavior. There are also substantial regional differences in the retail-specific demand potential.

The GfK Retail Purchasing Power dataset can be obtained in a product-line specific format for a more detailed portrait of regional consumer potential.

The GfK Purchasing Power for Retail Product Lines dataset shows how much consumers in a given region have at their disposal for spending on various food- and non-food product lines. The total of these product-line values yields the GfK Retail Purchasing Power.

GfK Purchasing Power

GfK Purchasing Power is the sum of all net income that is available to the population of a given region within a given year. As such, purchasing power is the most important indicator of regional consumer potential.

GfK Retail Purchasing Power

... is the share of GfK Purchasing Power available for retail purchases.

GfK Purchasing Power for Retail Product Lines

... is the share of GfK Purchasing Power available for retail purchases of a specific product line.

4 Basis of calculation

GfK Purchasing Power for Retail Product Lines is calculated on the basis of various surveys and analyses of consumers' shopping behavior.

Information regarding the amount of disposable income available for specific product lines as a share of the total available income of a given region is acquired on the basis of various data sources. The data basis varies significantly from country to country and is intensively researched by GfK. Information gained through country-specific consumer surveys is frequently consulted. These surveys are carried out by the respective country's official bureau of statistics and provide very detailed information on the consumer behavior of the population. Thanks to GfK's worldwide network, we have access to on-site data sources for the included countries. Depending on availability, additional up-to-date data sources from official bureaus of statistics are used to prepare the GfK Purchasing Power for Retail Product Lines dataset.

This consumer information is then transferred to the regional level using socio-demographic household data. The results are then compared with the most up-to-date values from the relevant official bureaus of statistics and GfK Retail Purchasing Power.

This methodology very effectively reveals regional variations in the demand potential for the various retail product lines.

5 Overview of product lines

Below you'll find an overview of the various product groups. Individual product lines are listed as subcategories of the main product groups. The exact list of included product lines can vary from the list below in the case of some European countries. We'd be happy to provide more details on the product lines included for the European country or countries in which you are interested.

1. Food and related items

- 1.1 food
- 1.2 alcohol-free beverages
- 1.3 alcoholic beverages
- 1.4 tobacco products

2. Health and hygiene products

medicinal and orthopedic articles, pharmaceutical items, body-care and cosmetic items, hygiene products and paper goods as well as washing and cleaning products

3. Clothing

- women's outerwear: dresses, skirts, trousers, blouses, t-shirts, knitwear, sweatshirts, jackets, coats, evening wear
- men's outerwear: trousers, jackets, sport coats, suits, coats, shirts, t-shirts, knitwear, sweatshirts
- children's outerwear: trousers, jackets, coats, knitwear, t-shirts; girls' dresses and matching outfits, skirts, blouses; boys' outfits, shirts, baby clothes
- sport clothes
- underwear
- other clothing products

4. Shoes, leather goods

outdoor shoes, slippers, sport shoes, rubber boots, bathing shoes, sole inserts, suitcases, travel bags, purses, bags, backpacks, small items, belts

5. Furnishings

- furniture, carpets, flooring, drapes, mattresses, bedding, linen, bathroom textiles, etc.
- home accessories

6. Household products, glass, porcelain

cookware, cutlery, flatware, glass, china, ceramics, plastic items, etc.

7. Electrical household appliances

- refrigerators and freezers, cooking appliances, washing machines, dryers, dishwashers, etc.
- toasters, coffee makers, mixers, vacuum cleaners, irons, sewing and knitting machines

8. to 11. Consumer electronics, information technology and photography

- televisions, radios, music-playing devices and accessories, video recorders, automobile hi-fi systems, navigation devices, satellite equipment, etc.
- recorded audio and video media
- personal computers, software, peripheral devices, etc.
- mobile telephones, telephones and fax machines, etc.
- cameras and lenses, digital cameras, camcorders, video cameras, tripods, film, etc.
- optical devices

12. Watches, jewelry

watches and jewelry made from precious metals and/or other materials

13. Books, stationery

14. to 15. Sporting goods, hobbies and recreation

- board-, dice- and card games; puppets, stuffed animals, toy vehicles and building kits, models, arts and crafts materials, musical instructions
- coins, stamps and other collectibles, antiques, etc.
- bicycles and accessories, skiing items, skates, fitness equipment, tennis racquets, boats, balls, tents, sleeping bags, etc.

16. Home improvement items

- plants, seeds, fertilizer, soil, motorized gardening equipment, lumber and fences, gardening tools, garden equipment, playground equipment, garden furniture, etc.
- automobile accessories: accessories, tires, seat covers, etc.
- pet food and pet supplies
- building materials, building components: stones, bricks, insulation, doors, gates, windows, plaster, mortar, plastic sheets, etc.
- dye, varnish, wallpaper: painting supplies, tape, wallpaper, glue, etc.
- indoor fittings (tiles, wood, plastics): flagstones, lumber, skirting boards, pre-fabricated panels, flooring, plastics, plywood, etc.
- bathroom and plumbing items: bathroom furniture and fittings, sanitary ware, sinks, toilets, mountings, piping, shower doors, etc.
- appliances, machines, tools, accessories: ladders, wheelbarrows, drills, high-pressure cleaners, hammers, work clothes, hardware, etc.

6 Times series comparisons

Our high-quality data allow you to make precise regional comparisons.

However, we advise against using our data for time series comparisons, because our methodology has been refined and perfected numerous times over the course of the years. For example, changes often occur in the sources and statistical methods used to compile and calculate our data.

For Geomarketing purposes, we place great emphasis on providing data that represent regional differences as accurately as possible. This commitment to accuracy means that we are regularly adopting improved methods as well as newer and more detailed data sources. As a result, time series comparisons are not advisable, because they will not be comparing like with like.

Stated in a different way, if we were to place our primary emphasis on ensuring that clients can carry out meaningful time series comparisons, we'd have to ignore the discovery and emergence of improved methods and data sources. We feel strongly that this would be a mistake.

Moreover, frequent changes to postcode and administrative boundaries make it difficult or impossible to carry out meaningful time series comparisons.

7 Regional data levels

We provide the international GfK purchasing power data for numerous product groups at a consistently high quality for all municipalities and postcodes.

GfK Purchasing Power for Retail Product Lines can be aggregated for specific areas of your choice, such as the catchment areas of your branch locations or your external sales regions.



Questions?
Don't hesitate to contact us!

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