



## Market data for Europe-wide location and sales planning

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## Agenda

- 1 Market data for Europe**
- 2 Data research and evaluation**
- 3 Case study: Location planning in Bulgaria**



# 1 Market data for Europe





# Geomarketing services

## Geomarketing defined

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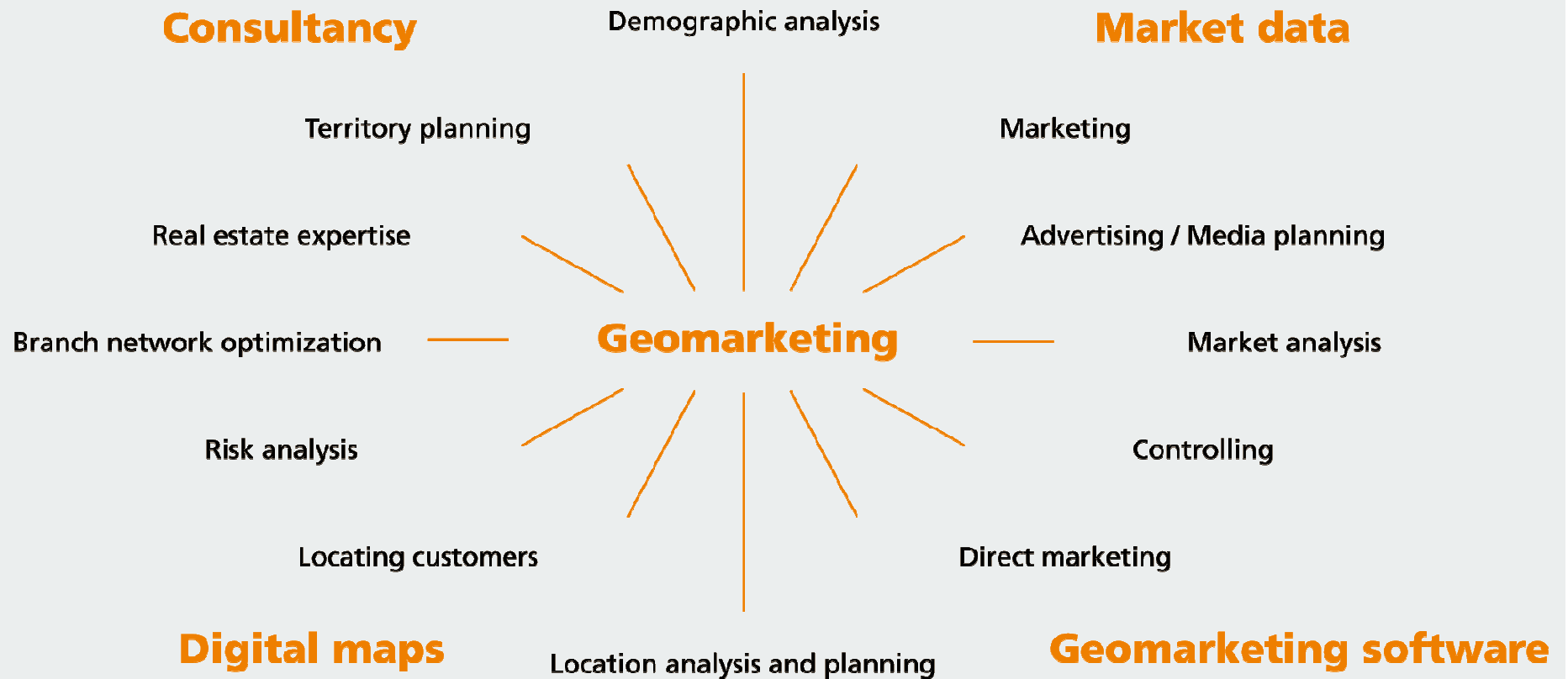
Geomarketing is the analysis of the location-related information contained in market and company data for the purpose of making better business decisions.



# Geomarketing services

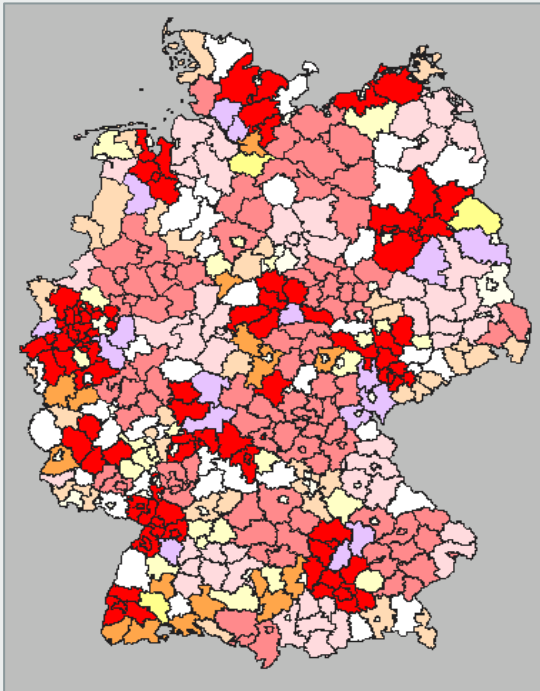
## Areas of application

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# Questions about regional sales planning and sales controlling

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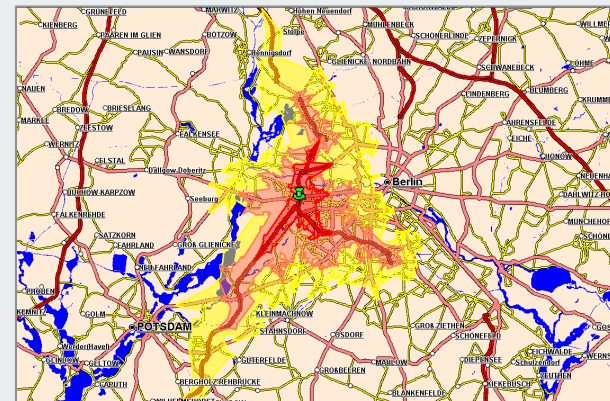
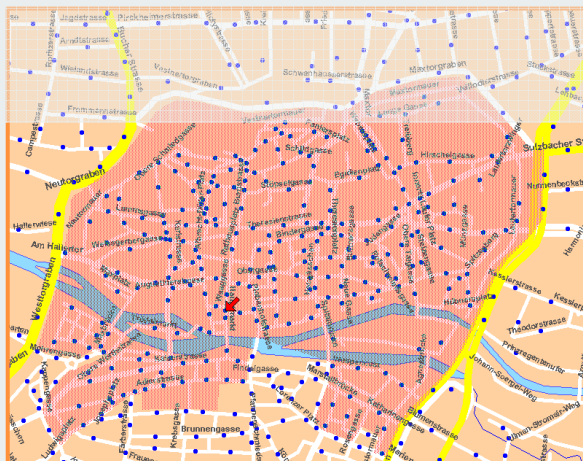
- What sales turnover can an individual sales representative achieve?
- How can I evaluate the performance of my sales team?
- Where are areas of untapped potential?
- How can external sales areas be defined?
- How many external sales areas are suitable?



## Questions about planning and evaluating store catchment areas

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- How can I evaluate store catchment areas?
- Where is there enough sales potential to warrant opening a new store?
- How can I define my catchment areas?
- Who is my target group?



- How many competitors are in my catchment area?
- How many prospects are in my catchment area?
- How much purchasing power is in my catchment area?
- How can I structure my sales program to respond to different consumer habits?

## Reasons and point of time for site and market analysis

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### Strategy/planning phase:

- What are the market risks and opportunities?
- Determination of alternative usages
- Optimal and sustainable configuration of the project

### Purchase decision:

- Is the purchasing price appropriate?

### Worst case scenario:

- Limitation of damage (professional crisis management)

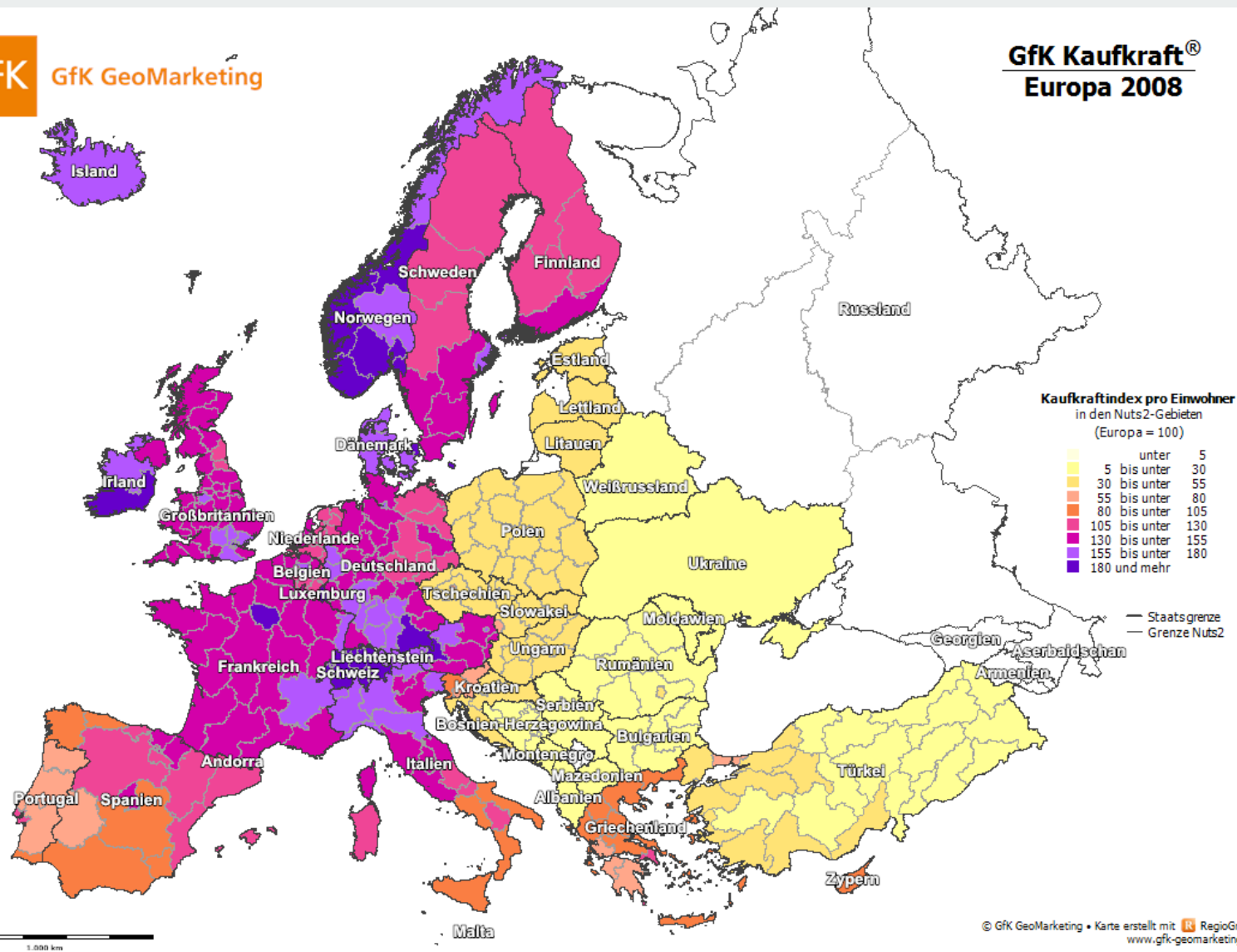


# Purchasing power in Europe

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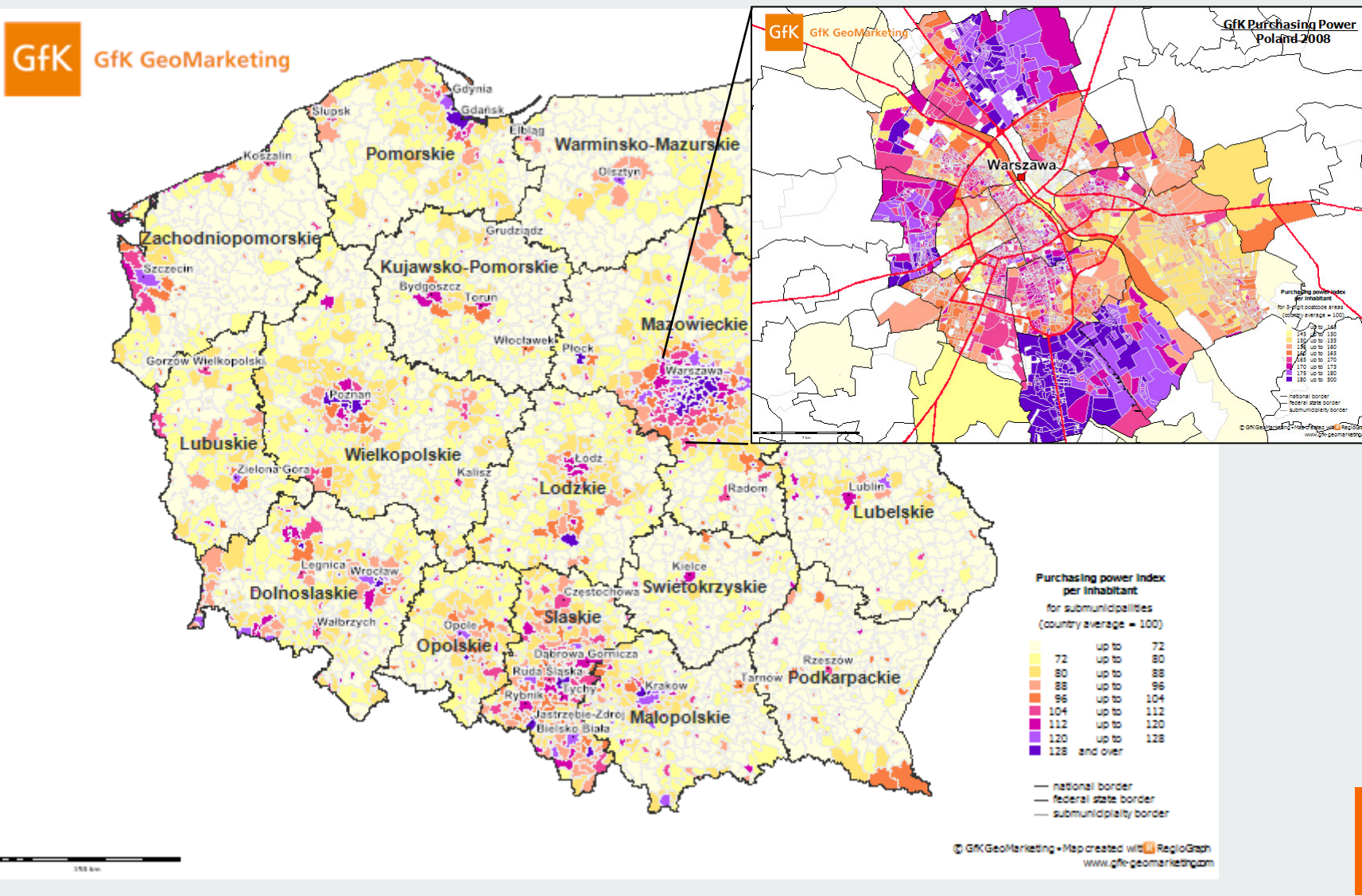
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# Purchasing power in Poland



## Local potential: Target groups and market area

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### Consumer

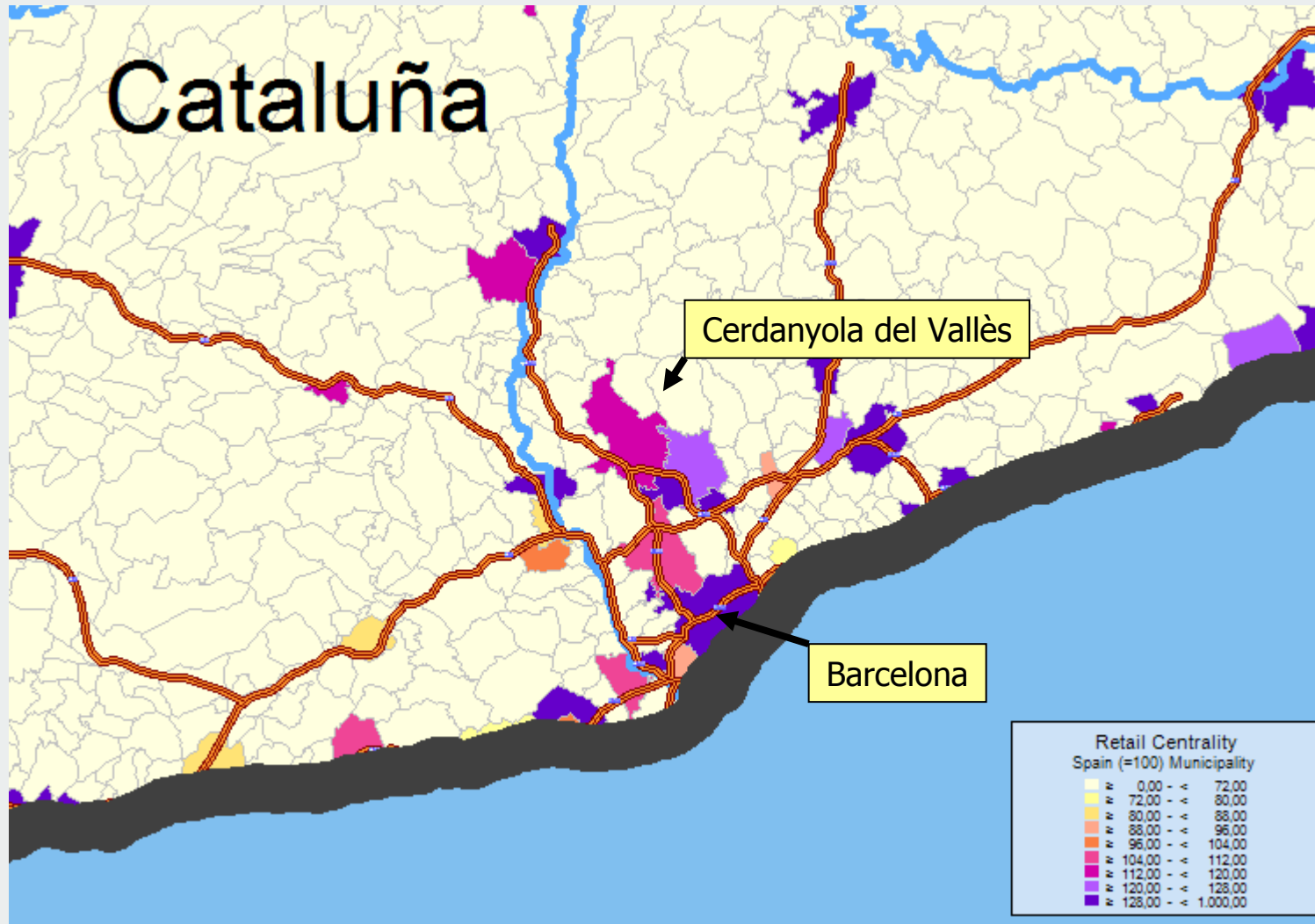
- Where does the consumer live?
- Where can you find your target group?
- What is the spending power of the immediate population?

### Retailer

Where does the consumer spend money?  
Which product lines are involved?  
What is distribution of your turnover potential?

**Who are you trying to reach?**

## Retail centrality in Spain



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# Local market potential in Spain

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## What is the retail draw of city?

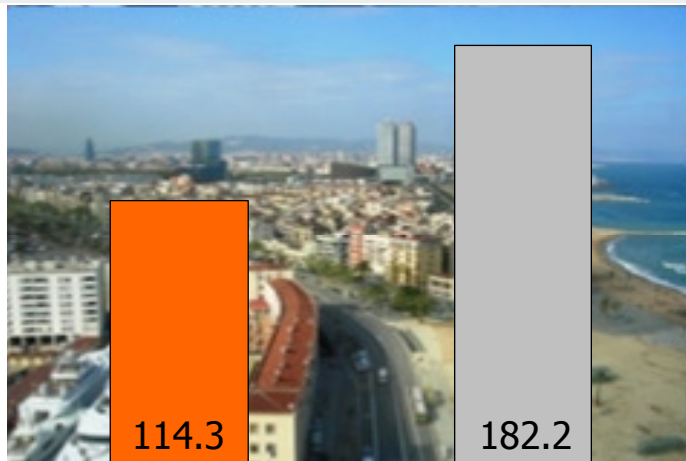
GfK Purchasing Power  
for women's wear 2007



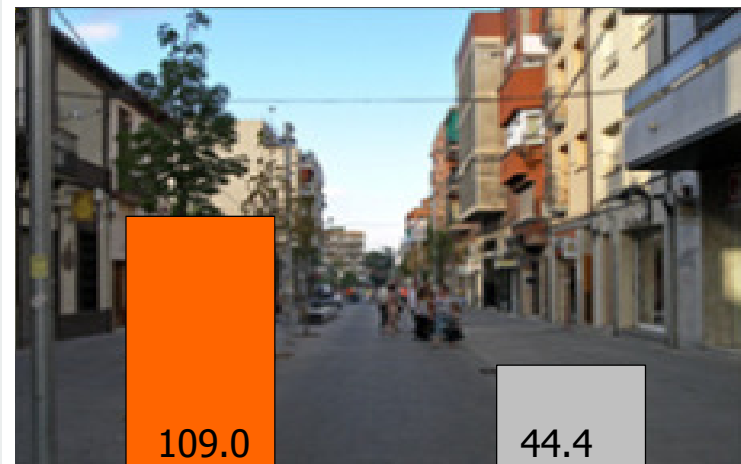
GfK Retail Turnover  
for women's wear 2007



(per capita / Spain = 100)



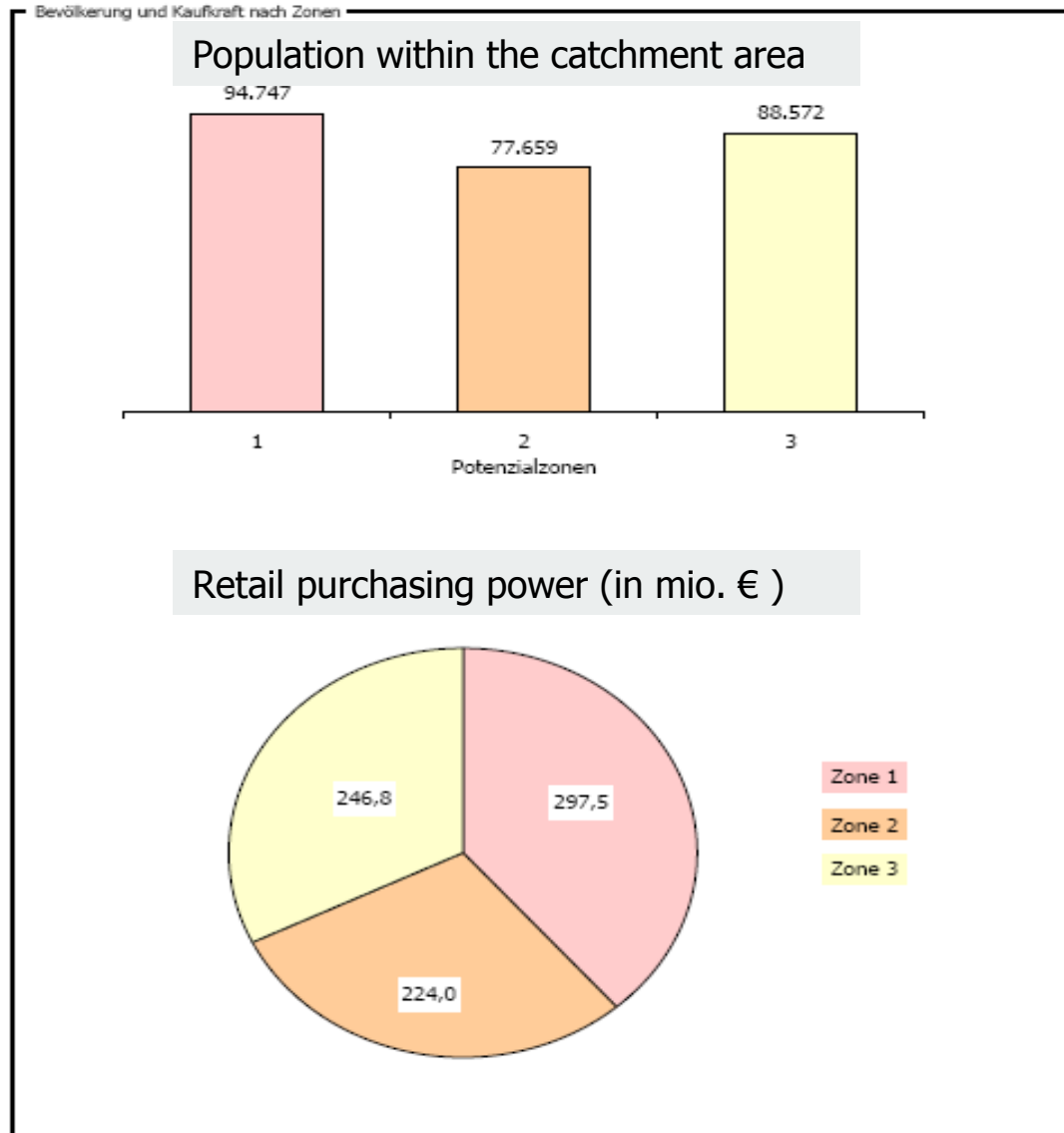
Barcelona



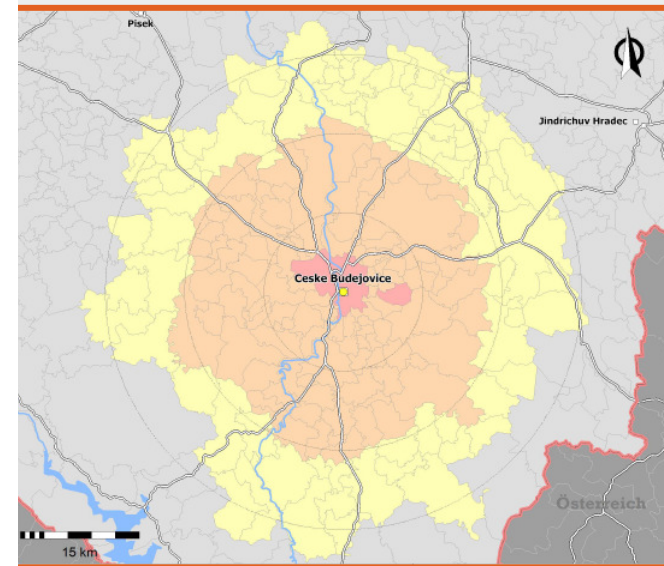
Cerdanyola del Vallès



# Demand and potential



## City of Ceske Budejovice in the Czech Republic



Catchment area is defined by  
modified time-distance zones

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## 2 Data research and evaluation



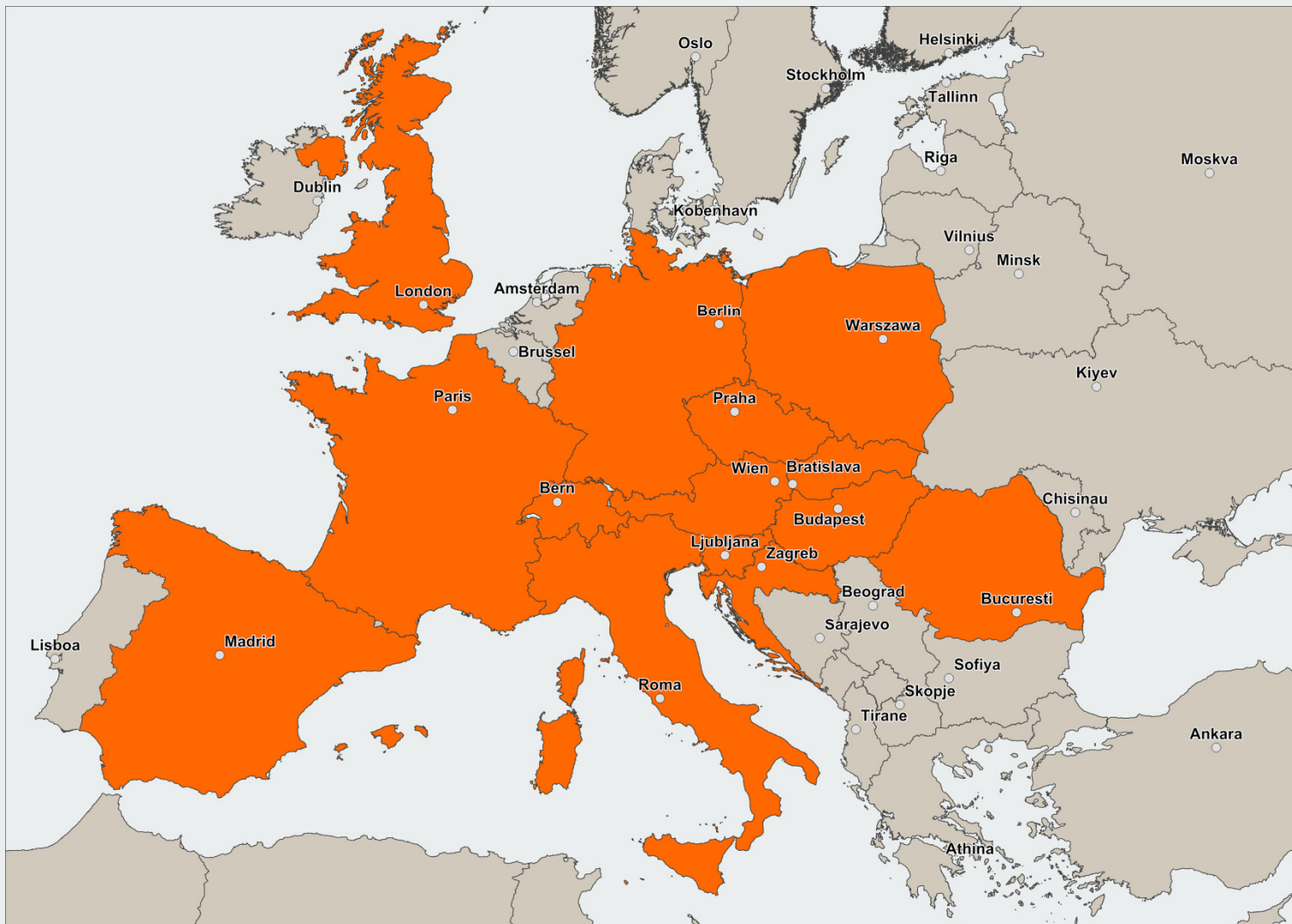
## Data sources

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- Official sources (Eurostat, national bureaus of statistics, UN, etc.)
- Private sources from national and international companies
- On-site evaluations performed by GfK GeoMarketing experts
- Data from partners
- Own calculations



# GfK GeoMarketing's international partners



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## Data relevant to purchasing power

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### **Good regional indicators:**

- Net income
- Gross income
- Average wages, salaries
- Government subsidies (pensions, social benefits, etc.)

### **Additional regional indicators:**

- GDP per capita
- Unemployment / employment rate
- Educational level
- Percentage of those employed in agriculture
- Occupational status (for example, blue collar / white collar employees, low/high level, managers, entrepreneurs)
- Age distribution of population, percentage of population that is economically active (i.e., those 20 – 65 years old)
- Population density (inhabitants per m<sup>2</sup>)
- Household possessions: Distribution of automobiles, TVs, color TVs, phones, mobile phones, PCs, washing machines, refrigerators, etc.
- Number of physicians, dentists
- Living space (Qm per capita in households)

The GfK logo consists of the letters 'GfK' in a white, sans-serif font, centered within an orange square.



## European purchasing power – regional levels

country	product	administrative level	number of units	postal level	number of units
AL	Republika e Shqipërisë	municipalities	374		
AT	Österreich /Austria	municipalities	2.379	4	2.153
BA	Bosna i Hercegovina	municipalities	142	5	611
BE	Belgique-België	municipalities	589	4	1.146
BG	Bulgaria	municipalities	264	4	4.698
BY	Republika Belarus	municipalities	138	6	3.836
CH + LI	Schweiz/Suisse/Svizzera plus Liechtenstein	municipalities	2.647	4	3.208
RS	Republika Srbija	municipalities	165	2	20
CY	Kypros / Kibris	municipalities	613	2	45
CZ	Ceska Republika	municipalities	6.249	5	3.386
DE	Deutschland	municipalities	12.228	5	8.235
DK	Danmark	municipalities	99	4	1.077
EE	Eesti	municipalities	227	5	5.230
ES	España	municipalities	8.112	5	10.949
FI	Suomi / Finland	municipalities	415	5	3.044
FR	France	municipalities	36.612	5	6.053
UK	United Kingdom	districts	436	PC sectors	9.481
GR	Ellada	submunicipalities	6.130	5	1.189
HR	Hrvatska	municipalities	556	5	942
HU	Magyarország	municipalities	3.174	4	3.049
IE	Ireland	municipalities	3.441		
IS	Ísland	municipalities	79	3	126
IT	Italia	municipalities	8.103	5	4.434
LT	Lietuva	municipalities	60	5	15.654
LU	Luxembourg (Grand-Duché)	municipalities	116	2	56
LV	Latvija	municipalities	525	4	684
MD	Moldova	municipalities	986	4	1.250
ME	Montenegro / Crna Gora	municipalities	21	2	3
MK	Poranesnata Jugoslovenska Republika Makedonija	municipalities	84	2	20
MT	Malta	municipalities	68	3	68
NL	Nederland	municipalities	443	4	4.031
NO	Norge	municipalities	431	4	3.076
PL	Polska	urban/rural municipalities	3.096	5	20.602
PT	Portugal	municipalities	4.260	4	507
RO	Romania	municipalities	3.188	6	14.166
SE	Sverige	municipalities	290	5	9.417
SI	Slovenija	municipalities	210	4	467
SK	Slovenska Republika	municipalities	2.928	5	1.491
TR	Turkiye	counties	938	5	3.237
UA	Ukraina	counties	681	3	592

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## Potential problems when analyzing data

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- Limited data availability – e.g., Albania  
Reasons: - No public statistics infrastructure compared to Western Europe
- Data collection is difficult – e.g., Russia  
Reasons: - Linguistic competence is necessary  
- Some data is not available electronically and can only be accessed in person
- Data quality varies significantly – e.g., Turkey  
Reasons: - Official bureau of statistics reformed its data reporting system  
- Distinct municipal boundaries do not exist
- Data exhibits major differences from one year to the next – e.g., Italy  
Reasons: - The political conditions have been changed in the south of Italy in order to significantly reduce the unemployment rate
- There are missing values in the data – e.g., Germany  
Reasons: - Anonymization of data in accordance with data protection regulations, which vary from federal state to federal state

### Conclusion:

In addition to rigorous research, precise market knowledge and an intensive evaluation of the data are necessary.



## **3 Case study: Location planning in Bulgaria**

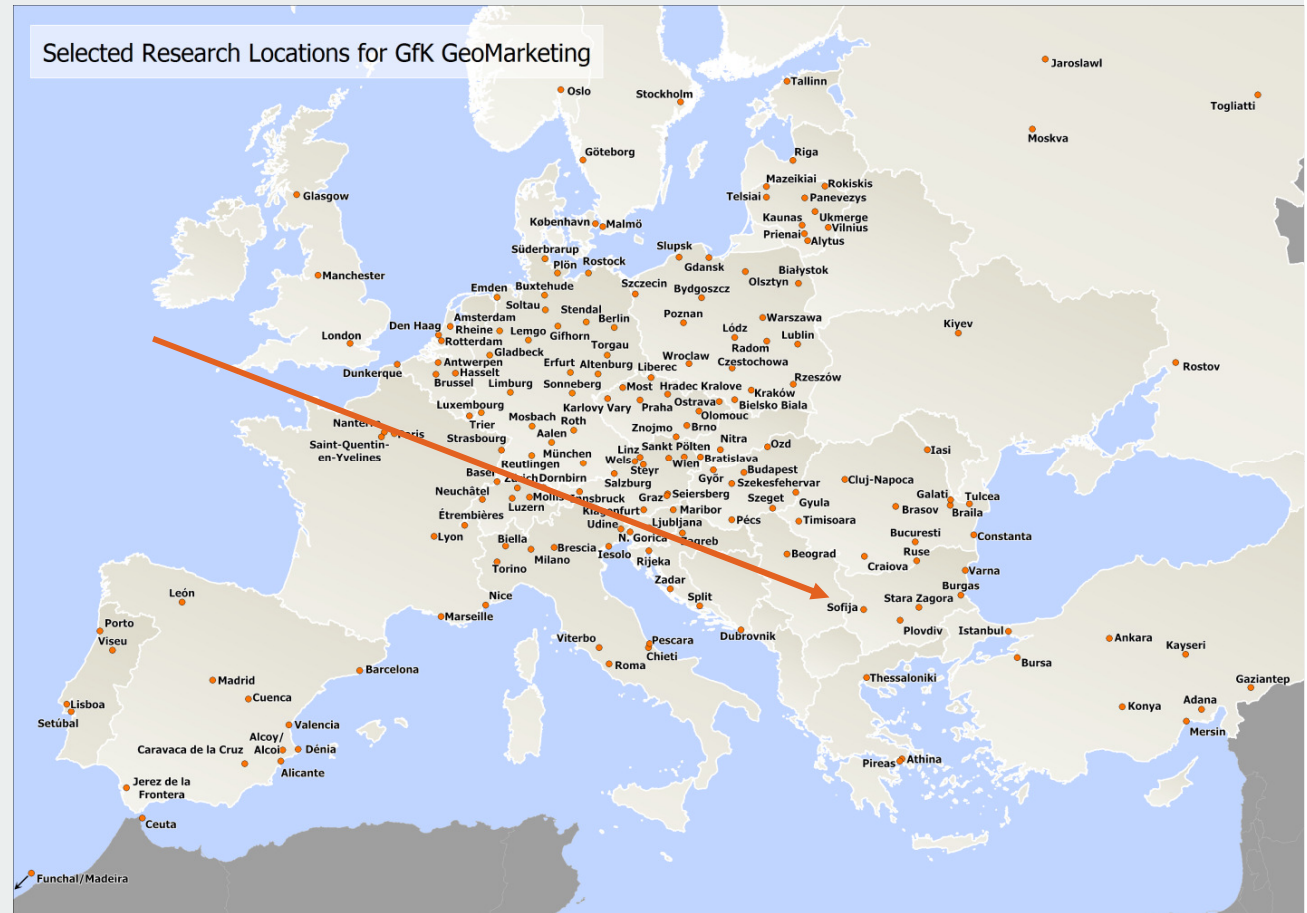


# Location and real estate consultancy

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## Appraisals for

- Investors
- Banks
- Project developers
- Retail trade
- Public authorities

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## Study objective

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Our clients needed support for an investment decision regarding the purchasing and financing of a certain commercial real estate object in Bulgaria.

This location analysis addressed the following aspects:

- Country overview (Bulgaria)
- Macro-location
- Micro-location
- Current shopping center situation and structure
- Competitive situation in the shopping center market
- Catchment area and volume demand
- Analyses of the center's sales figures and market position





# Thank you very much !



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# About GfK GeoMarketing

## Company profile

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-  Consultancy and reports
-  Market data
-  Digital maps
-  RegioGraph software

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