



Purchasing Power // Germany & Europe

Combined with other basic socio-demographic information, purchasing power can help you gain insight a variety of spatial issues, such as location planning, advertising distribution and direct marketing activities. Quantify regional sales opportunities, evaluate areas in branch network planning and locate previously untapped market potential – thanks to meaningful purchasing power data!

Purchasing power options

- Consumption potential of the population
- The figure shows the income per household that is available for consumption purposes
- Private purchasing power > Retail purchasing power > Product category purchasing power
- Specific purchasing power information: purchasing power by age group, residential purchasing power, retail purchasing power, product category-related purchasing power

- Telecommunications
- Photography, optics
- Watches, jewellery
- Books, stationery
- Sport and camping
- Vehicle repair parts and accessories
- Do-It-Yourself product category
- Baby and children's products
- Hobbies, musical instruments
- Plus many other areas

Product category-related purchasing power

- Food and luxury food
- Beverages
- Tobacco goods
- Health and body care
- Clothing
- Shoes, leather goods
- Furnishings, furniture
- Household goods, glass, porcelain
- Detergents and cleaning agents
- Electrical household appliances, lights
- Consumer electronics, electronic media
- Information technology

Coverage

- Data from different manufacturers, available in different coverage on different spatial levels
- 42 European countries, as well as other countries worldwide