

Well-founded sales planning with up-to-date market data**Update 2021 – Market data for Germany 2021**

Karlsruhe, July 6th 2021: Various purchasing power data with data vintage 2021 are now available for Germany. Updates for numerous other European and international countries will follow shortly.

Whether for nationally or internationally operating companies – comparable homogeneous data are the basis for solid analyses and planning. An up-to-date database is essential for a well-founded decision-making process. For this reason, the globally consistent and comparable geographic and market data from Michael Bauer International GmbH are subjected to continuous quality controls and regularly updated to the latest data vintage.

Purchasing power as an important planning tool across all industries

In regional sales planning, purchasing power is the most frequently used indicator for the consumption potential of a region. The general purchasing power can be an important planning tool not only for the retail sector, but also for many other industries. In addition to the professional planning of new locations based on their prospects of success, purchasing power data can also be used to plan sales areas based on their sales potential. As part of the 2021 update, the MBI purchasing power data was updated to the 2021 data vintage in order to enable companies across all industries to plan in the best possible way based on the latest data.

Specific purchasing power indicators provide deeper insights into consumer behavior

In addition to general purchasing power, MBI offers other specific purchasing power indicators for the retail sector to provide even more detailed insights into consumer behavior. Retail spending is obtained at the place of residence and shows the proportion of purchasing power available for spending in retail. The retail turnover, on the other hand, is measured at the point of sale and describes the turnover of local retail trade. The retail centrality index puts those two indicators in relation and thus provides a measure of the attractiveness of a shopping location. The retail centrality index can be used to estimate the extent to which the local retail trade is able to attract supra-regional customers. With the help of these indicators, which were also recently updated to the 2021 data vintage, areas can be evaluated according to their strengths and weaknesses and unexploited potential can be localized. In addition, these specific purchasing power indicators allow marketing activities to be focused locally.

Online retail spending available for Germany for the first time

In recent years, there has been an increasing movement away from traditional brick-and-mortar towards online retail. The Corona pandemic further increased the importance of online retailing. Many consumers who previously preferred brick-and-mortar retail made their first purchases online. Even after the end of the pandemic, a large number of consumers will continue to shop online and there will be a general and permanent change in shopping behavior. In order to reflect this development, the new 2021 update also provides specific insights into online retail spending for Germany for the first time.

Consumer spending provides information about what the disposable income is being spent on

Consumer spending supplies potential data specifically tailored to the assortment. This provides companies with targeted insights into purchasing power for various product categories. It describes the amount of disposable income available to consumers in a region for spending in retail or proportionately online for the respective product range. Unlike general purchasing power, it not only includes total disposable income but also what it is ultimately spent on. To optimize location analyses, improve advertising planning, and provide advantages in direct marketing, consumer spending for Germany has also been updated to the 2021 data vintage. For Europe, consumer spending by product groups provides information on 20 internationally consistent and comparable product groups. The data for this indicator is also updated regularly.

Purchasing power data can be visualized geographically - together with our postcode, administrative or microgeographic boundaries, they enable even more effective and efficient decision-making. Therefore, all studies are available at the level of municipalities or municipalities with 10,000 or more inhabitants and 5-digit postcodes as well as at the higher levels.

About Michael Bauer International GmbH

MBI geographic data - globally consistent and comparable

Being a specialist for small-scale data for Geomarketing, Michael Bauer International has grown to one of the largest global data providers for over ten years. MBI unites passion and scientific know-how to provide globally consistent and comparable geographic data.

Today MBI is not only recognized as a key data source but is also the preferred data provider for the largest leading GIS software and technology companies globally. For a vast variety of companies, MBI's data is the foundation for location-based questions related to company locations as well as branch and distribution networks. MBI mobile data offers valuable insights into the global consumer behavior and their customer journey.

Companies from all industries are supplied with up-to-date data for market analyses and visualization by MBI, to take informed and data-based decisions.

MBI is one of the first global HERE Technologies Distributors. HERE is the leading provider in the development of digital maps and location-based services.

Both Michael Bauer Research GmbH and Michael Bauer Micromarketing GmbH are part of the Michael Bauer Group.

For more information, please visit www.mbi-geodata.com.

Michael Bauer International Press and Public Relations:

Jessica Hablowetz

Marketing Manager

Greschbachstr. 12

76229 Karlsruhe

+49 721-46470339

jessica.hablowetz@mbi-geodata.com

www.mbi-geodata.com