

Michael Bauer International GmbH launches new data product “MBI Trends” analyzing changes and developments in population, purchasing power and consumer spending data

Karlsruhe, May 16th 2023: Michael Bauer International GmbH (MBI), a leading provider of geographic, market and risk data, just announced the launch of their new data product, "MBI Trends." This new offering is a valuable add-on to MBI's population and purchasing power data as well as consumer spending by product groups and provides businesses with the ability to analyze changes and trends.

MBI Trends offers critical insights into whether key figures have strongly increased, moderately increased, remained unchanged, moderately decreased, or strongly decreased compared to the last MBI data update. By observing these trends, businesses can gain an understanding of how the market is evolving and identify opportunities for growth.

The current socio-economic data from MBI are suitable for numerous analyses, but only ever depict a certain point in time. To gain a more comprehensive understanding of changes, developments, and trends, however, a period of time must be observed. This is where MBI Trends comes in. Unlike traditional data sets that often only provide a snapshot of the market at a single point in time, MBI Trends enables businesses to track trends and changes over a period of time. This allows companies to perform trend analysis without licensing complete data sets from previous years.

MBI Trends helps businesses stay ahead of the competition

By utilizing trend analysis alongside data on population, purchasing power and consumer spending, businesses can effectively pinpoint new growth opportunities and develop a deeper understanding of their target audience. It is a valuable tool for companies to align their business strategy with future market conditions and thus gain a competitive advantage. With MBI Trends, businesses can now easily and affordably incorporate these insights into their strategic planning to provide them with a competitive edge and help them stay ahead of the curve.

"The MBI Trend product is a game-changer when it comes to analyzing data," said Ray Roberts-York, Managing Director of MBI. "Unlike historical data, which can be expensive to acquire and produce, MBI Trends offers a cost-effective alternative that provides accurate and reliable insights. It presents businesses with an efficient way to identify patterns and trends in data, enabling them to make informed decisions quickly without the overload of historical data."

MBI Trends is now available as an add-on to MBI's **Population** and **Purchasing Power Data**, as well as **Consumer Spending by Product Groups**. To learn more about MBI Trends, please **contact our Sales Team**.

About Michael Bauer International GmbH

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.

With CONIAS Risk Intelligence, we provide in-depth and data-driven information about the current and emerging dynamics of political conflicts worldwide. We support internationally operating companies and organizations in identifying political risks to location, logistics and investment security at an early stage and in developing targeted adaptation strategies.

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**.

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