An NIQ Company

GfK Retail Turnover

International

Applications

GfK Retail Turnover is a valuable dataset for all companies involved in retail trade.

- **Sales planning / External sales force management**

Evaluate your external sales forces based on objective criteria. By comparing the turnover generated in your sales territories with these areas' actual potential, you can objectively evaluate the performance of your sales representatives. Use these results to set sales targets and secure sustainable turnover.

- **Location assessment / Location planning**

Determine the regional turnover potential for your locations and branches. Find out if potential locations will allow you to achieve your turnover targets and make decisions accordingly. You can also use the GfK Retail Turnover dataset to evaluate the performance of your existing locations according to objective criteria.

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Basis of calculation

Information on a given region's retail-related turnover is obtained from various data sources. The data basis thus varies significantly from country to country and is the product of intensive research by GfK GeoMarketing. Frequently official and business statistics are consulted. Statistics from relevant trade associations are also used. Thanks to the GfK's worldwide network, GfK GeoMarketing has access to colleagues' on-site data sources in the countries of interest. Finally, GfK GeoMarketing draws on data obtained from Its own location research activities.

Turnover related to the following stationary retail product groups is taken into account when calculating GfK Retail Turnover:

- Food and luxury items
- Clothing, shoes
- Household-related products (including furniture, flooring items, electronics, textiles, garden supplies, cleaning items)
- Medicinal products as well as health and body-care items
- Education and entertainment items (e.g., TVs, radios, books, photography supplies, magazines, toys, sports equipment)
- Personal items (watches, jewelry, etc.)

Automobile accessory purchases are taken into account, but automobile replacement part and fuel purchases are not considered by the study.

Retail turnover figures are calculated through a comprehensive regional comparison that employs supra-regionally comparable data sources in the context of desk research. However, these figures are not meant to replace those acquired through on-site location reports and appraisals of individual cities or city areas. This is because these latter assessments are carried out individually according to geographically distinct compilation regions.

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Data structure

Regional code (e.g., regional identifier, postcode, etc.)

Regional designator (e.g., municipality name, postcode name)

Inhabitants and households

GfK Retail Turnover – sum in millions €
This dataset calculates the turnover (in millions of euros) for which the retailers of a given area are responsible.

GfK Retail Turnover – per mill as a ‰
GfK Retail Turnover in per mill values reveals the retail turnover that retailers of a given region contribute to the nationwide retail turnover. Per mill values thus express a given region's retail turnover with respect to the nationwide retail turnover, multiplied by 1,000. The sum of all per mill values equals 1,000.

GfK Retail Turnover – per inhabitant in €

GfK Retail Turnover – index per inhabitant (country = 100)
The index per inhabitant is based on the national average (index = 100). For example, an index value of 110 would indicate that the retailers of the region in question generate 10% more turnover per inhabitant than the national average.

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Regional levels

We provide the GfK Retail Turnover dataset in a consistently high quality for all municipalities and postcodes with a certain minimum number of establishments and turnover (this figure varies according to the available data for the country in question).

GfK Retail Turnover can also be obtained for specific areas of your choice, such as your company's catchment areas or external sales regions.

1

Administrative regions

- federal states
- counties
- urban/rural districts
- municipalities

2

Postal regions

- 1-digit postcodes
- 2-digit postcodes
- 5-digit postcodes

3

Client-specific regions

- sales regions
- catchment areas

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Time series comparisons

Our high-quality data allow you to make precise regional comparisons. However, we advise against using our data for time series comparisons due to ongoing methodological refinements that have been implemented over the years. These refinements mean that results can vary from year to year – for example, due to changes in data sources and the statistical methods used to compile and calculate our data.

GfK GeoMarketing places 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 would have to ignore the discovery and emergence of improved methods and data sources. This would be a mistake in our view. Moreover, frequent administrative changes hinder the ability to carry out accurate time series comparisons.

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Questions?

Contact us at any time.

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