

Market data prices

GfK Economic Demographics**

product code	regional level	price	
3BASISDE1	counties and greater metropolitan areas	EUR	998 €

GfK Age Ranges**

product code	regional level	price	0 €
3EWALTERDE4	counties and greater metropolitan areas, municipalities, five-digit postal code districts	EUR	1.600 €

GfK Demographics**

product code	regional level	price	
3BVSDE4	counties and greater metropolitan areas, municipalities, five-digit postal code districts	EUR	2.900 €
3BVSDE6	city neighborhoods		by request
3BVSDE7	streets		by request
3BVSDE8	street segments		by request

GfK Euro Socio Styles (Roper Consumer Styles)**

product code	regional level	price	
3ESSDE4	counties and metropolitan areas, municipalities, five-digit postal code districts	EUR	4.200 €
3ESSDE6	city neighborhoods		by request
3ESSDE7	streets		by request
3ESSDE8	street segments		by request

GfK Financial Services Potential** - 1 product group

product code	regional level	price	
3FINANZDE4	counties and greater metropolitan areas, municipalities, five-digit postal code districts	EUR	4.200 €
3FINANZDE6	city neighborhoods		by request
3FINANZDE7	streets		by request
3FINANZDE8	street segments		by request

GfK Purchasing Power*

product code	regional level	price	
3KKZDE4	=`In Reihenfolge IN ARBEIT`!AA16	EUR	998 €
3KKZDE6	city neighborhoods		by request
3KKZDE7	streets		by request
3KKZDE8	street segments		by request

*This entry is for the German dataset. See the GfK Purchasing Power Europe entry for a list of countries for which data are provided.

GfK Purchasing Power by Age Group**

product code	regional level	price	
3KKZADE4	counties and greater metropolitan areas, municipalities, five-digit postal code districts	EUR	1.950 €

GfK Retail Purchasing Power*

product code	regional level	price	
3KKZEHDE4	counties and greater metropolitan areas, municipalities, five-digit postal code districts	EUR	2.800 €
3KKZEHDE6	city neighborhoods	EUR	by request
3KKZEHDE7	streets	EUR	by request
3KKZEHDE8	street segments	EUR	by request

*Please contact us for a list of countries for which retail purchasing power data are available.

GfK Purchasing Power for Retail Product Lines -- 1 FOOD product line (such as bread and baked goods)**

product code	regional level	price	
3KKZSGDE4	counties and greater metropolitan areas, municipalities, five-digit postal code districts	EUR	3.600 €
3KKZSGDE6	city neighborhoods		by request
3KKZSGDE7	streets		by request
3KKZSGDE8	street segments		by request

GfK Purchasing Power for Retail Product Lines -- 1 NON-FOOD product line (such as toys)**

product code	regional level	price	
3KKZSPDE4	=\In Reihenfolge IN ARBEIT!\AP112	EUR	3.600 €
3KKZSPDE6	city neighborhoods		by request
3KKZSPDE7	streets		by request
3KKZSPDE8	street segments		by request

GfK Purchasing Power Europe

product code	regional level	price	
	counties and greater metropolitan areas, municipalities, postcodes (where available)	EUR	
3KKZAL	GfK Purchasing Power Albania	EUR	650 €
3KKZAT	GfK Purchasing Power Austria	EUR	998 €
3KKZBY	GfK Purchasing Power Belarus	EUR	1.650 €
3KKZBE	GfK Purchasing Power Belgium	EUR	750 €
3KKZBA	GfK Purchasing Power Bosnia	EUR	1.250 €
3KKZBG	GfK Purchasing Power Bulgaria	EUR	990 €
3KKZHR	GfK Purchasing Power Croatia	EUR	990 €
3KKZCY	GfK Purchasing Power Cyprus	EUR	550 €
3KKZCZ	GfK Purchasing Power Czech Republic	EUR	990 €
3KKZDK	GfK Purchasing Power Denmark	EUR	990 €
3KKZEE	GfK Purchasing Power Estonia	EUR	990 €
3KKZFI	GfK Purchasing Power Finland	EUR	1.990 €
3KKZFR	GfK Purchasing Power France	EUR	1.990 €
3KKZUK	GfK Purchasing Power Great Britain	EUR	850 €
3KKZGR	GfK Purchasing Power Greece	EUR	990 €
3KKZHU	GfK Purchasing Power Hungary	EUR	990 €
3KKZIS	GfK Purchasing Power Iceland	EUR	600 €
3KKZIE	GfK Purchasing Power Ireland	EUR	650 €
3KKZIT	GfK Purchasing Power Italy	EUR	1.290 €
3KKZLV	GfK Purchasing Power Latvia	EUR	990 €
3KKZLT	GfK Purchasing Power Lithuania	EUR	1.650 €
3KKZLU	GfK Purchasing Power Luxembourg	EUR	550 €
3KKZMK	GfK Purchasing Power Macedonia	EUR	650 €
3KKZMT	GfK Purchasing Power Malta	EUR	990 €
3KKZMD	GfK Purchasing Power Moldova	EUR	990 €
3KKZME	GfK Purchasing Power Montenegro	EUR	550 €
3KKZNL	GfK Purchasing Power Netherlands	EUR	750 €
3KKZNO	GfK Purchasing Power Norway	EUR	1.990 €
3KKZPL	GfK Purchasing Power Poland	EUR	1.990 €
3KKZPT	GfK Purchasing Power Portugal	EUR	850 €
3KKZRO	GfK Purchasing Power Romania	EUR	1.690 €
3KKZCS	GfK Purchasing Power Serbia	EUR	550 €
3KKZSK	GfK Purchasing Power Slovakia	EUR	990 €
3KKZSI	GfK Purchasing Power Slovenia	EUR	750 €
3KKZES	GfK Purchasing Power Spain	EUR	1.990 €
3KKZSE	GfK Purchasing Power Sweden	EUR	1.990 €
3KKZCH	GfK Purchasing Power Switzerland	EUR	998 €
3KKZTR	GfK Purchasing Power Turkey	EUR	1.690 €
3KKZUA	GfK Purchasing Power Ukraine	EUR	1.290 €

GfK POS Turnover for Retail*			
product code	regional level	price	
3POSDE4	counties and greater metropolitan areas, municipalities with populations >10.000, five-digit postal code districts	EUR	4.900 €

*Please contact us for a list of countries for which the data are available.

GfK POS Turnover for Clothing**			
product code	regional level	price	
3POSTEDE4	counties and greater metropolitan areas, municipalities with populations >40.000, postcodes	EUR	11.500 €

GfK POS Turnover for Furniture**			
product code	regional level	price	
3POSMÖDE4	counties and greater metropolitan areas, postcodes	EUR	3.900 €

GfK Retail Centrality*			
product code	regional level	price	
3ZENTRADE4	counties and greater metropolitan areas, municipalities with populations >10.000, five-digit postal code districts	EUR	7.200 €

Please contact us for a list of countries for which the data are available.

GfK Commuter Flows**			
product code	regional level	price	
3PENDDE2	municipalities	EUR	4.950 €

GfK Location Classification**			
product code	regional level	price	
3RTDE2	municipalities	EUR	990 €

GfK Office Supplies Potential** - foundational dataset			
product code	regional levels	price	
	Counties and greater metropolitan areas	EUR	1.950 €
	Counties and greater metropolitan areas, municipalities, five-digit postcode districts	EUR	5.900 €

GfK Office Supplies Potential** - 1 product group			
product code	regional levels	price	
3POTBPDE1	Counties and greater metropolitan areas	EUR	2.900 €
3POTBPDE4	Counties and greater metropolitan areas, municipalities, five-digit postcode districts	EUR	7.500 €

GfK Profile and Distribution of Businesses**			
product code	regional level	price	
3GEWGDE4	municipalities, five-digit postal code districts	EUR	6.100 €
3GEWGDE6	city neighborhoods		by request
3GEWGDE7	streets		by request
3GEWGDE8	street segments		by request

Geomarketing software			
product code	version	price	
1R10	RegioGraph 10 - German or English version	EUR	998 €
1D10	DISTRICT 10 - German or English version	EUR	1.998 €
	MartViewer		by request

English versions of RegioGraph and DISTRICT include a map set of a European country of the customer's choice.

** Dataset only available for Germany.

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