

## Press release

# New GfK market study on retail in Europe

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**GfK GeoMarketing has conducted a survey of the retail situation in Europe. Compiled on behalf of the European Shopping Centre Trust (ESCT), the study was presented at the ICSC European Conference in Prague on April 28, 2010.**

GfK GeoMarketing recently conducted a study on European retail in 2009 and a prognosis for 2010. The data were compiled and evaluated on behalf of the European Shopping Centre Trust (ESCT). The study provides a Europe-wide overview of retail-relevant data. It features evaluations of the following GfK data for all European countries, including Russia and Turkey: GfK Purchasing Power, retail turnover, retail expenditures as a share of the population's total expenditures, 2010 turnover prognosis, inflation rates as well as sales area provision and productivity for each European country.

"Although the worst of the crisis seems to be behind us, difficult conditions still characterize the retail situation in many countries," comments Olaf Petersen, GfK retail expert. "Like the job market, the retail branch is typically more of a follower rather than a driver of economic development. Our data, facts and prognoses provide perspective and insight on Europe's multifaceted and dynamic retail situation."

### About the study

GfK GeoMarketing's calculations of turnover and purchasing power are carried out in euros based on the average 2009 exchange rate for the related currency (as reported by the ECB). Information and data status correspond to March 2010 (meaning that the EU Commission's "Interim Forecast February 2010" was taken into account). The study was commissioned by the European Shopping Centre Trust (ESCT) and presented in April at the ICSC European Conference in Prague. The study is available upon request from GfK GeoMarketing as a 12-page, English-language compendium.

**Additional information** on the study can be found at  
[http://www.gfk-geomarketing.com/ggm\\_retail-europe](http://www.gfk-geomarketing.com/ggm_retail-europe).

### About Olaf Petersen

Olaf Petersen is a member of GfK GeoMarketing's management board and the head of the company's Real Estate Consulting division. He has been active in location and real estate research at GfK since 1998. Prior to that, he was chief economist at the German Trade Association (Handelsverbands BAG).

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### **Download illustrations**

Print-quality illustrations can be found at [www.gfk-geomarketing.com/esct-compendium](http://www.gfk-geomarketing.com/esct-compendium).

### **About GfK GeoMarketing**

GfK GeoMarketing is one of the largest providers of geomarketing services in Europe for customers and users from all branches of trade. Key business areas include:

-  Consultancy and reports
-  Market data
-  Digital maps
-  Geomarketing software RegioGraph

GfK GeoMarketing is one of the leading independent providers of consultancy services in the area of real estate and location research. The company produces studies and reports for customers from the retail, public authority, investment, banking and project development sectors.

The company is a subsidiary of the globally active GfK Group. Ranked fourth among the world's market research institutes, the GfK is represented in 100 countries with over 115 subsidiaries and 10,000 employees.