INTERNATIONAL PURCHASING POWER FOR RETAIL PRODUCT LINES

What is GfK Purchasing Power for Retail Product Lines?

GfK Purchasing Power for Retail Product Lines reveals the region-specific demand for retail and mail-order goods in both the food and non-food sectors.

Detailed knowledge regarding the purchasing power for specific product lines according to region gives you a decisive competitive advantage. Use GfK Purchasing Power for Retail Product Lines to hone in on your target groups and tailor marketing campaigns as well as goods and services based on regional variations in your market.

The international GfK Purchasing Power for Retail Product Lines dataset …

- is updated annually
- is based on various surveys and analyses of consumer shopping behavior as well as analyses carried out by GfK Consumer Panels
- reveals the purchasing power potential for 16 food- and non-food product lines
- is available for a wide range of European and international countries, and offers coverage from the level of federal states and municipalities down to postcodes

Applications

Local category management

Use the dataset to compare your product-line specific turnover for your catchment area to the corresponding data on purchasing power potential. This reveals your market penetration for the product line(s) in question, allowing you to better plan, evaluate and manage your local product offering.

Sales force management and sales controlling

Use data on regional purchasing power potential to create external sales territories with comparable levels of potential. Compare the turnover generated by your external sales force staff to the available potential in these regions to objectively gauge employee performance. This also reveals strengths and weaknesses in your market, allowing you to focus your activities in areas where they will have the greatest impact.

Location planning and evaluation

Use Purchasing Power for Retail Product Lines to identify optimal sites for new business locations. Decide whether to enter a new market or expand existing operations based on the available purchasing power potential in the regions in question. You can also quickly and efficiently evaluate your existing locations.

Direct marketing

You can better target your marketing actions and save time and money by knowing the locations of the households with the highest purchasing power for a specific product group. For example, boost your response rate by concentrating your mailings in areas with particularly high levels of purchasing power.

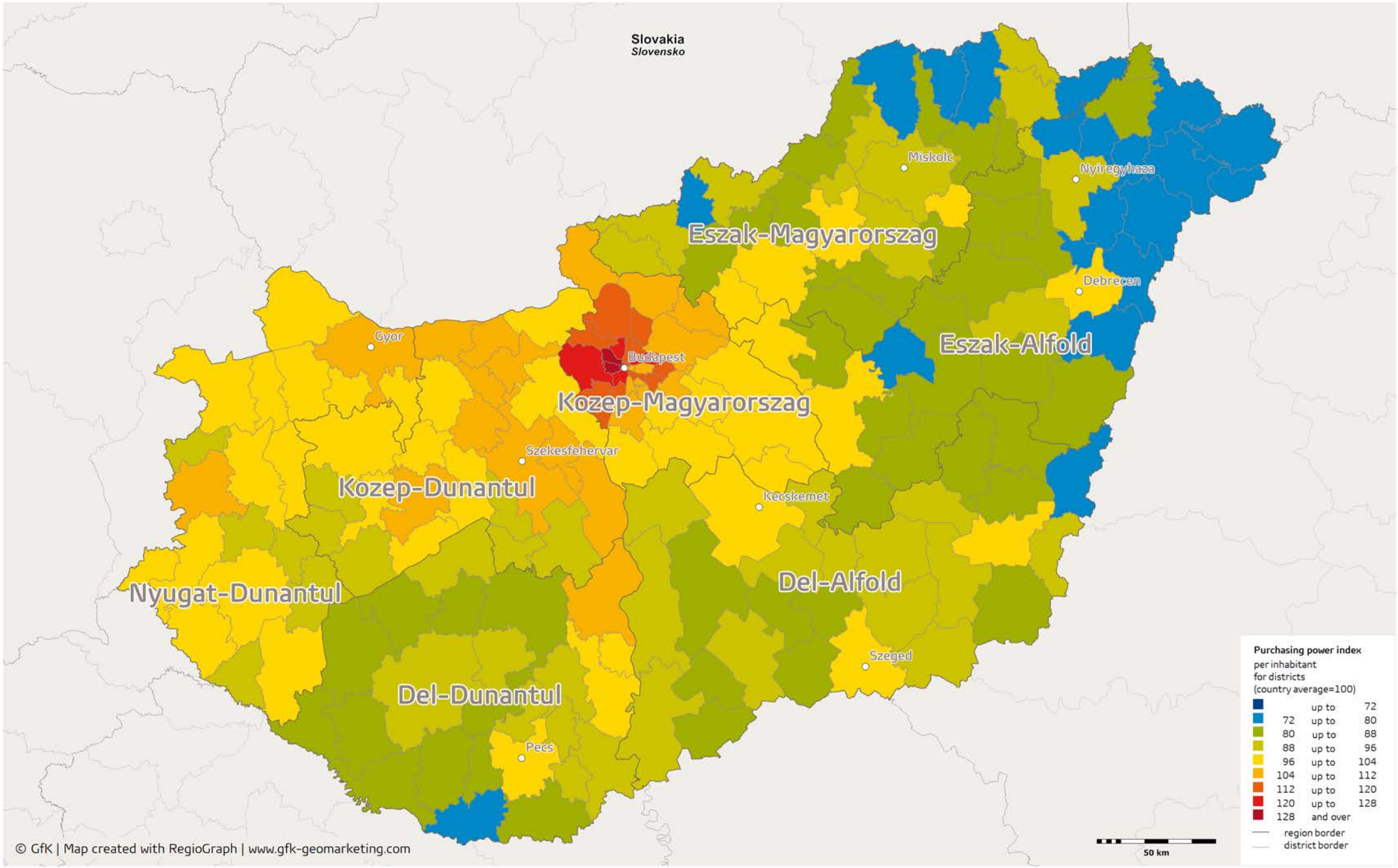
Overview of countries and retail product lines

1. Hungary
2. Netherlands
3. Austria
4. Switzerland
5. Finland
6. Sweden
7. Romania
8. Slovenia
9. Czech Republic
10. Slovakia
11. Spain
12. Denmark

	Retail product lines
01 food items	0101 food
	0102 alcohol-free beverages
	0103 alcoholic beverages
	0104 tobacco products
02-16 non-food items	02 health and hygiene products
	03 clothing
	04 shoes, leather goods
	05 furnishings
	06 household products, glass, porcelain
	07 electrical household appliances
	08 to 11 consumer electronics, ICT, photography
	12 watches, jewelry
	13 books, stationery
	14 to 15 sporting goods, hobbies and recreation
	16 home improvement items

Hungary

GfK Retail Purchasing Power Hungary



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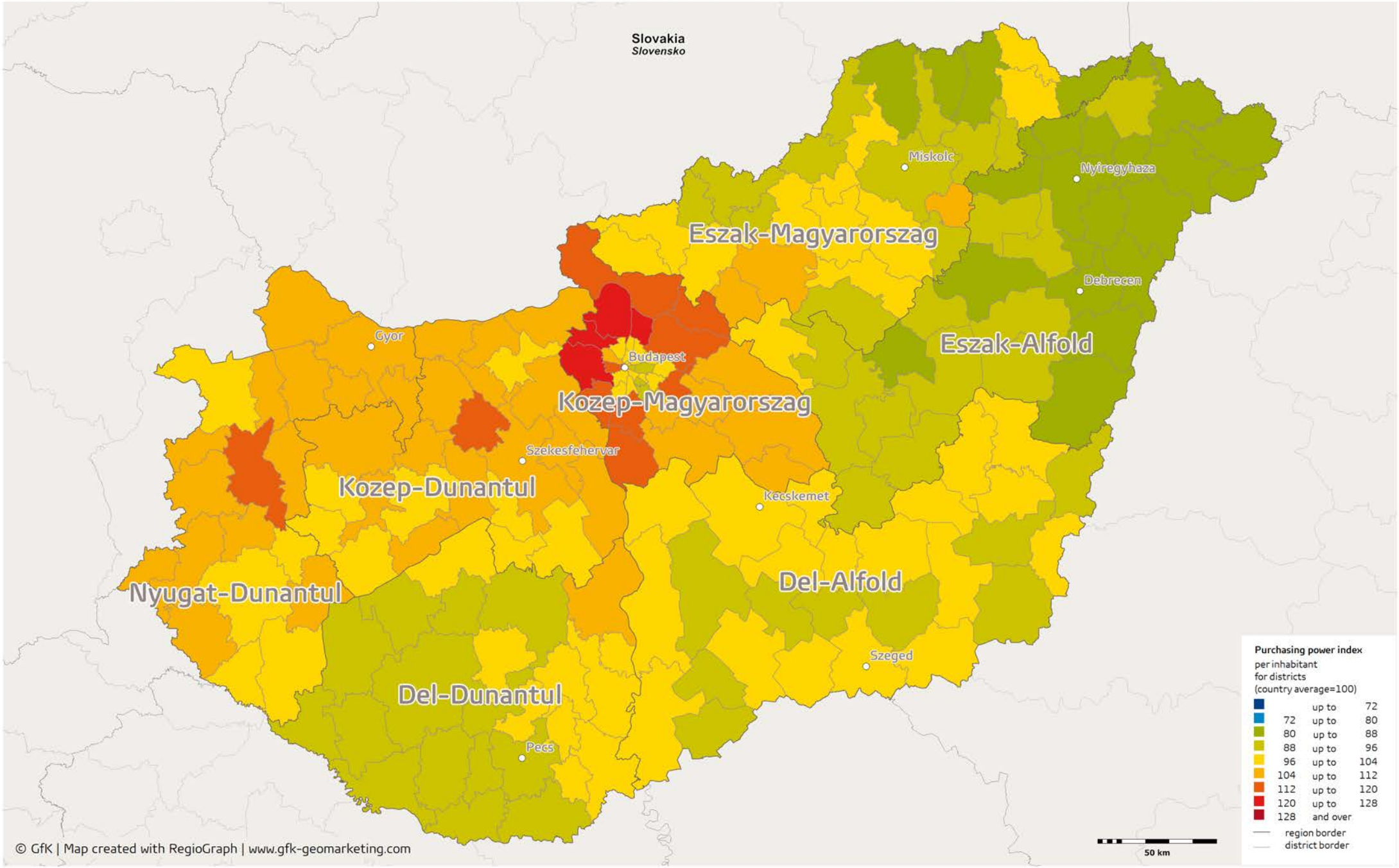
GfK Purchasing Power for food and related items Hungary



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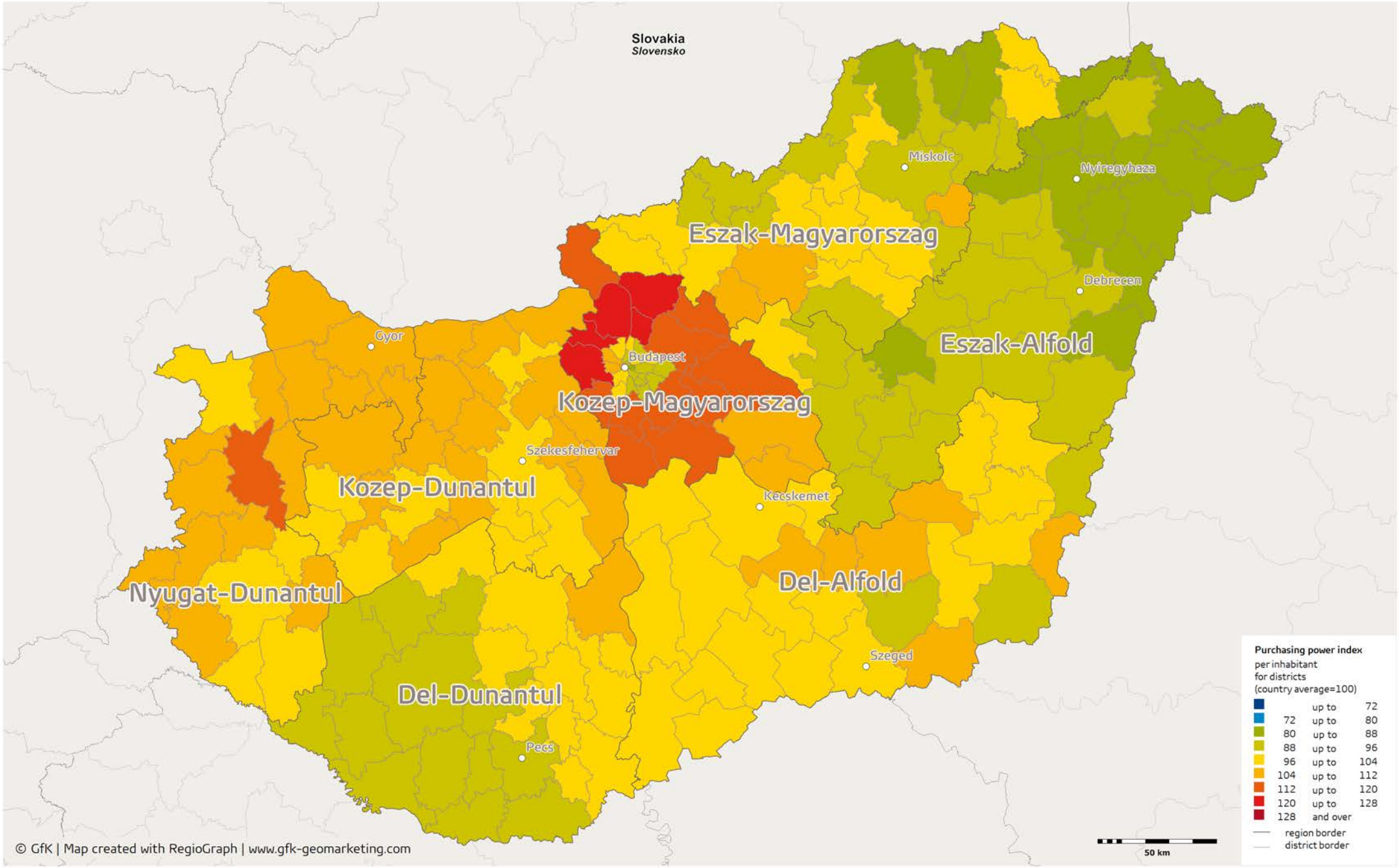
GfK Purchasing Power for food Hungary



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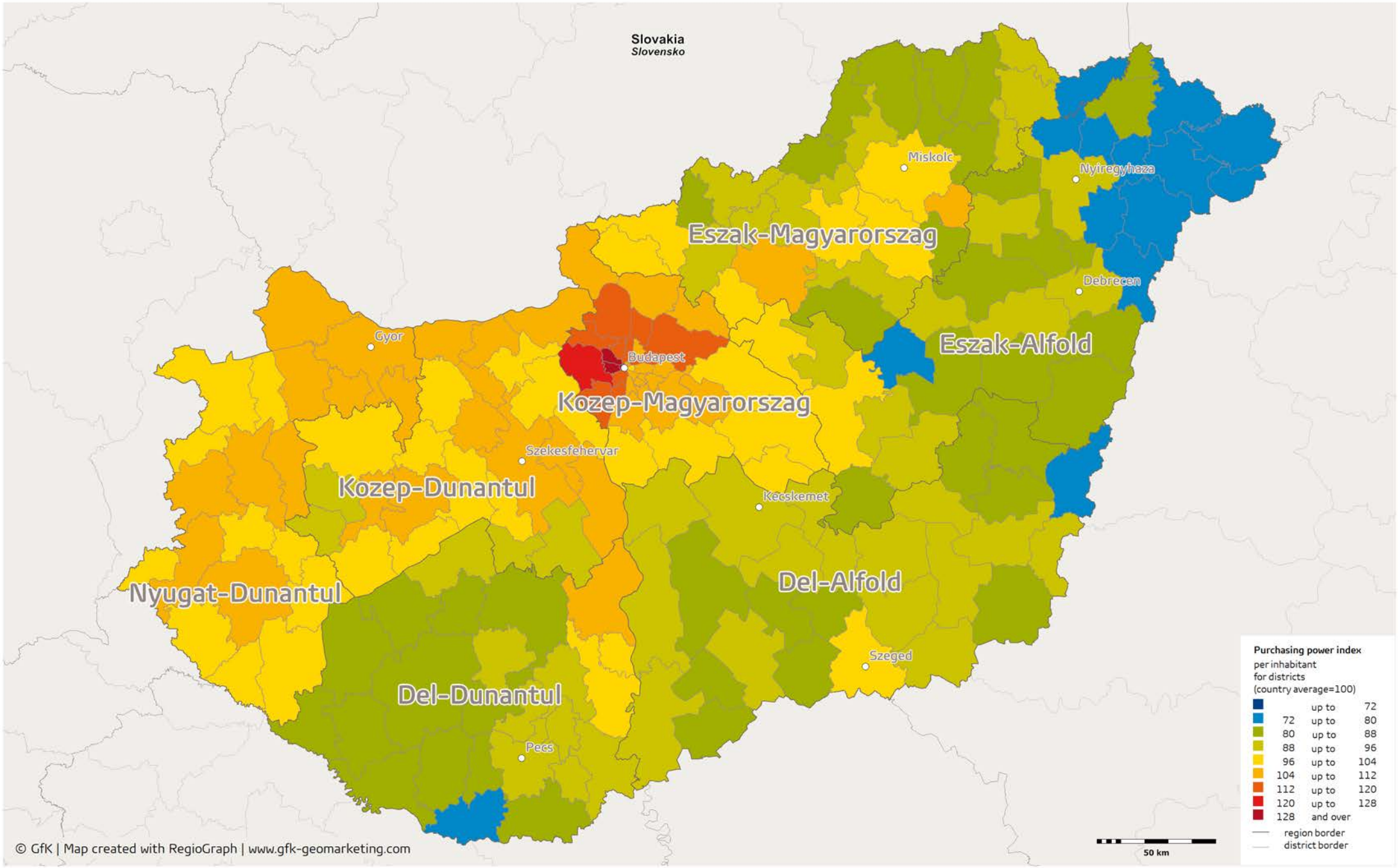
GfK Purchasing Power for alcohol-free beverages Hungary



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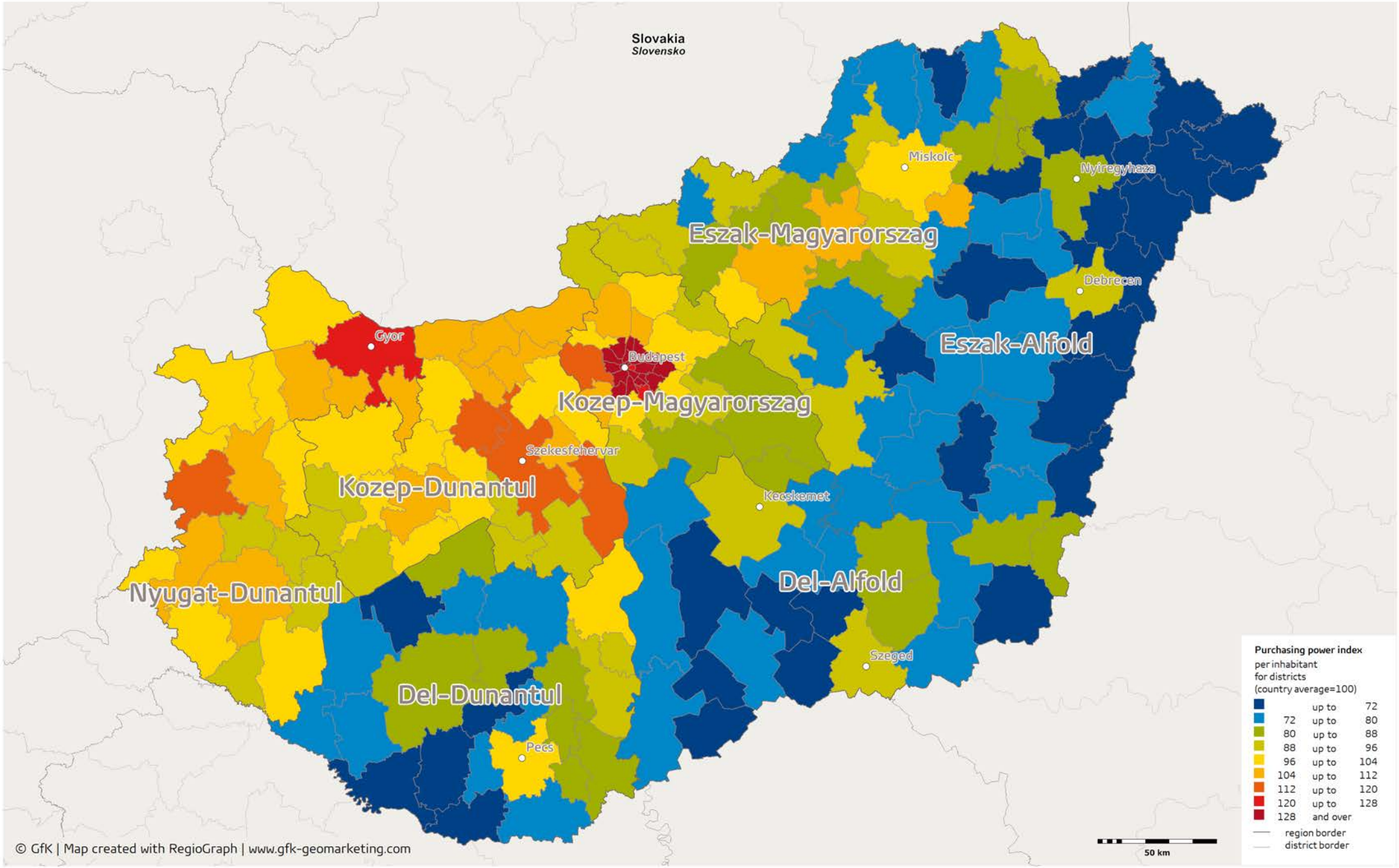
GfK Purchasing Power for alcoholic beverages Hungary



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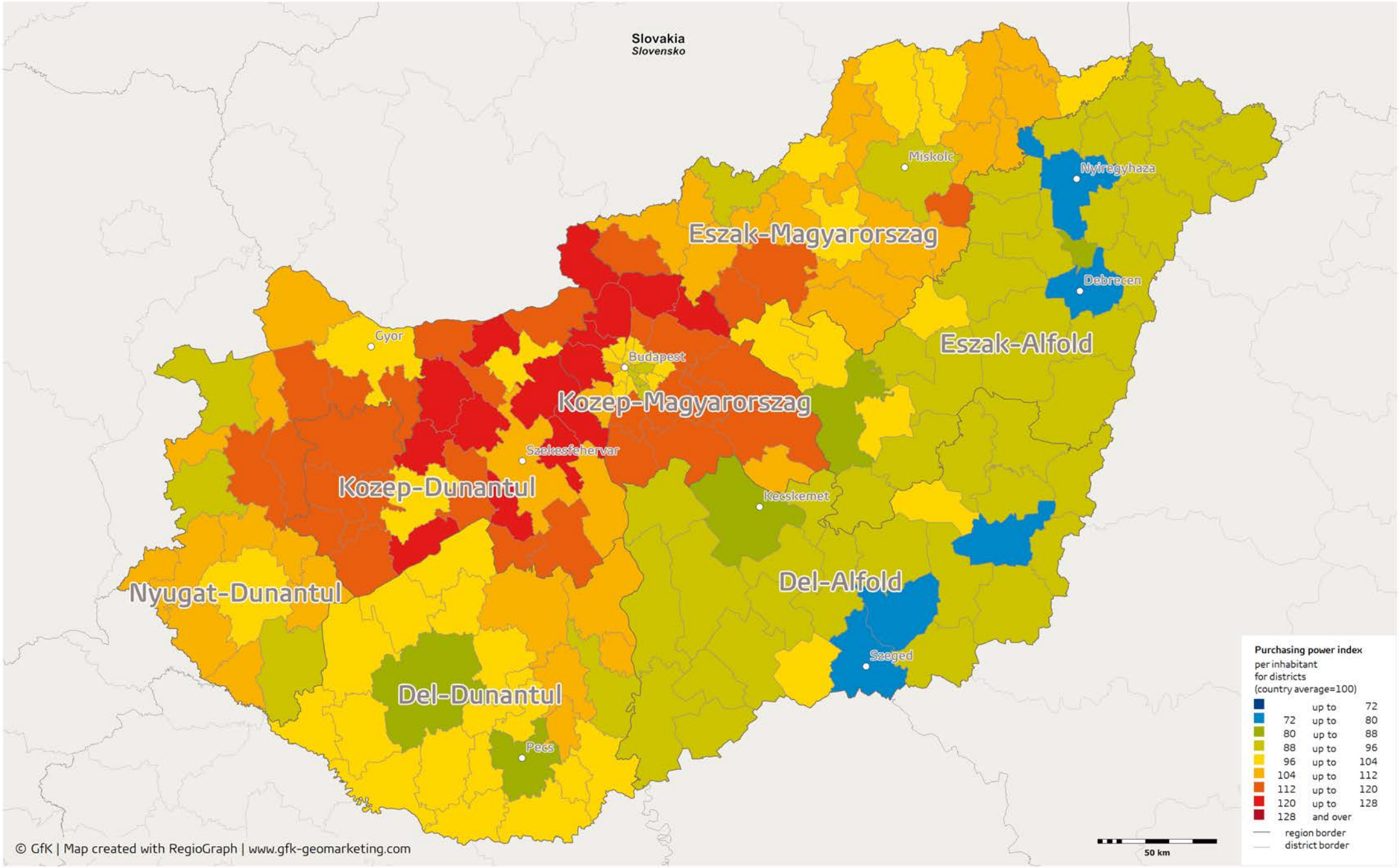
GfK Purchasing Power for tobacco products Hungary



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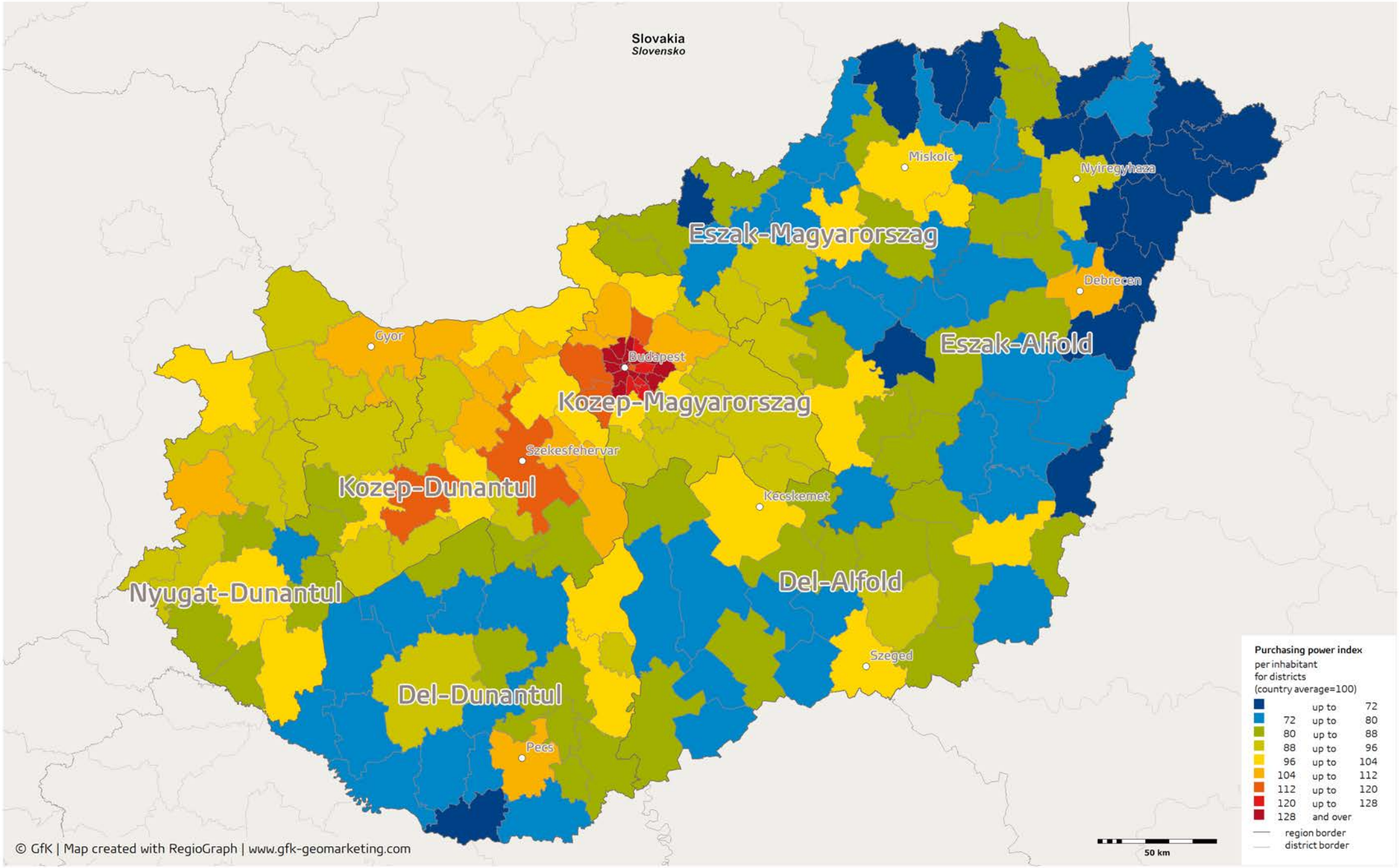
GfK Purchasing Power for non-food items Hungary



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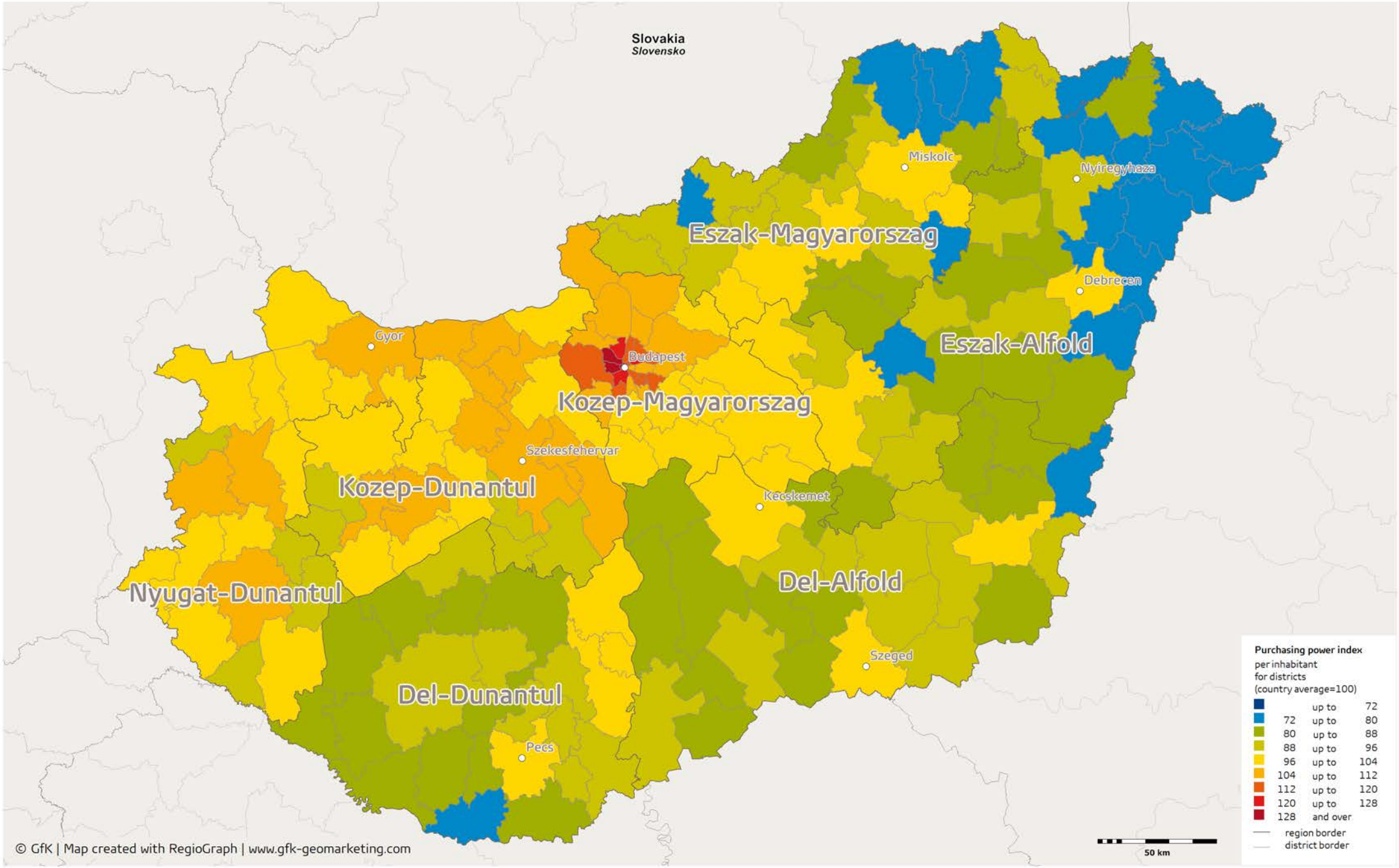
GfK Purchasing Power for health and hygiene products Hungary



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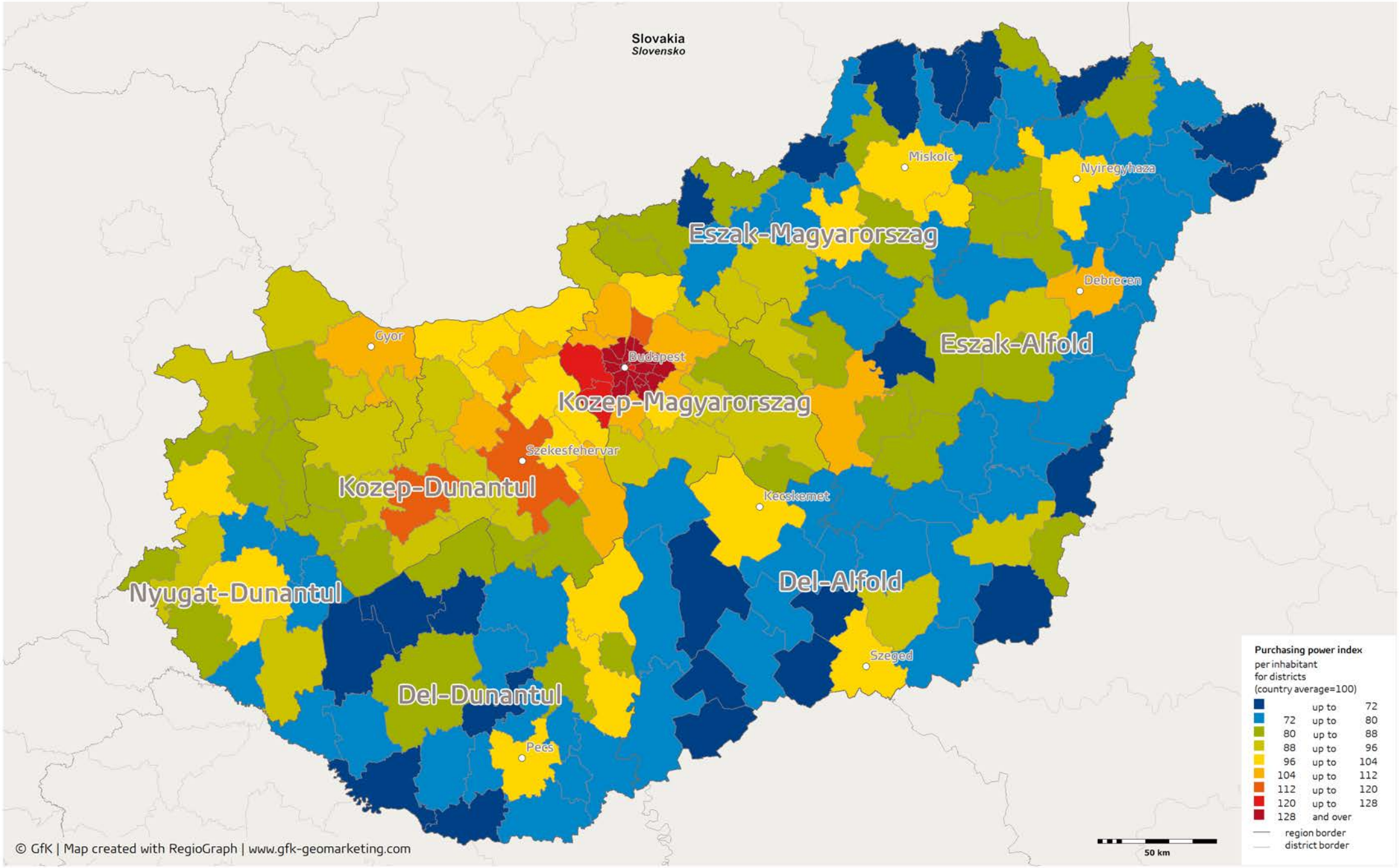
GfK Purchasing Power for clothing Hungary



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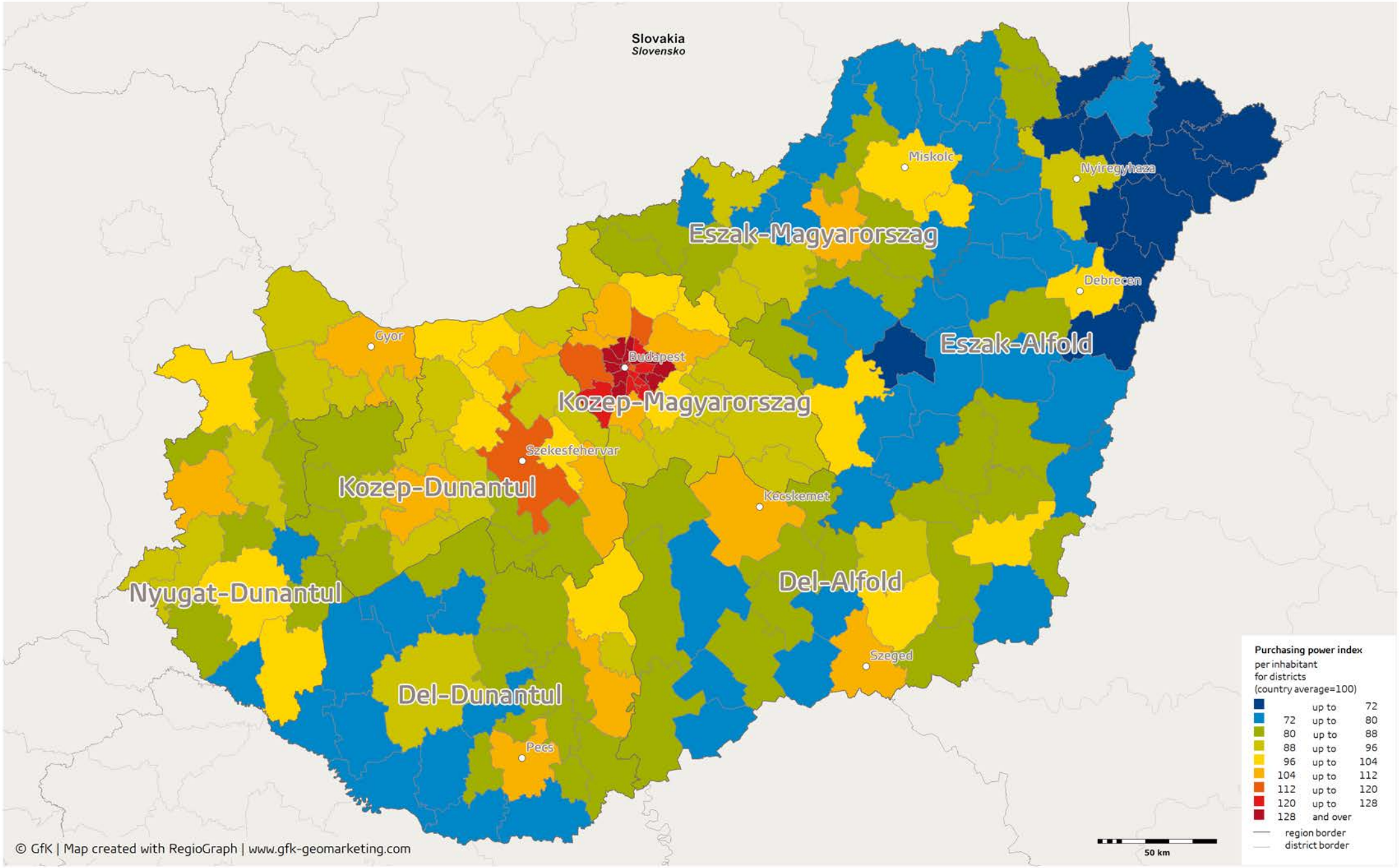
GfK Purchasing Power for shoes, leather goods Hungary



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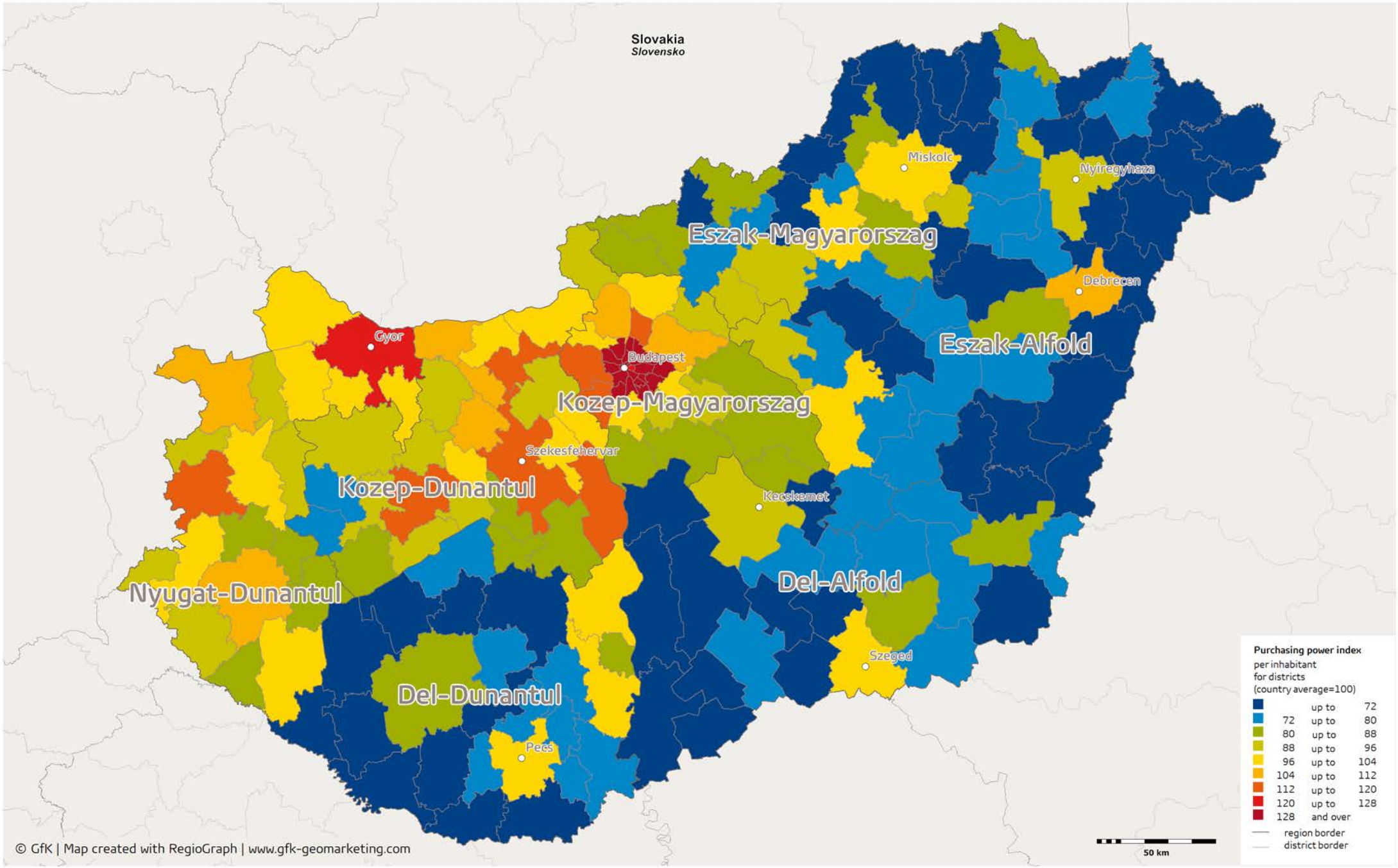
GfK Purchasing Power for furnishings Hungary



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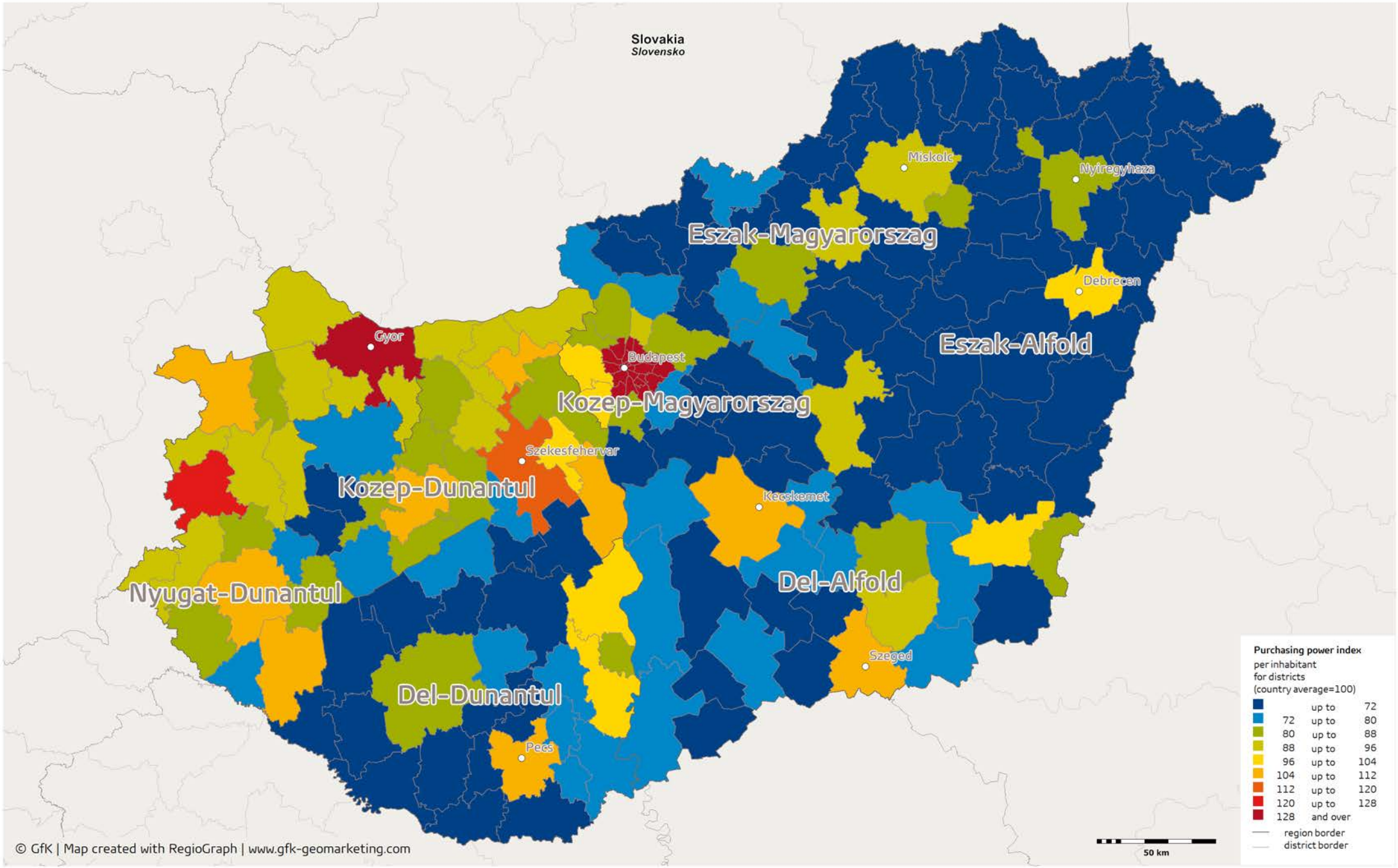
GfK Purchasing Power for household products, glass, porcelain Hungary



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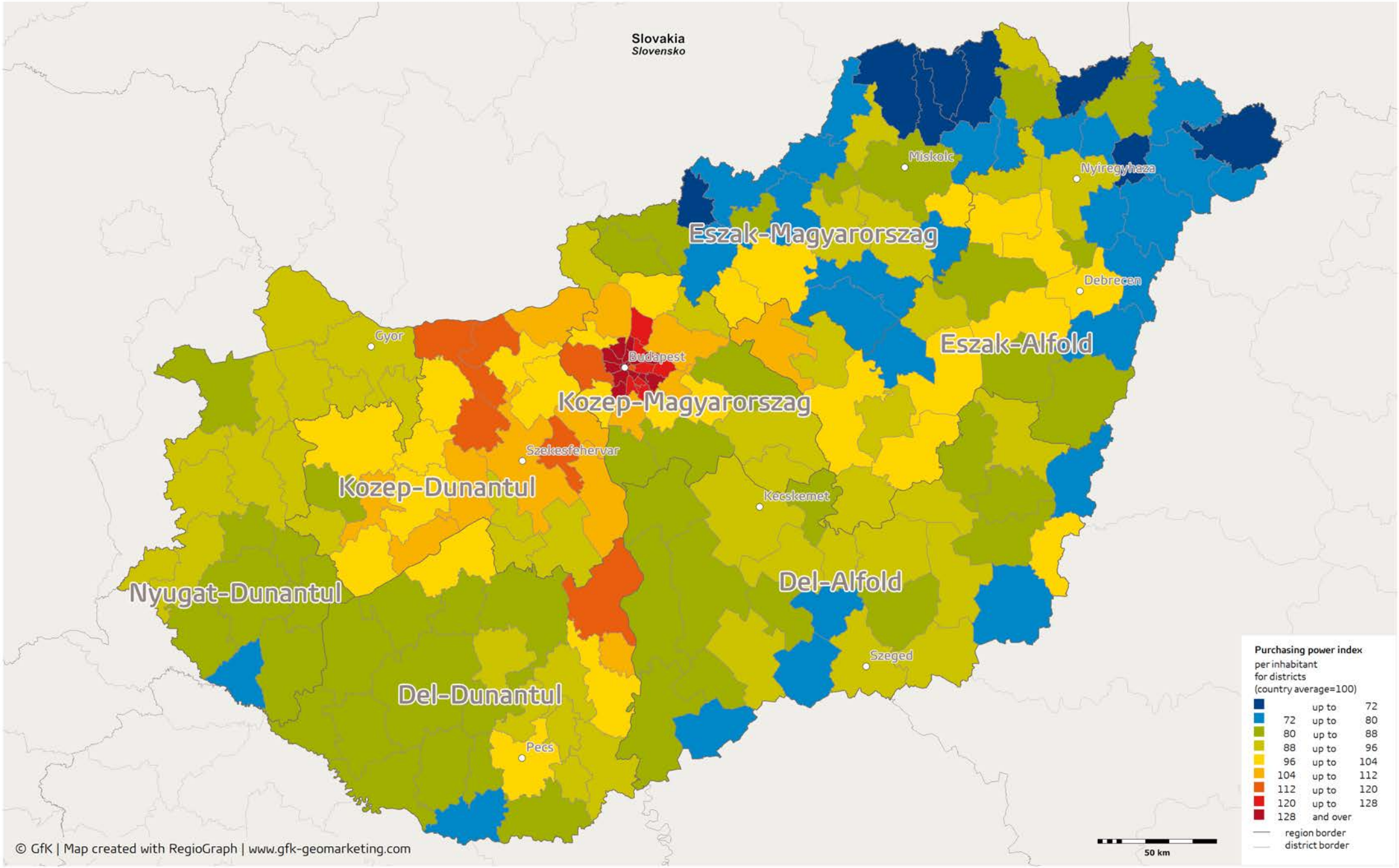
GfK Purchasing Power for electrical household appliances Hungary



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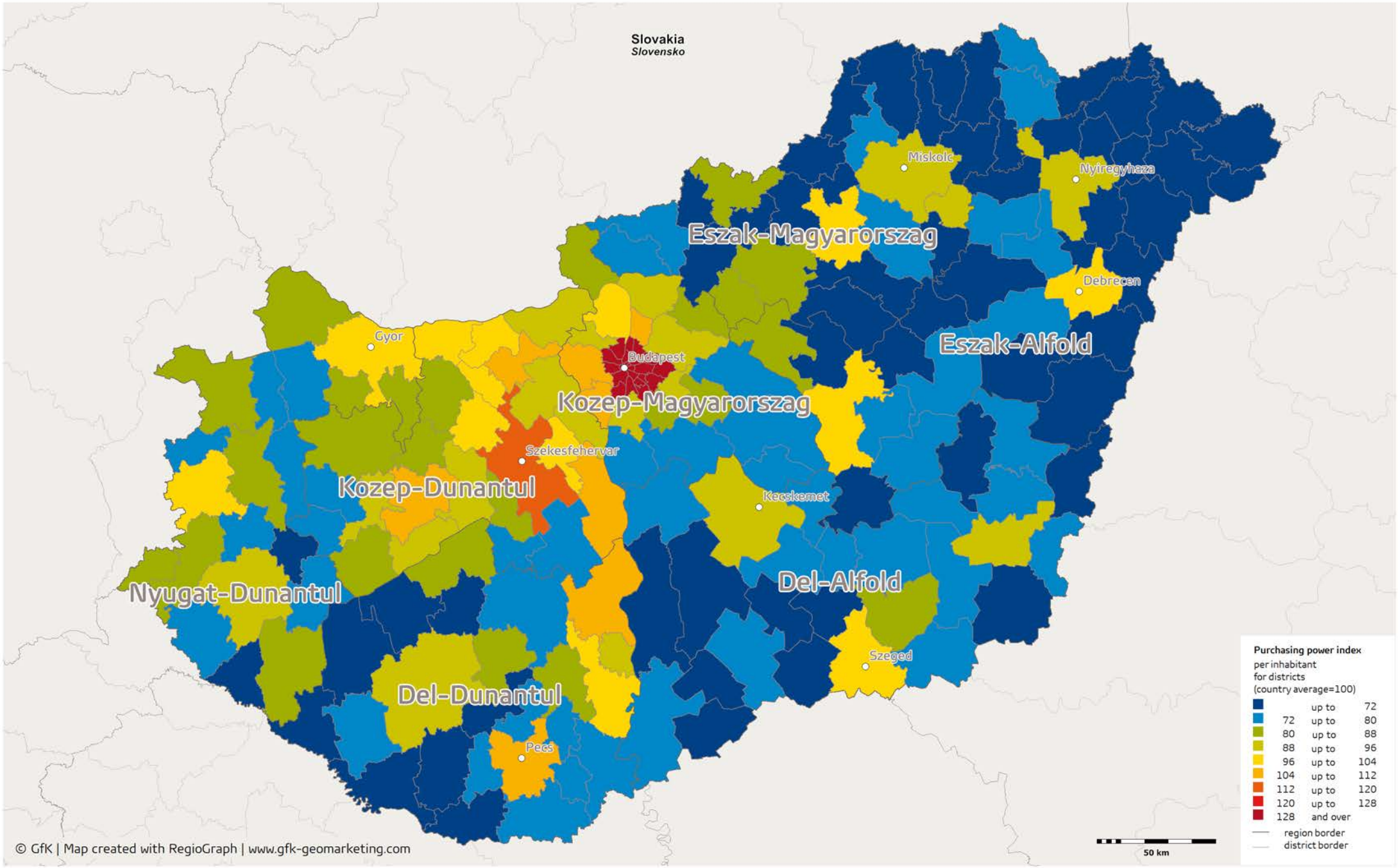
GfK Purchasing Power for consumer electronics, ICT, photography Hungary



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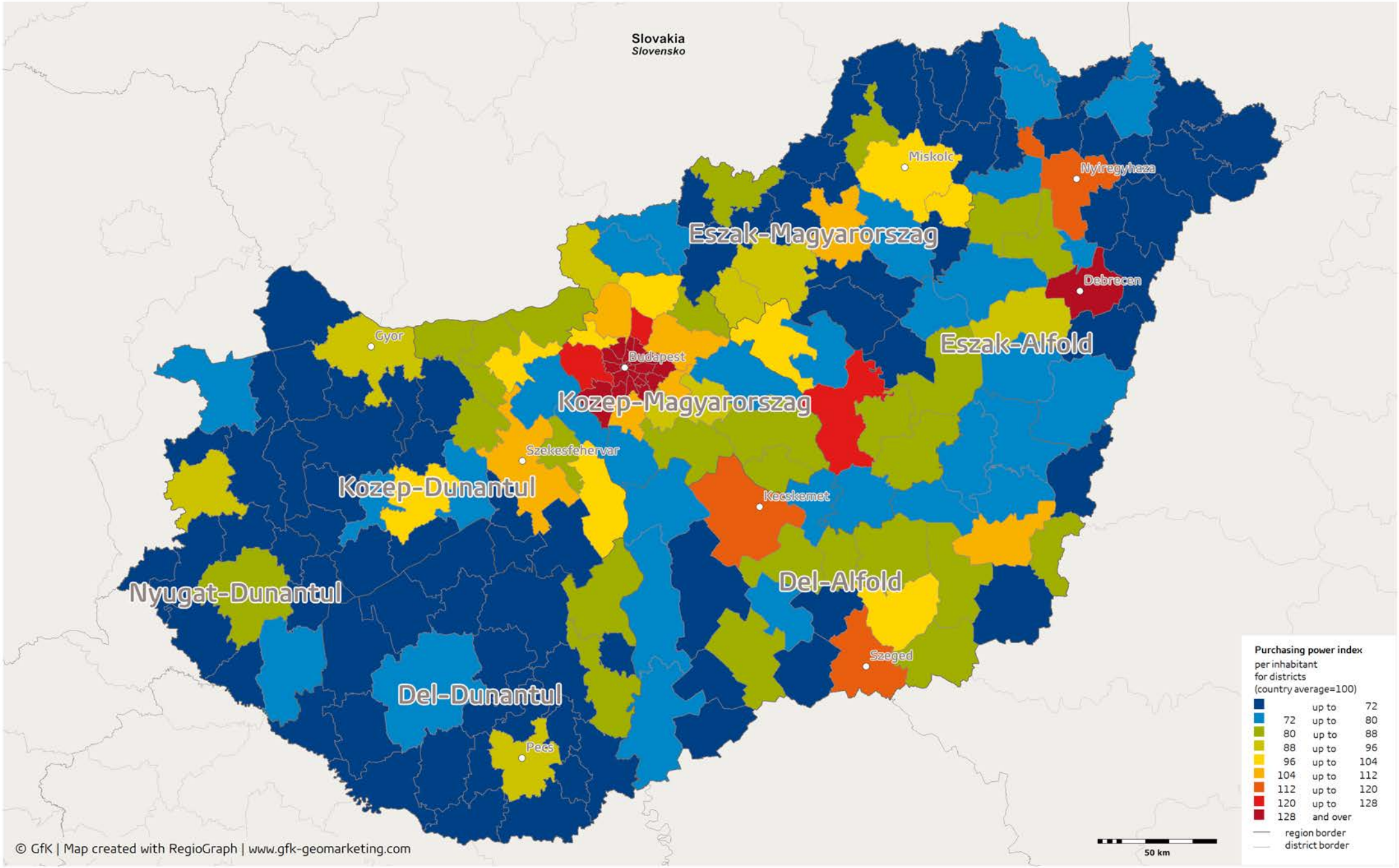
GfK Purchasing Power for watches, jewelry Hungary



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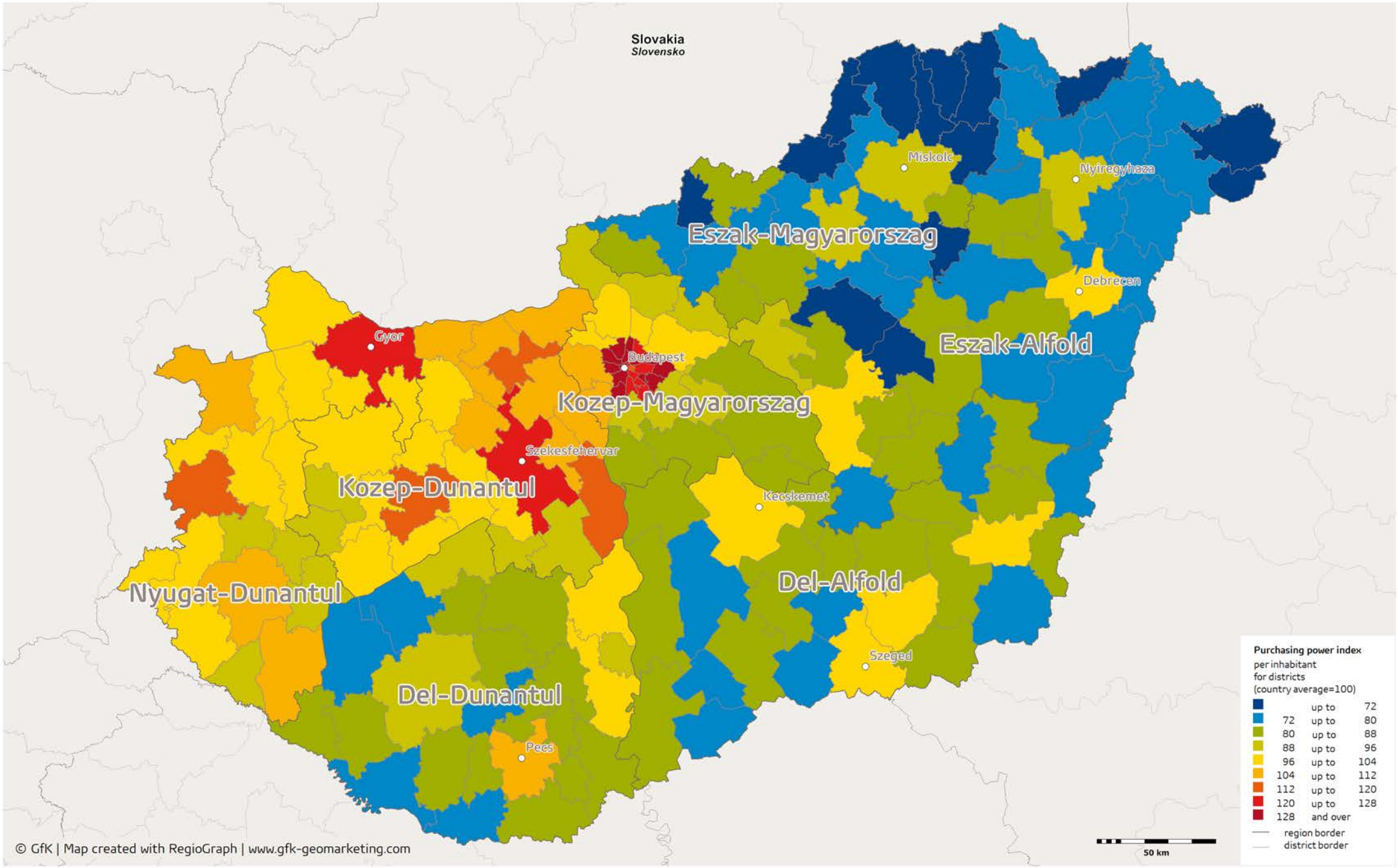
GfK Purchasing Power for books, stationery Hungary



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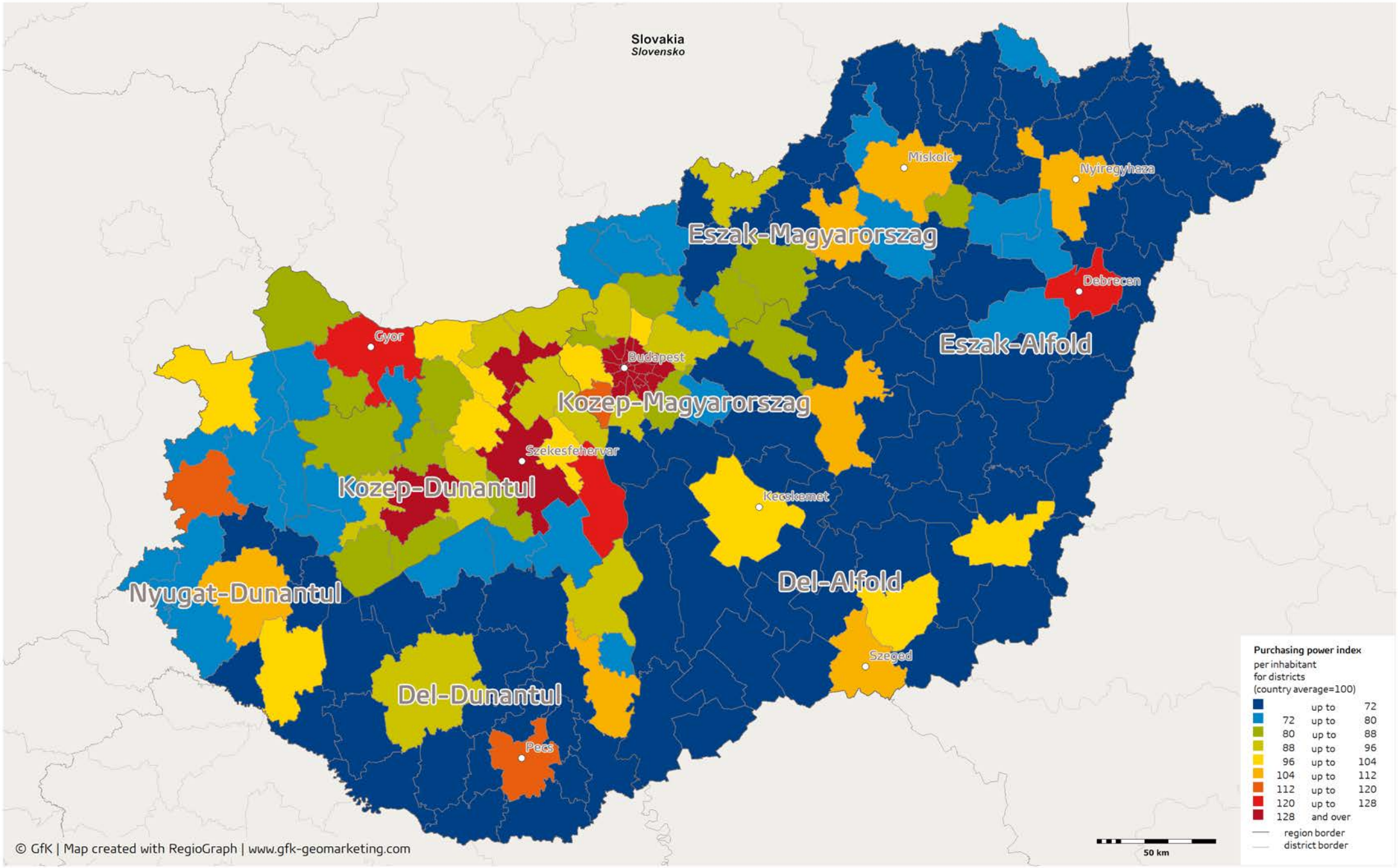
GfK Purchasing Power for sporting goods, hobbies and recreation Hungary



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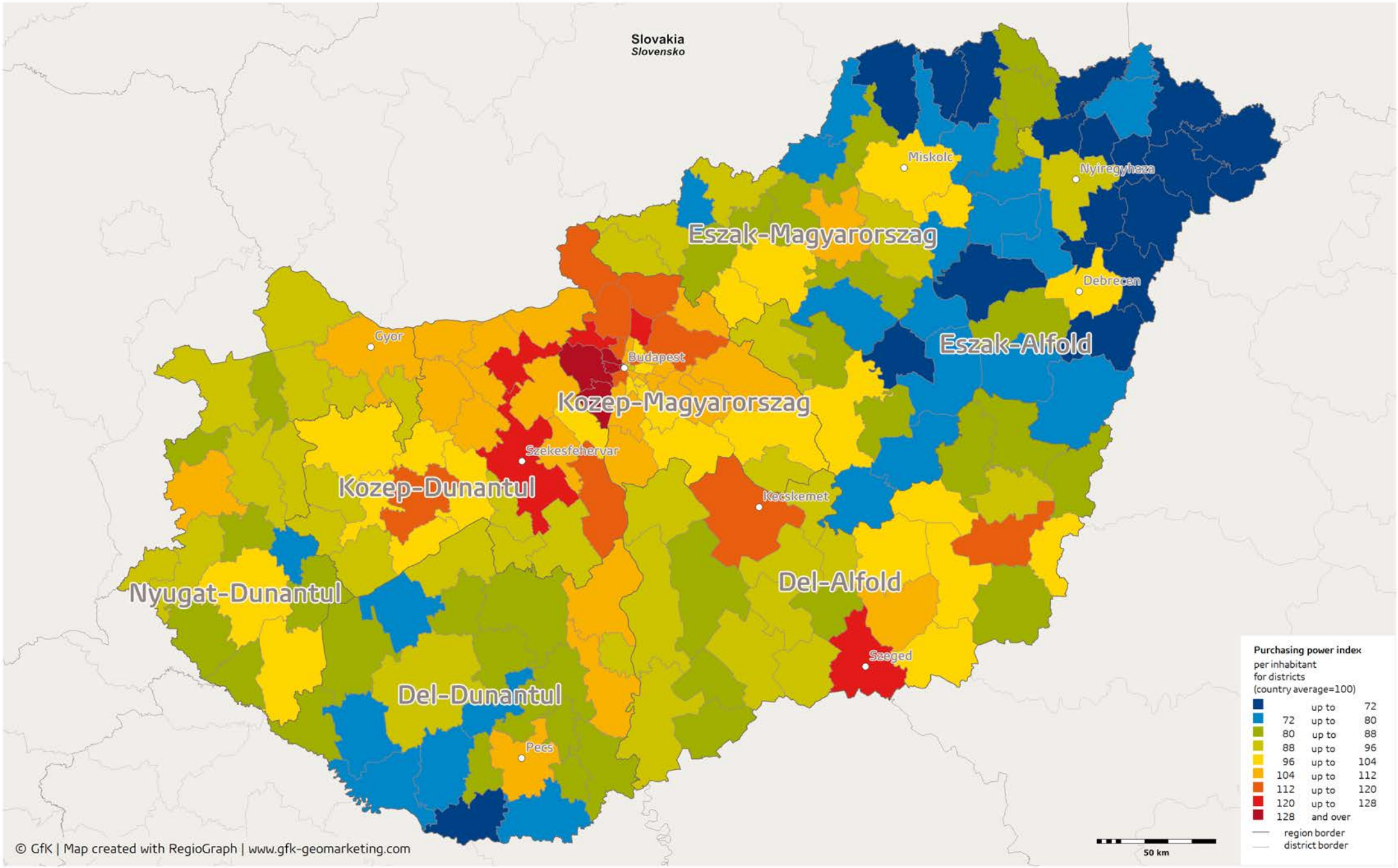
GfK Purchasing Power for home improvement items Hungary



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Netherlands

GfK Retail Purchasing Power Netherlands

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GfK Purchasing Power for food and related items
Netherlands

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GfK Purchasing Power for food Netherlands

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GfK Purchasing Power for alcohol-free beverages Netherlands

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GfK Purchasing Power for alcoholic beverages
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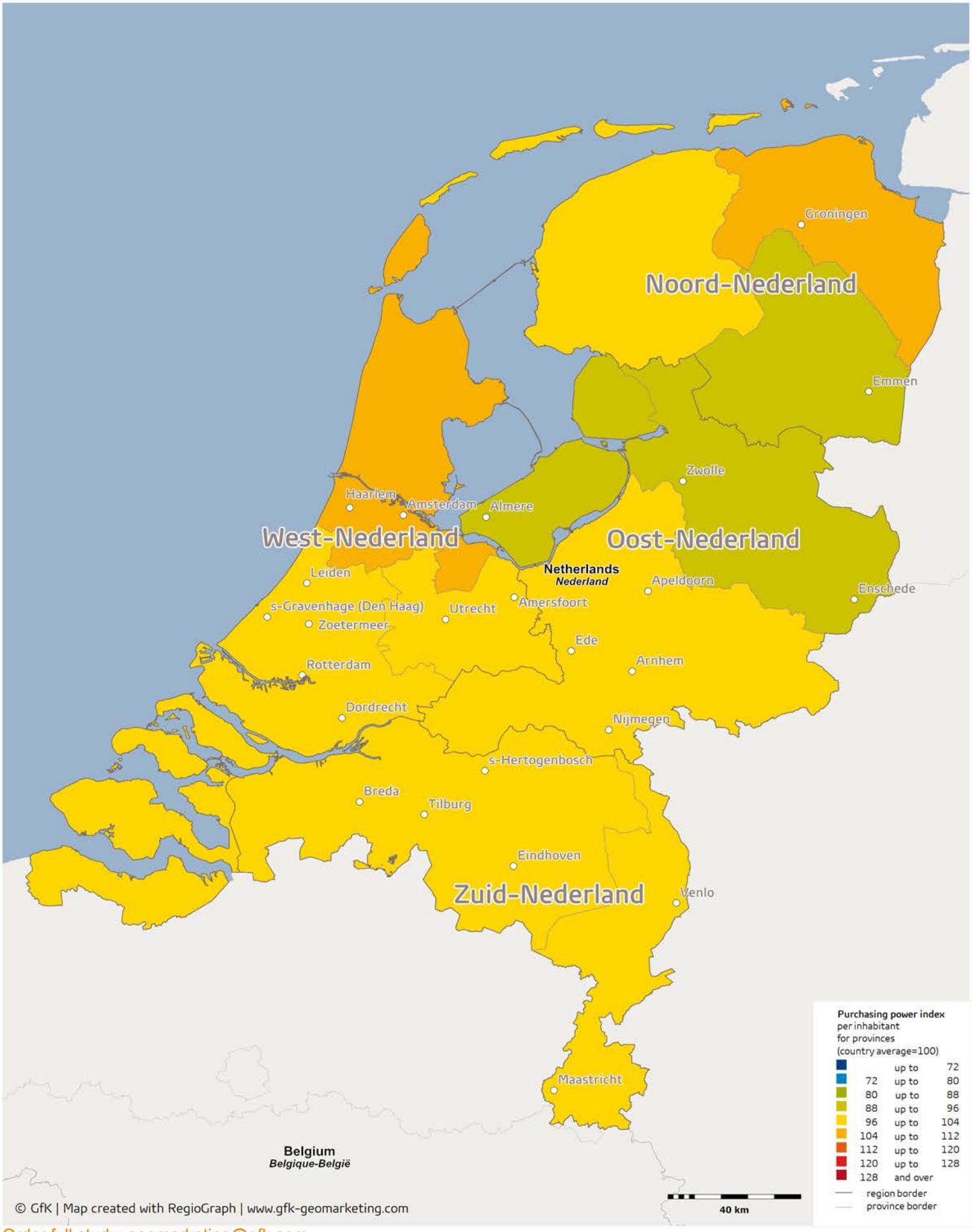
GfK Purchasing Power for tobacco products
Netherlands



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GfK Purchasing Power for non-food items Netherlands

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GfK Purchasing Power for furnishings Netherlands

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GfK Purchasing Power for household products, glass, porcelain Netherlands

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GfK Purchasing Power for consumer electronics, ICT, photography Netherlands

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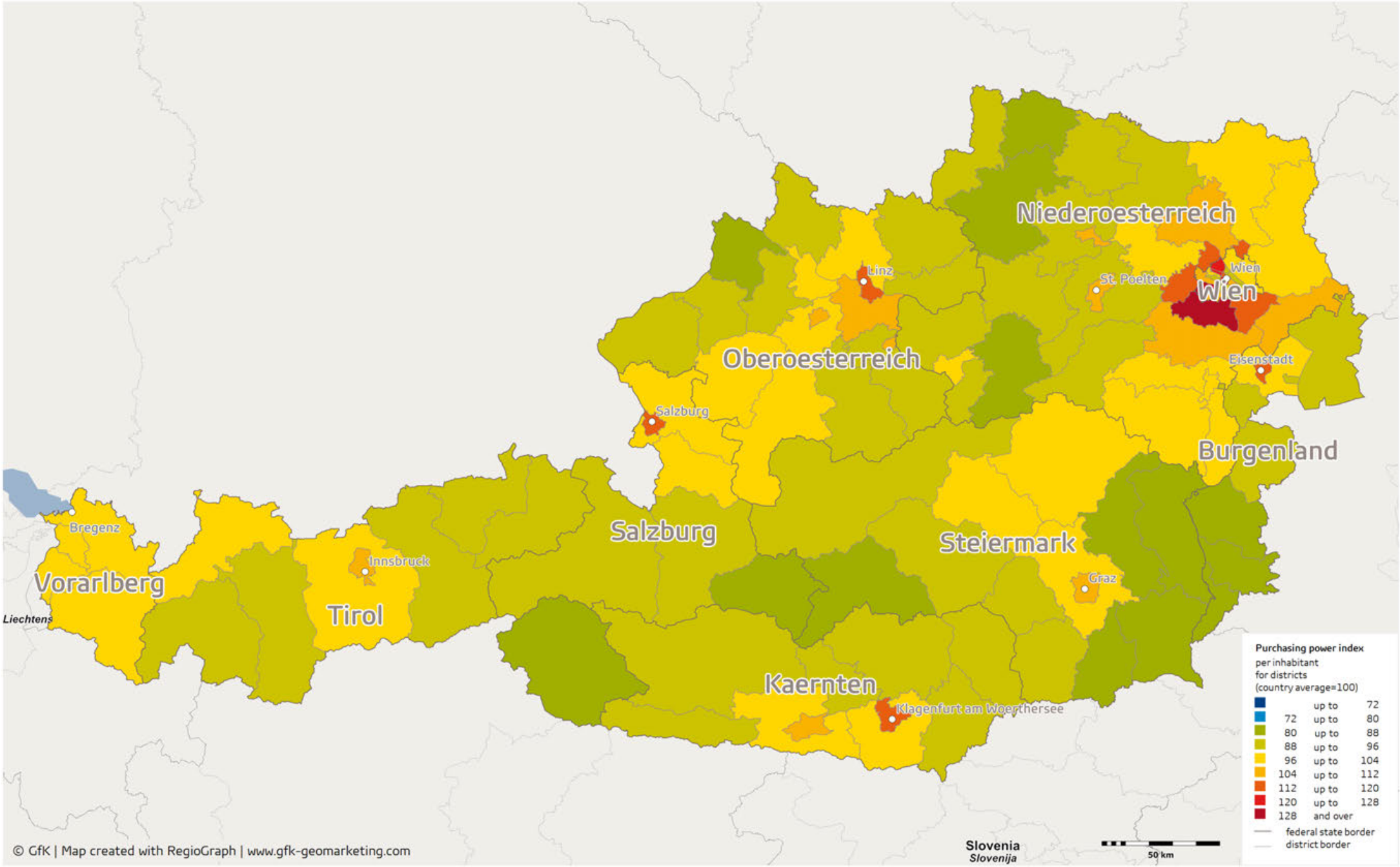
Austria

GfK Retail Purchasing Power Austria



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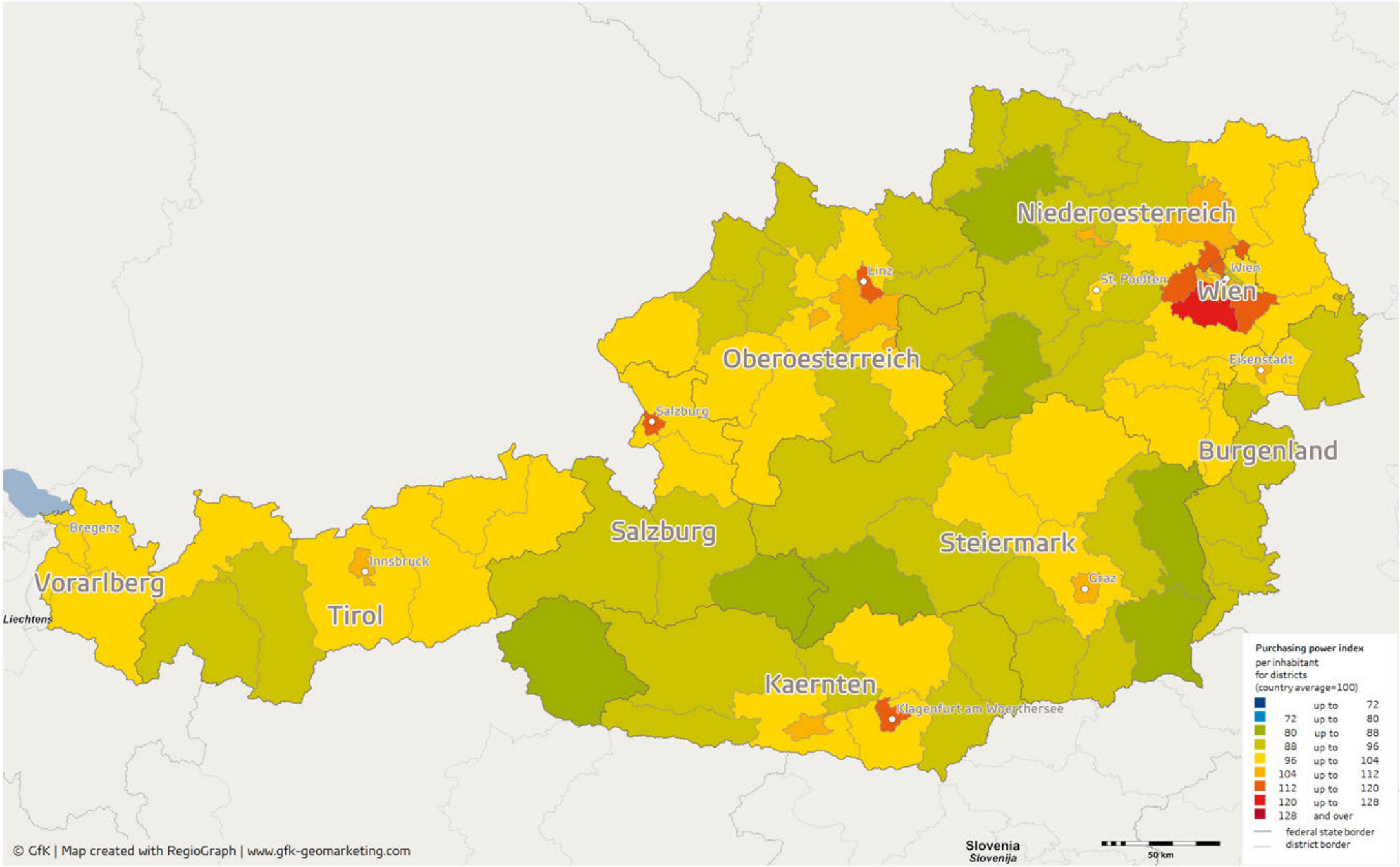
GfK Purchasing Power for food items Austria



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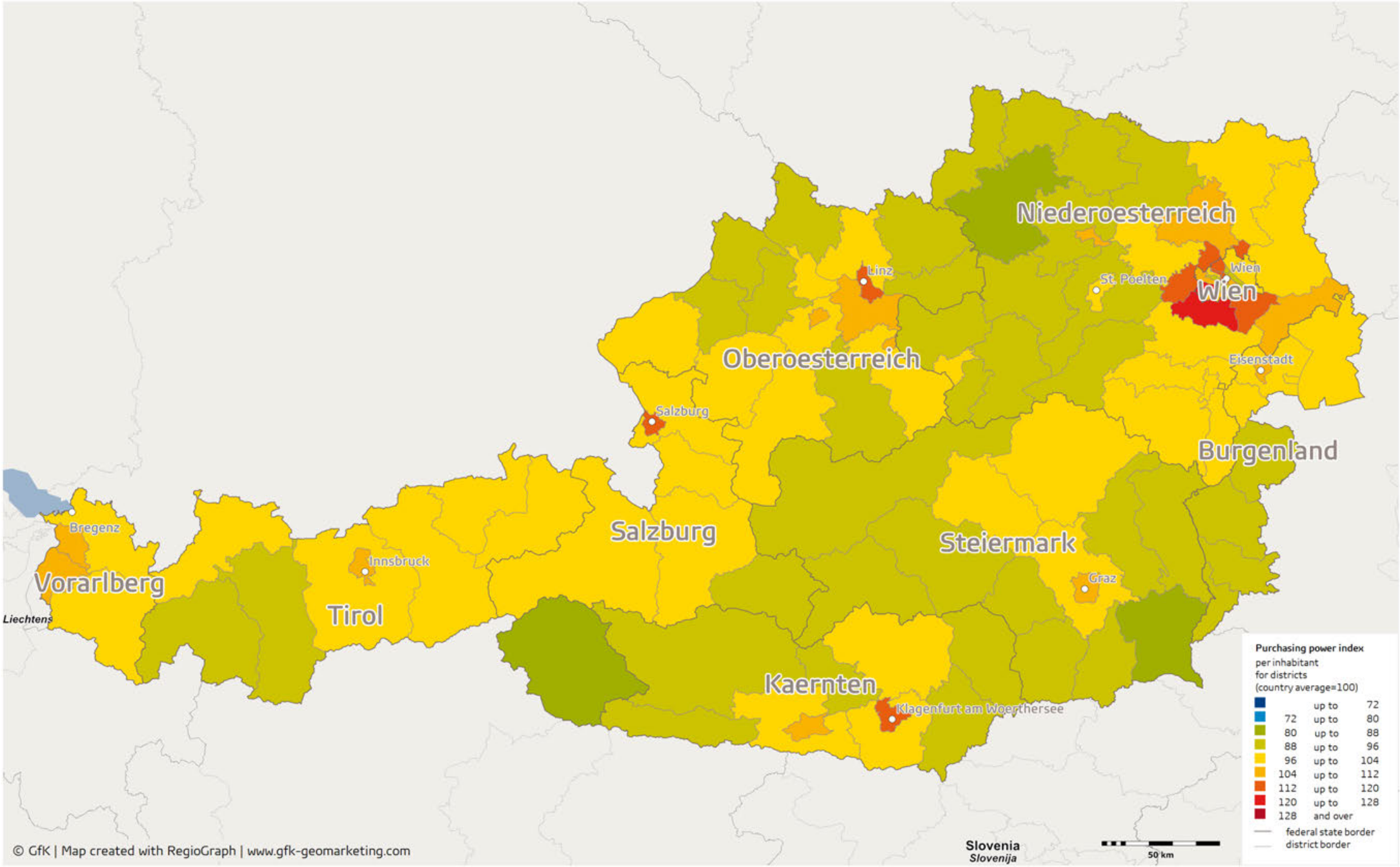
GfK Purchasing Power for food Austria



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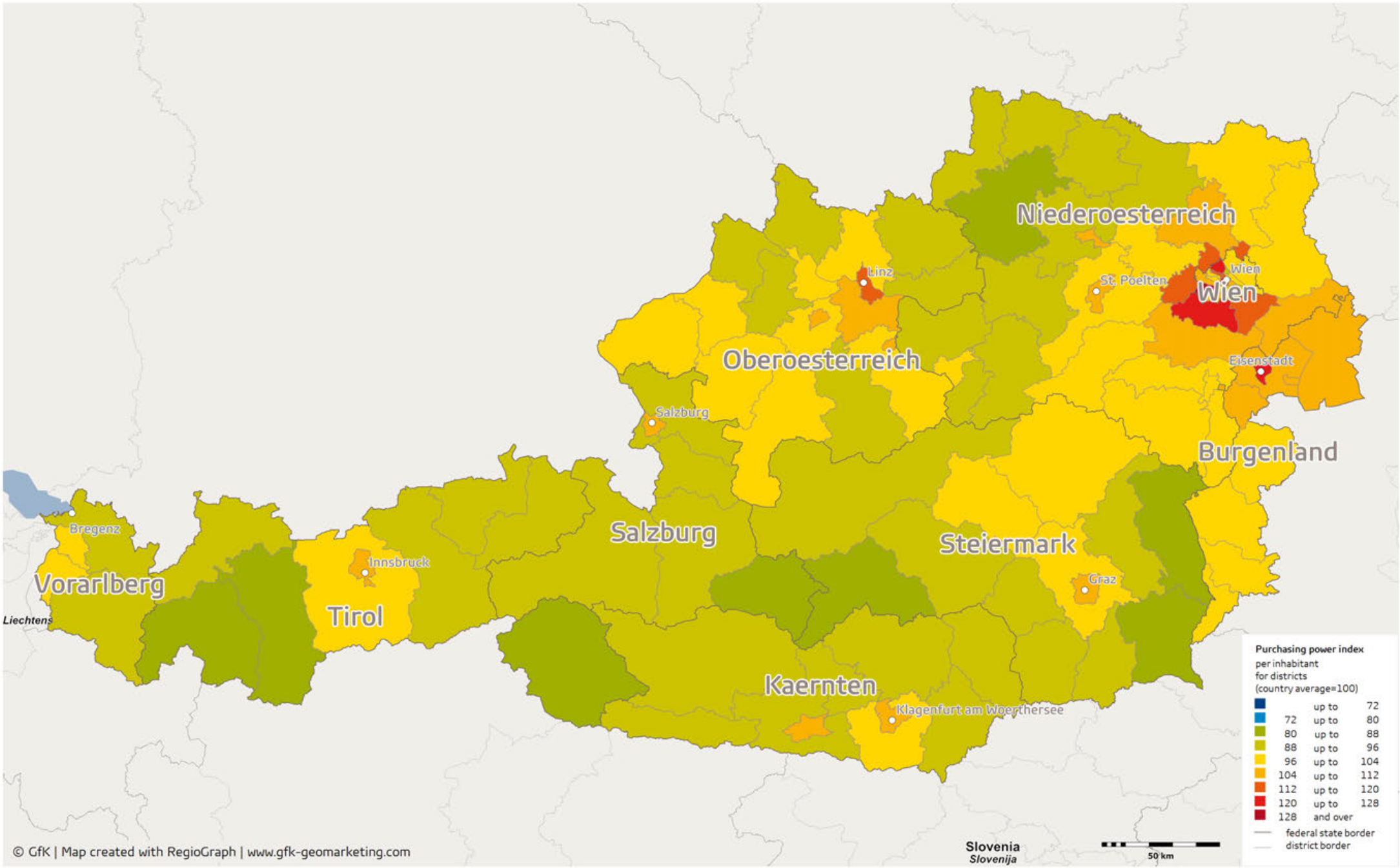
GfK Purchasing Power for alcohol-free beverages Austria



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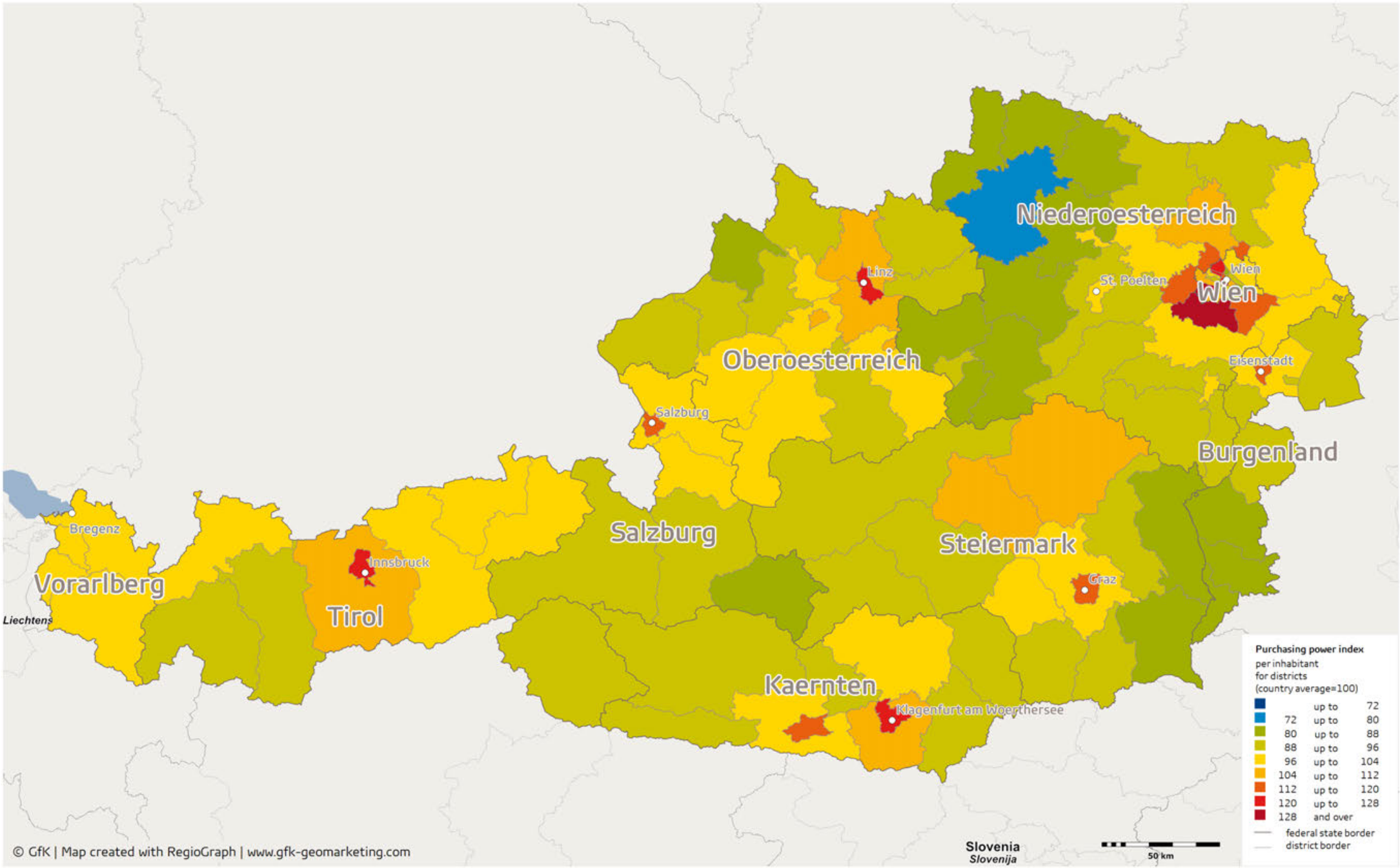
GfK Purchasing Power for alcoholic beverages Austria



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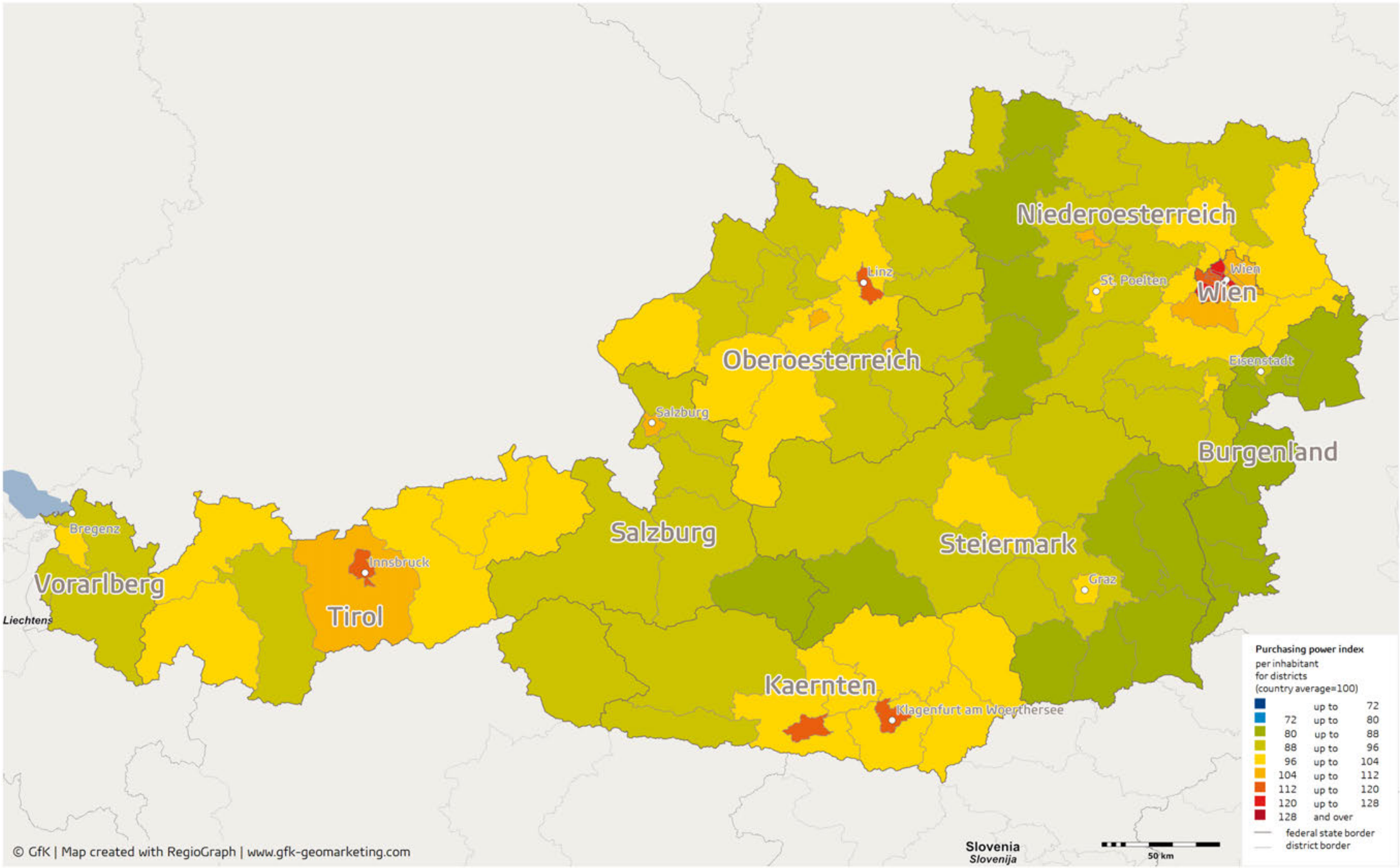
GfK Purchasing Power for tobacco products Austria



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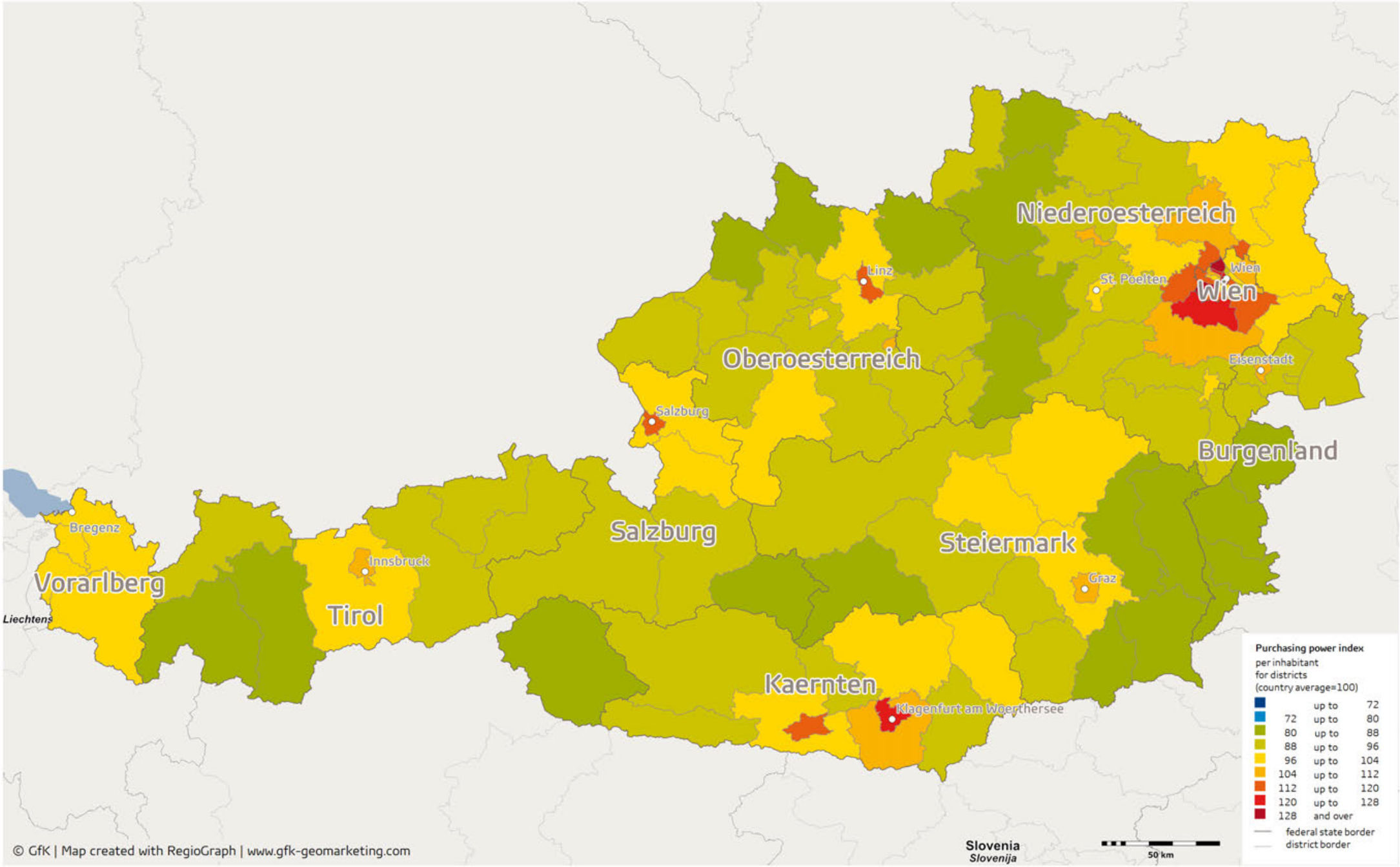

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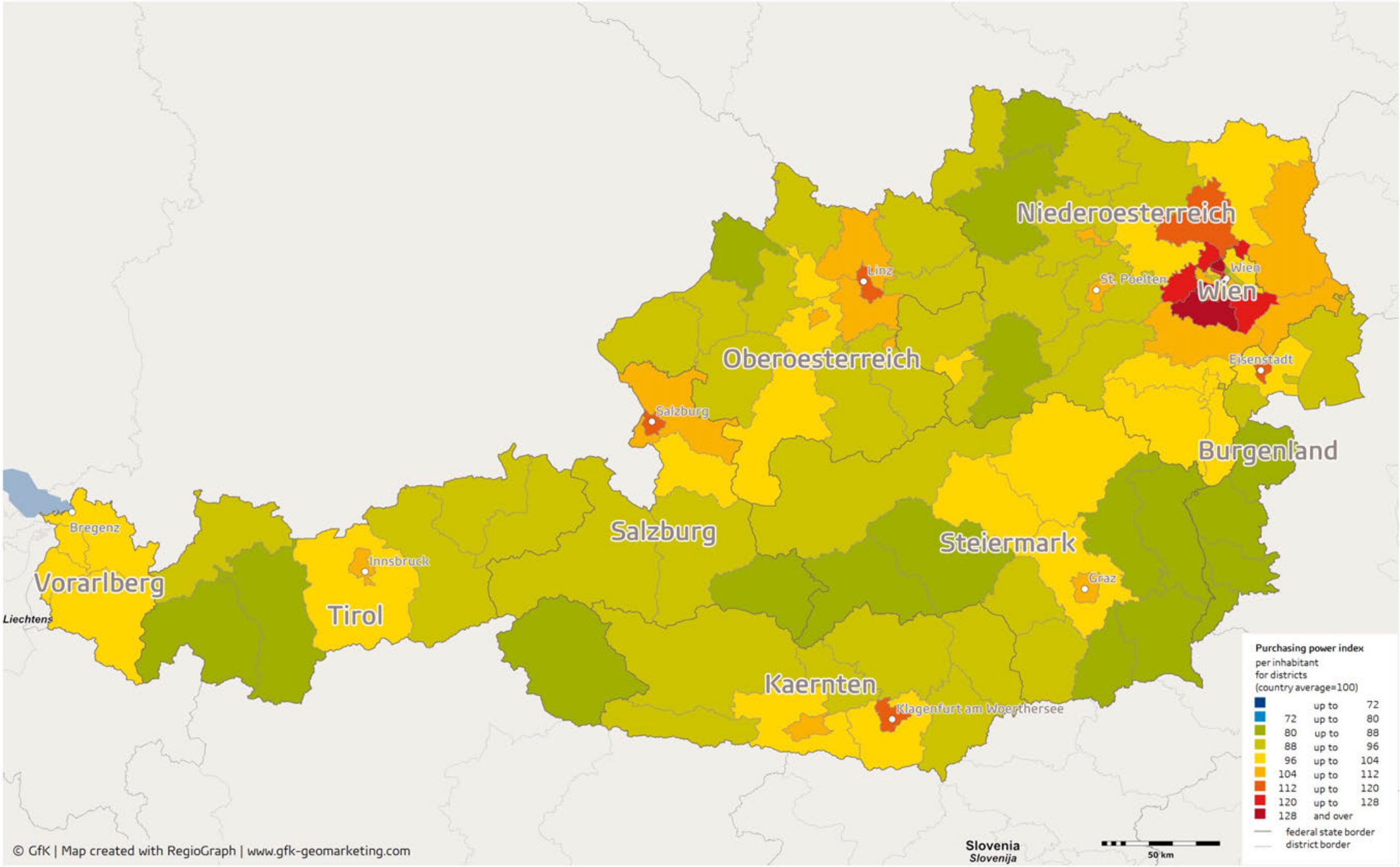
GfK Purchasing Power for non-food items Austria



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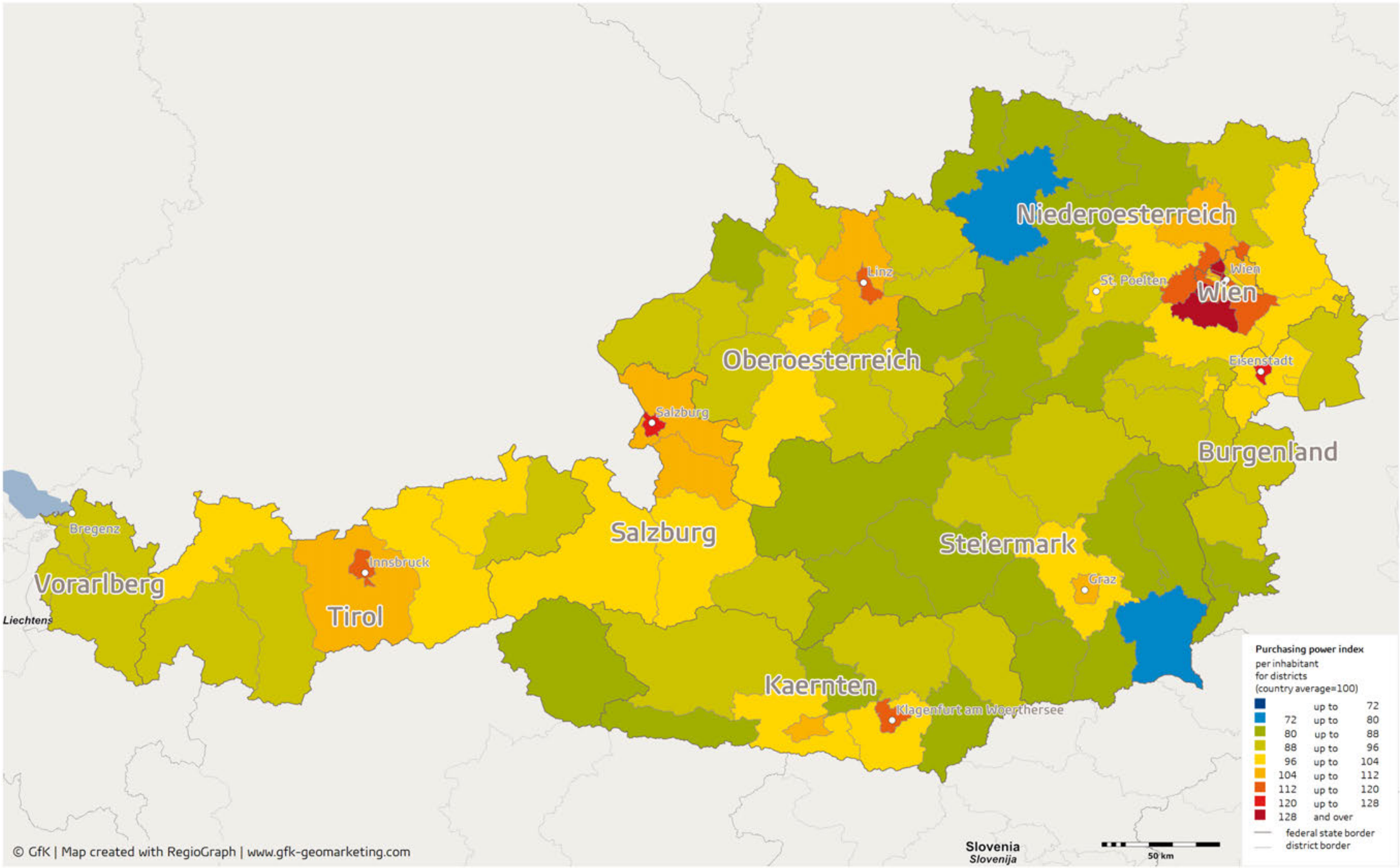
GfK Purchasing Power for clothing Austria



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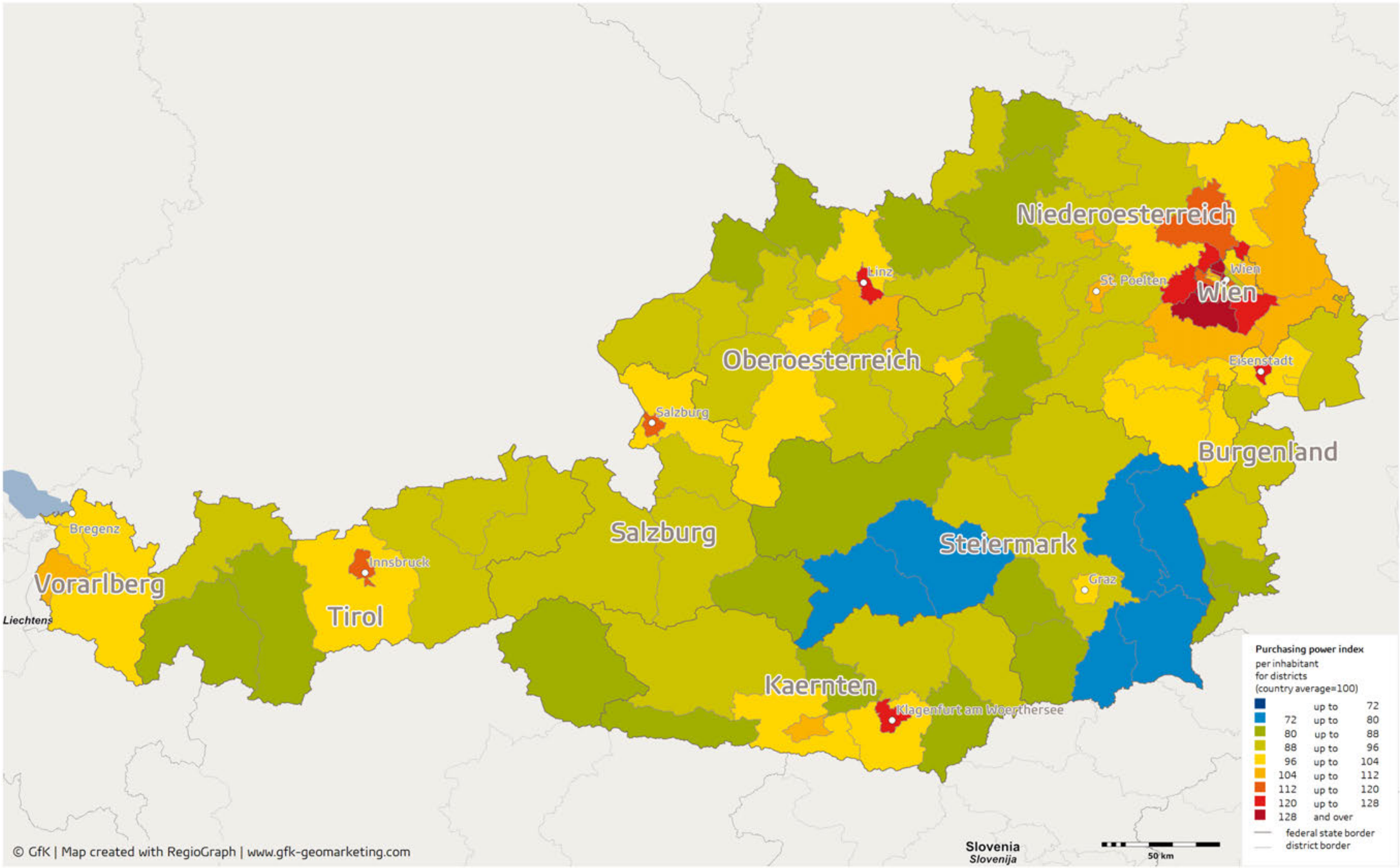
GfK Purchasing Power for women's outerwear Austria



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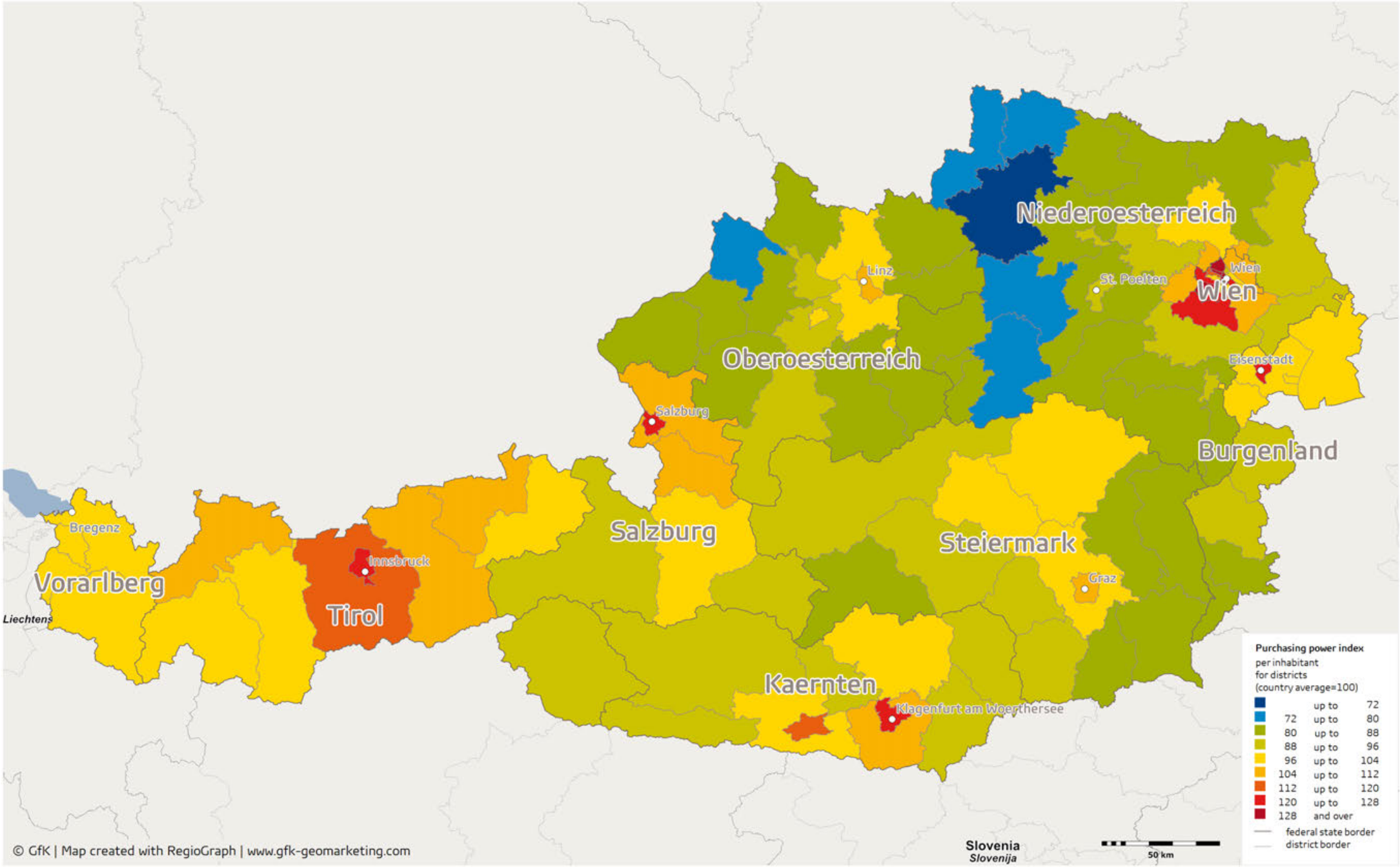
GfK Purchasing Power for shoes, leather goods Austria



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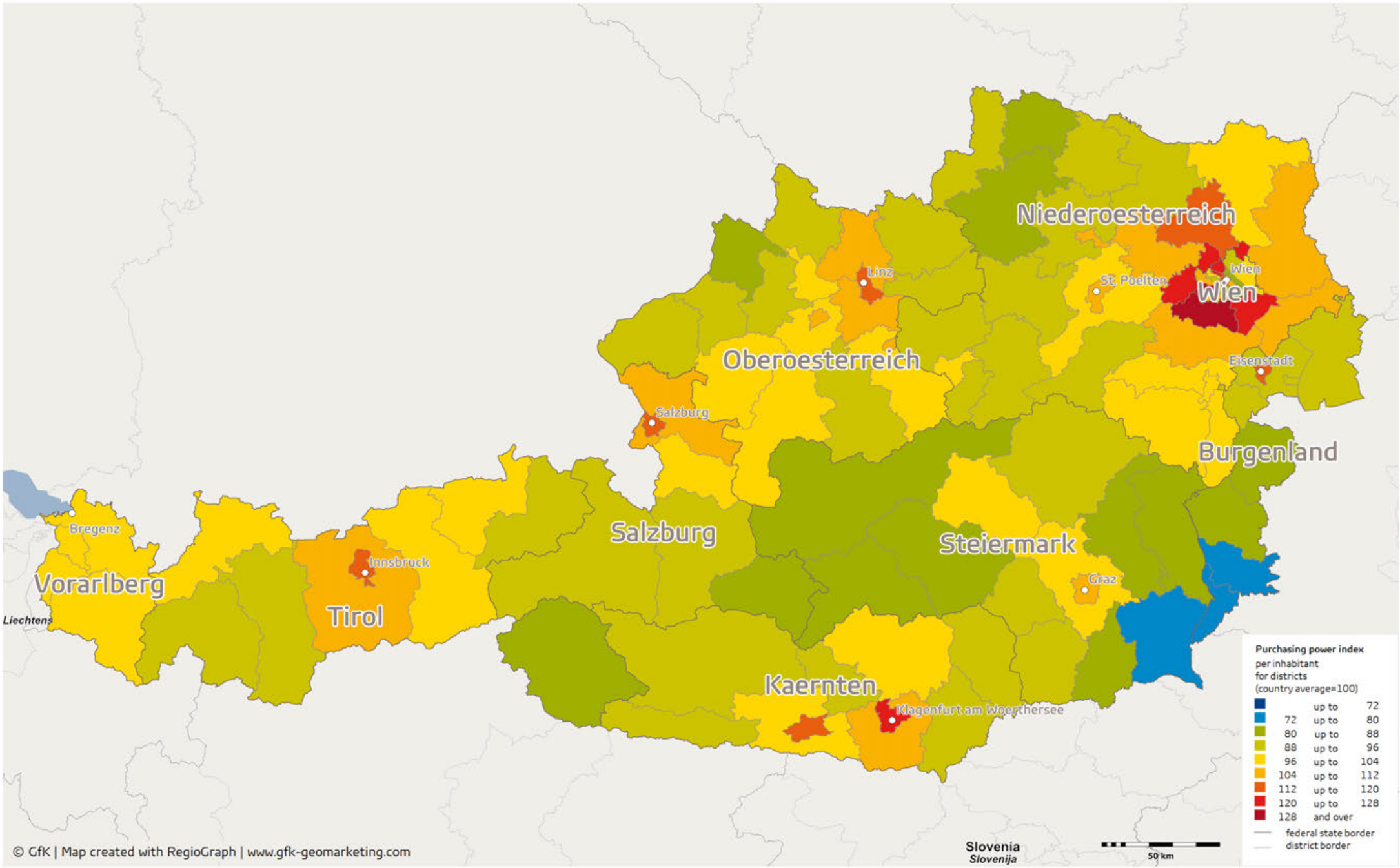
GfK Purchasing Power for furnishings Austria



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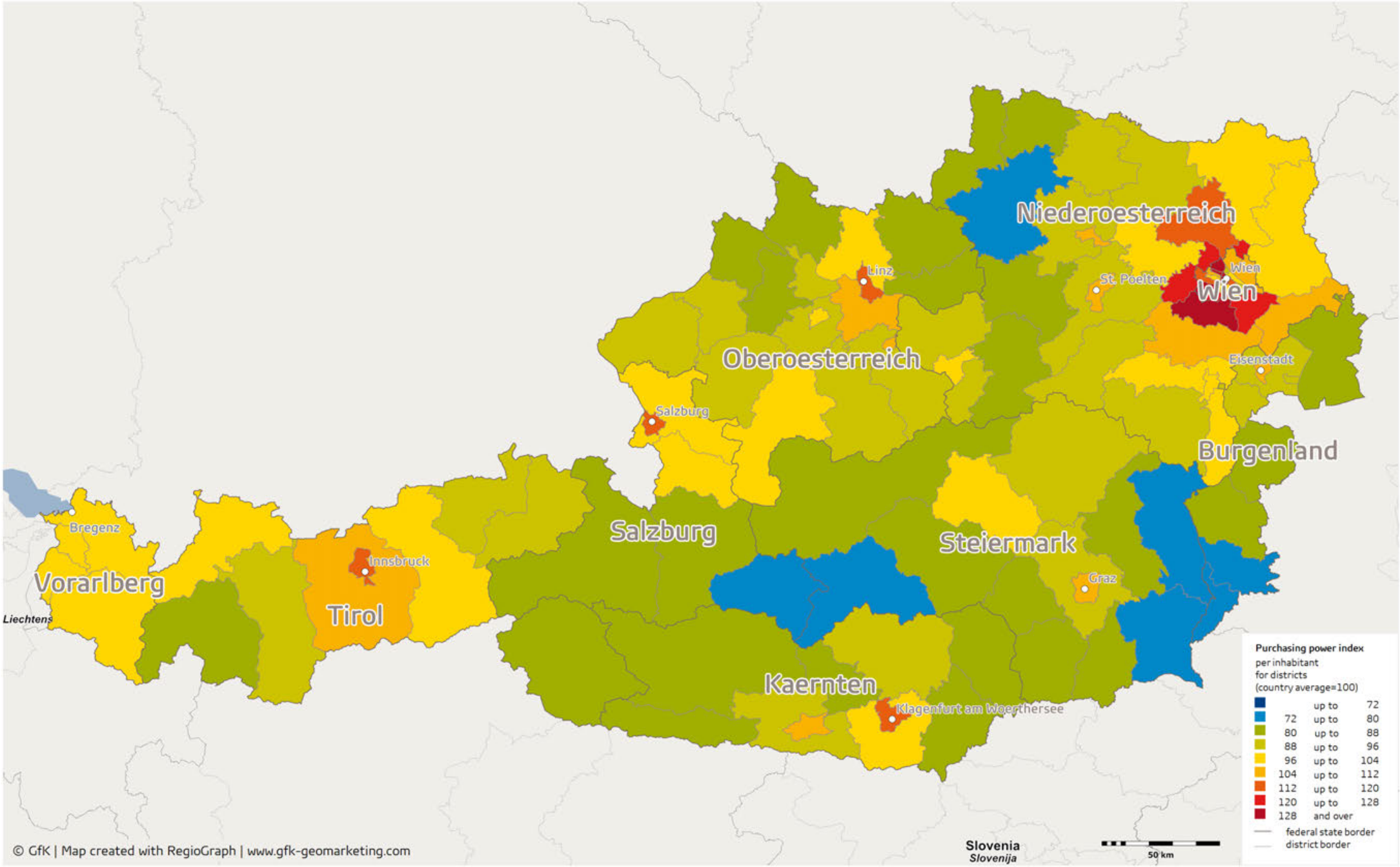
GfK Purchasing Power for household products, glass, porcelain Austria



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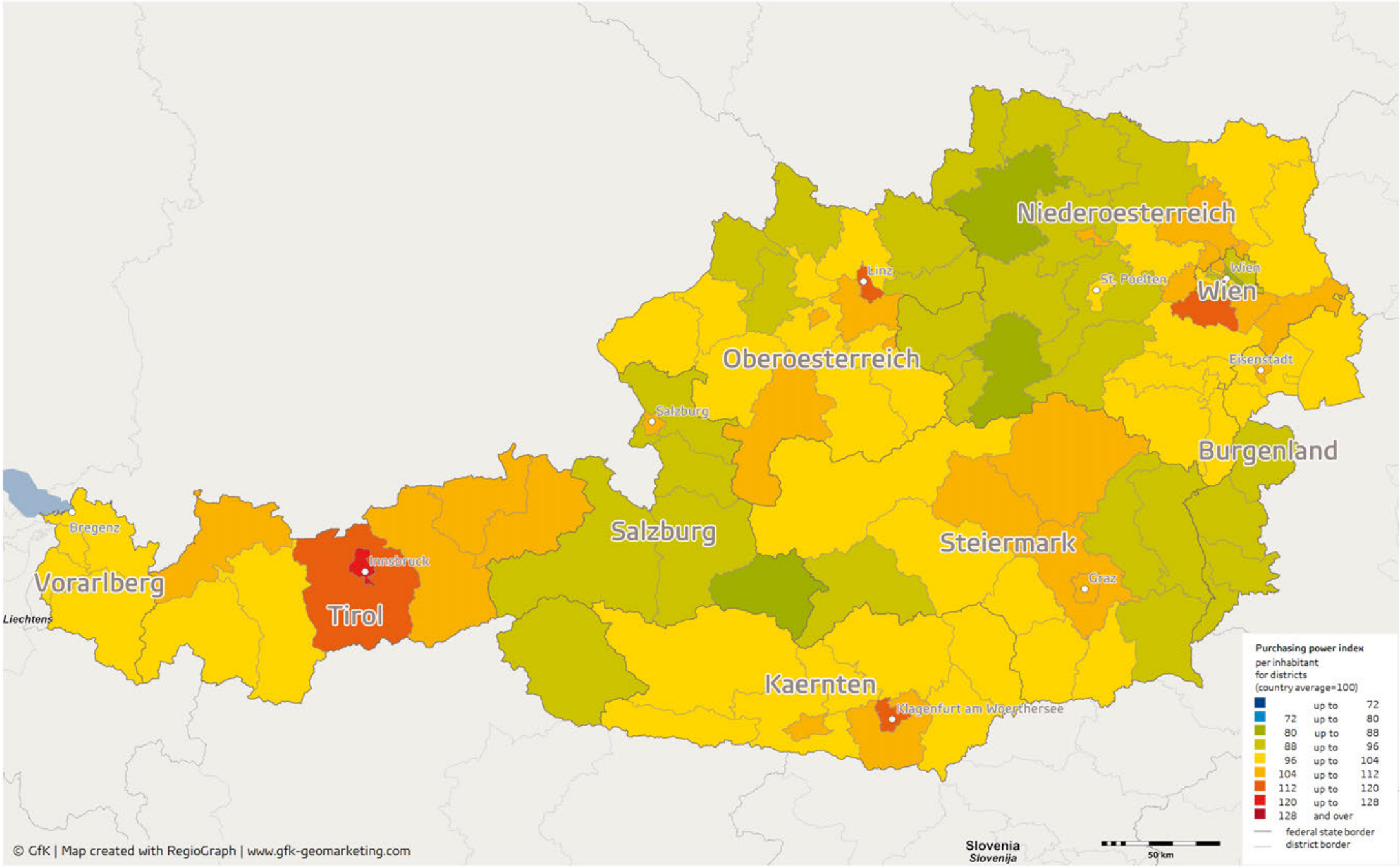
GfK Purchasing Power for electrical household appliances Austria



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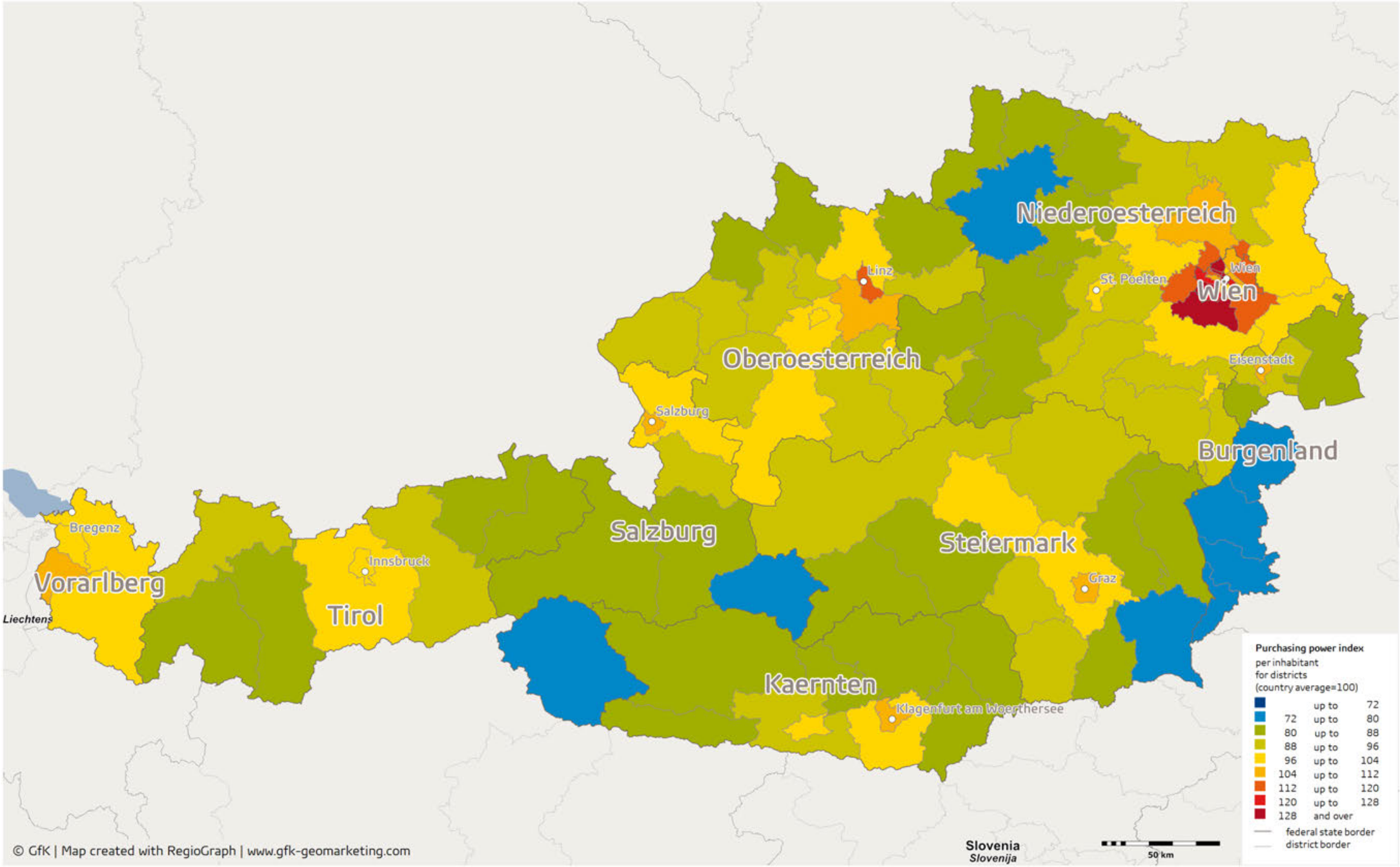
GfK Purchasing Power for consumer electronics, ICT, photography Austria



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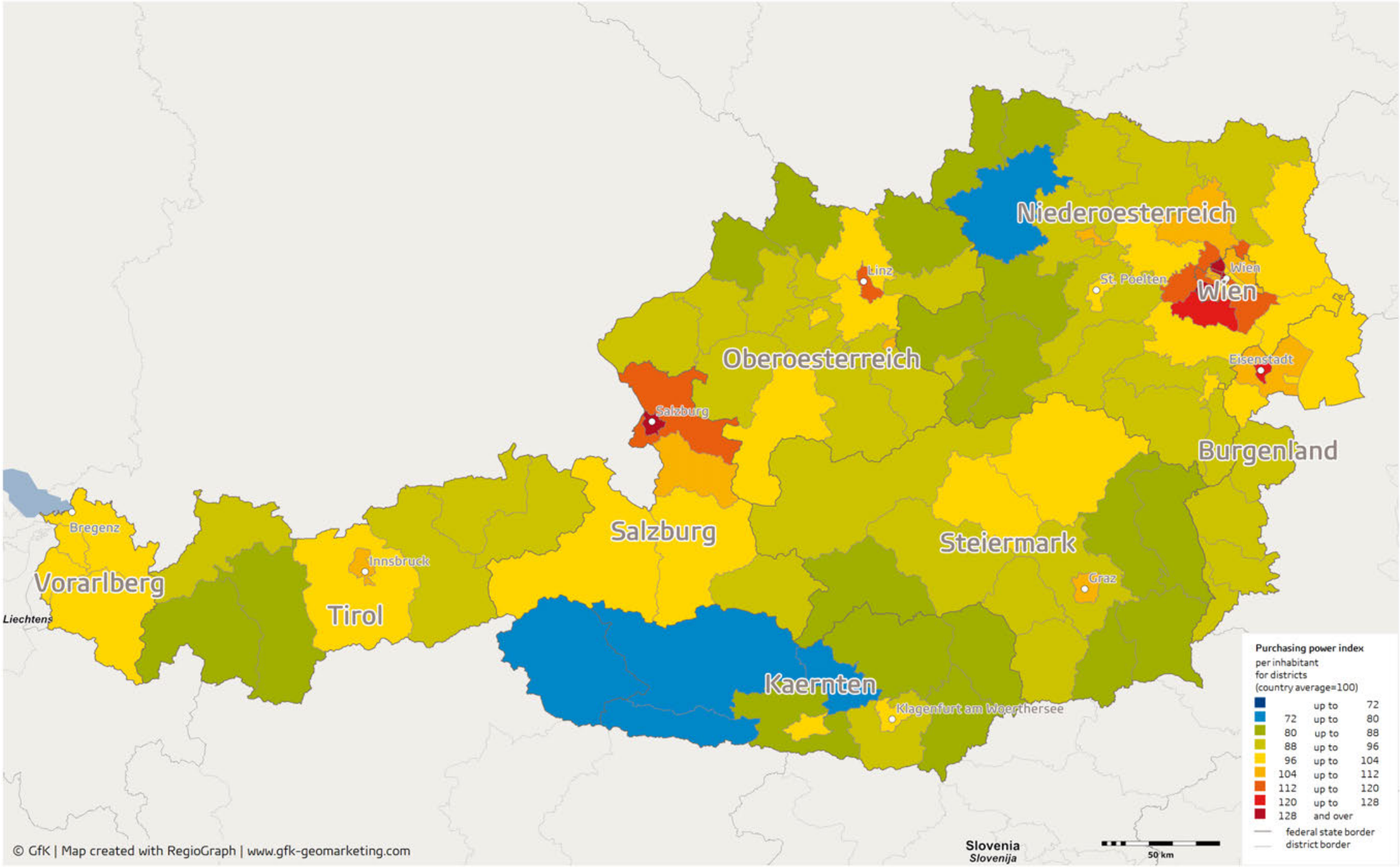
GfK Purchasing Power for watches, jewelry Austria



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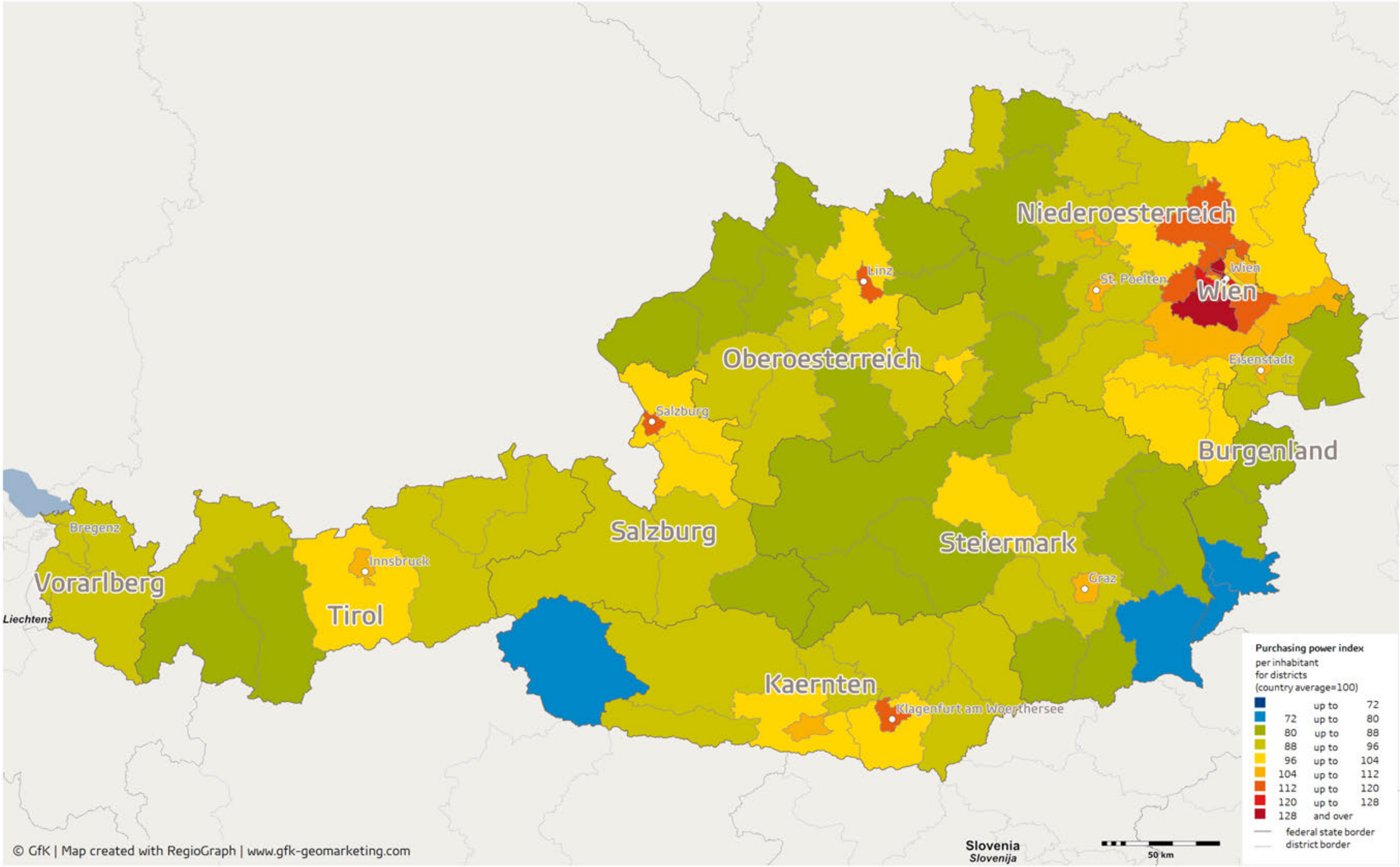
GfK Purchasing Power for books, stationery Austria



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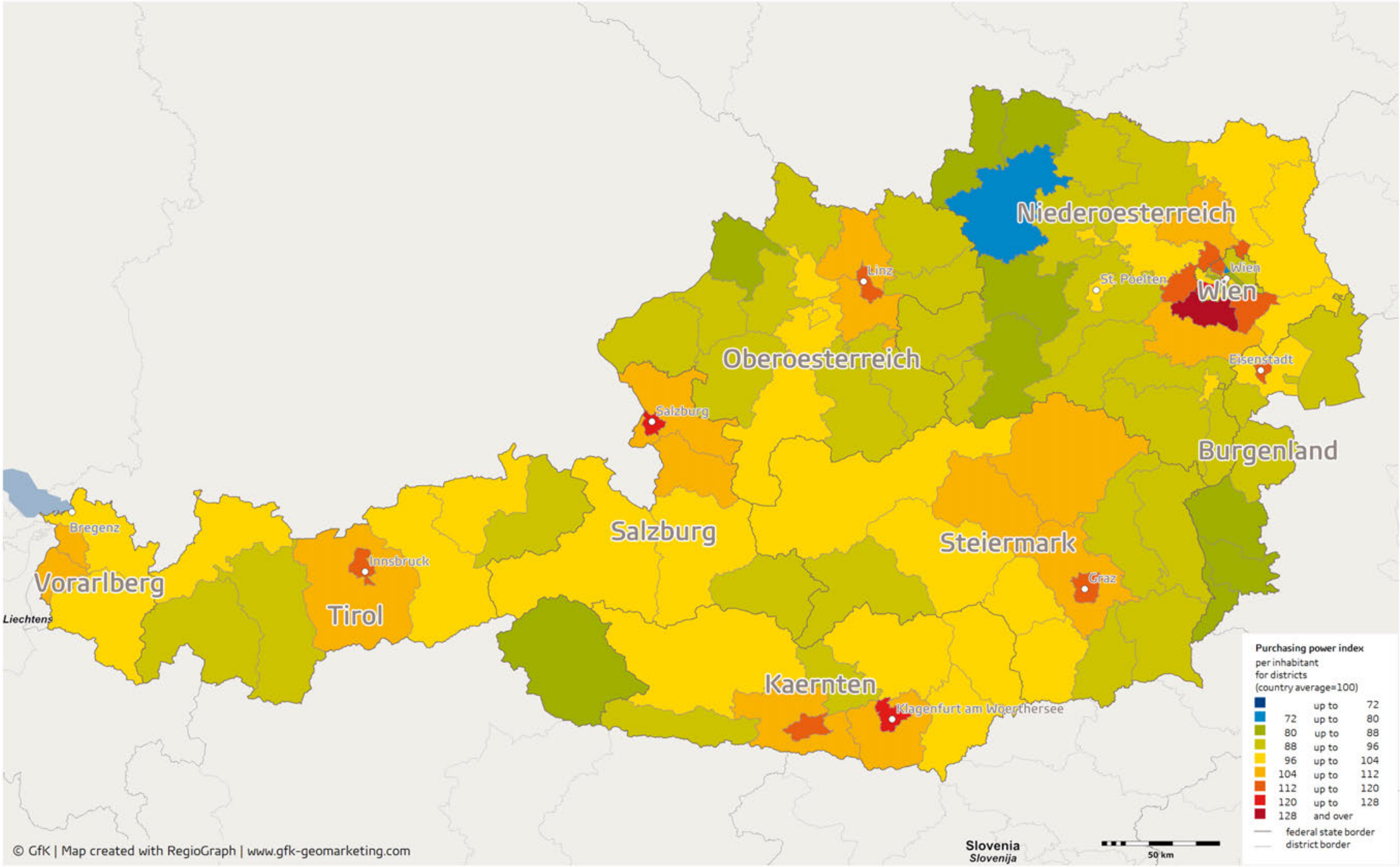
GfK Purchasing Power for sporting goods, hobbies and recreation Austria



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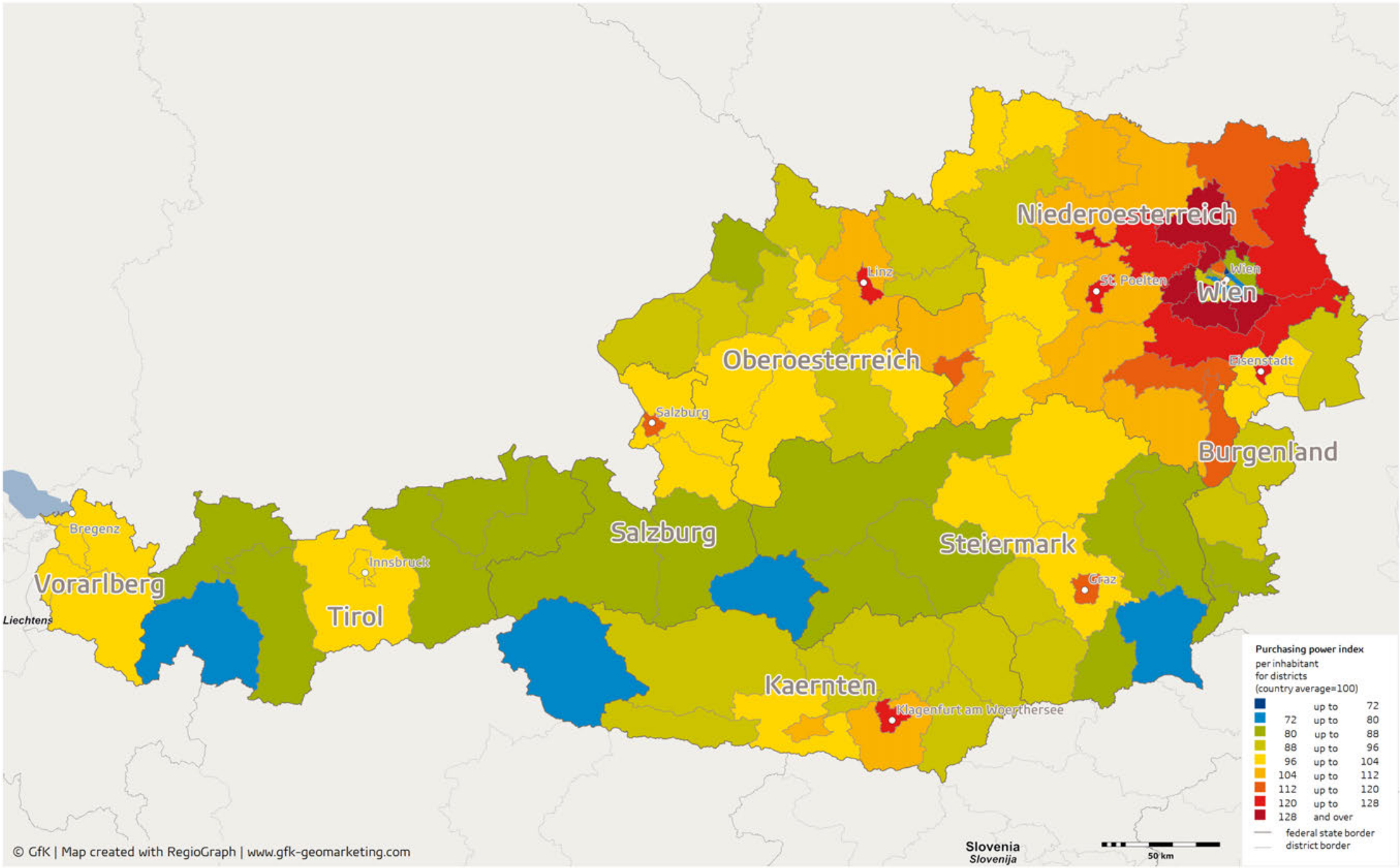
GfK Purchasing Power for home improvement Austria



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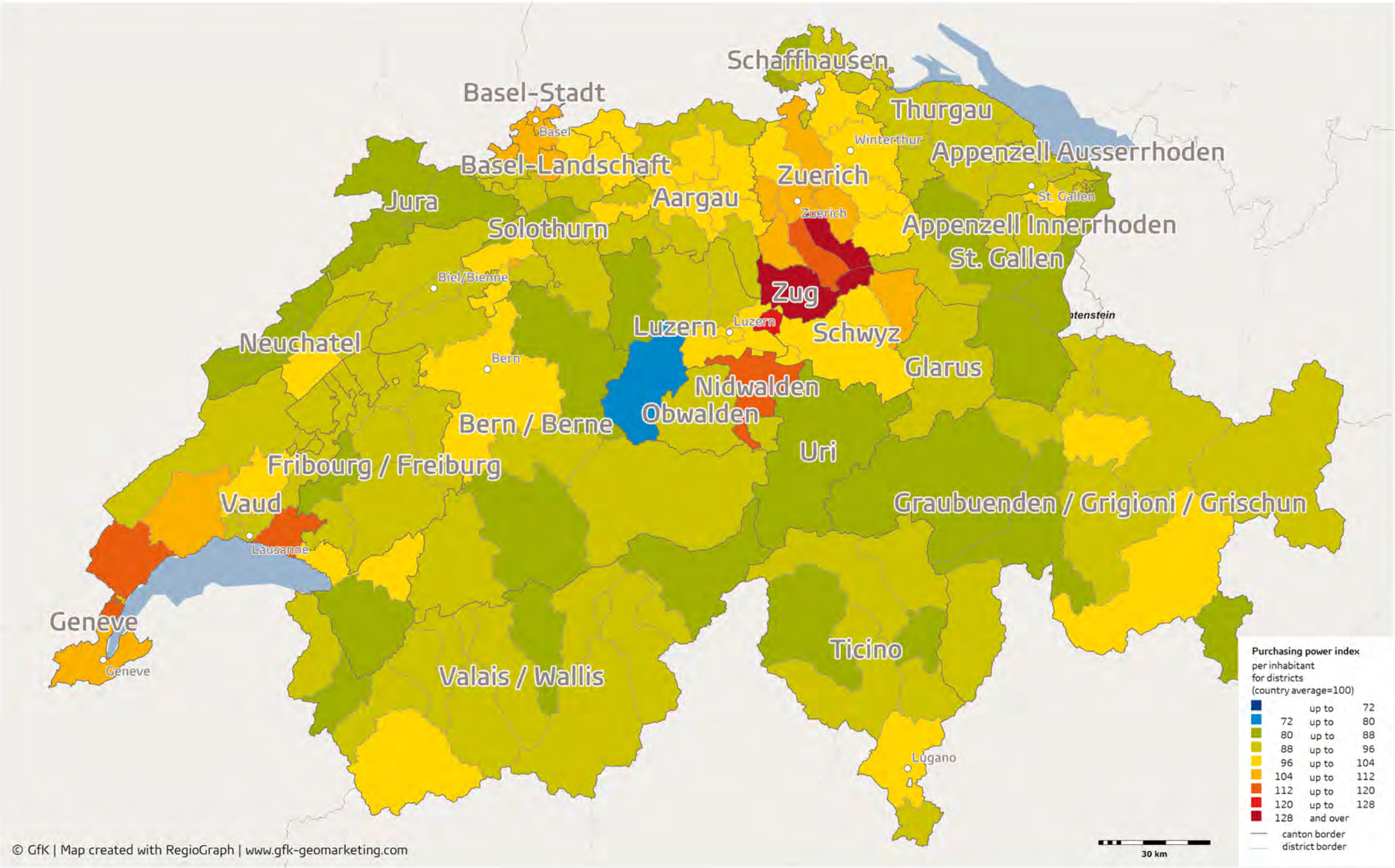
Switzerland

GfK Retail Purchasing Power for Switzerland



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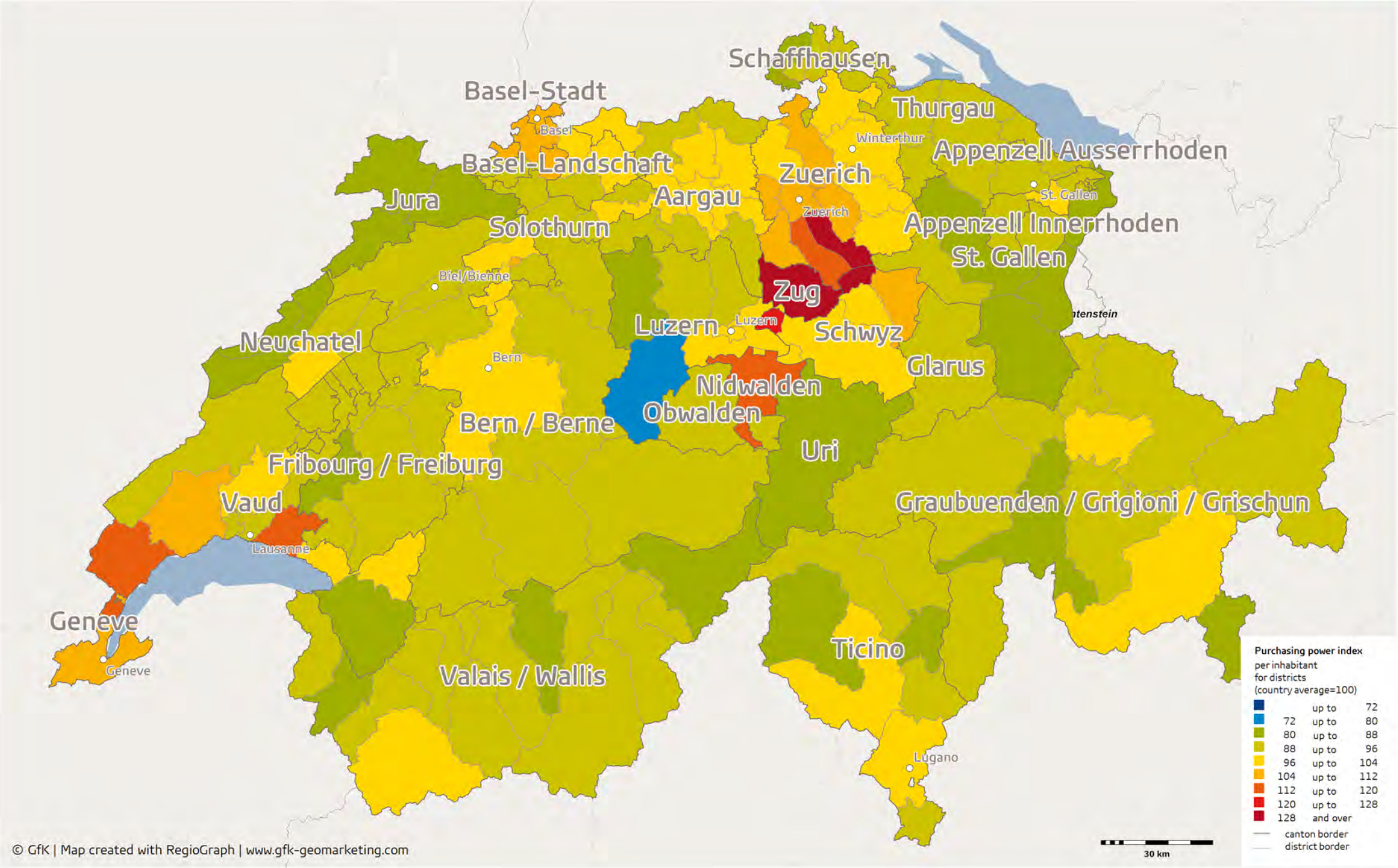
GfK Purchasing Power for food items Switzerland



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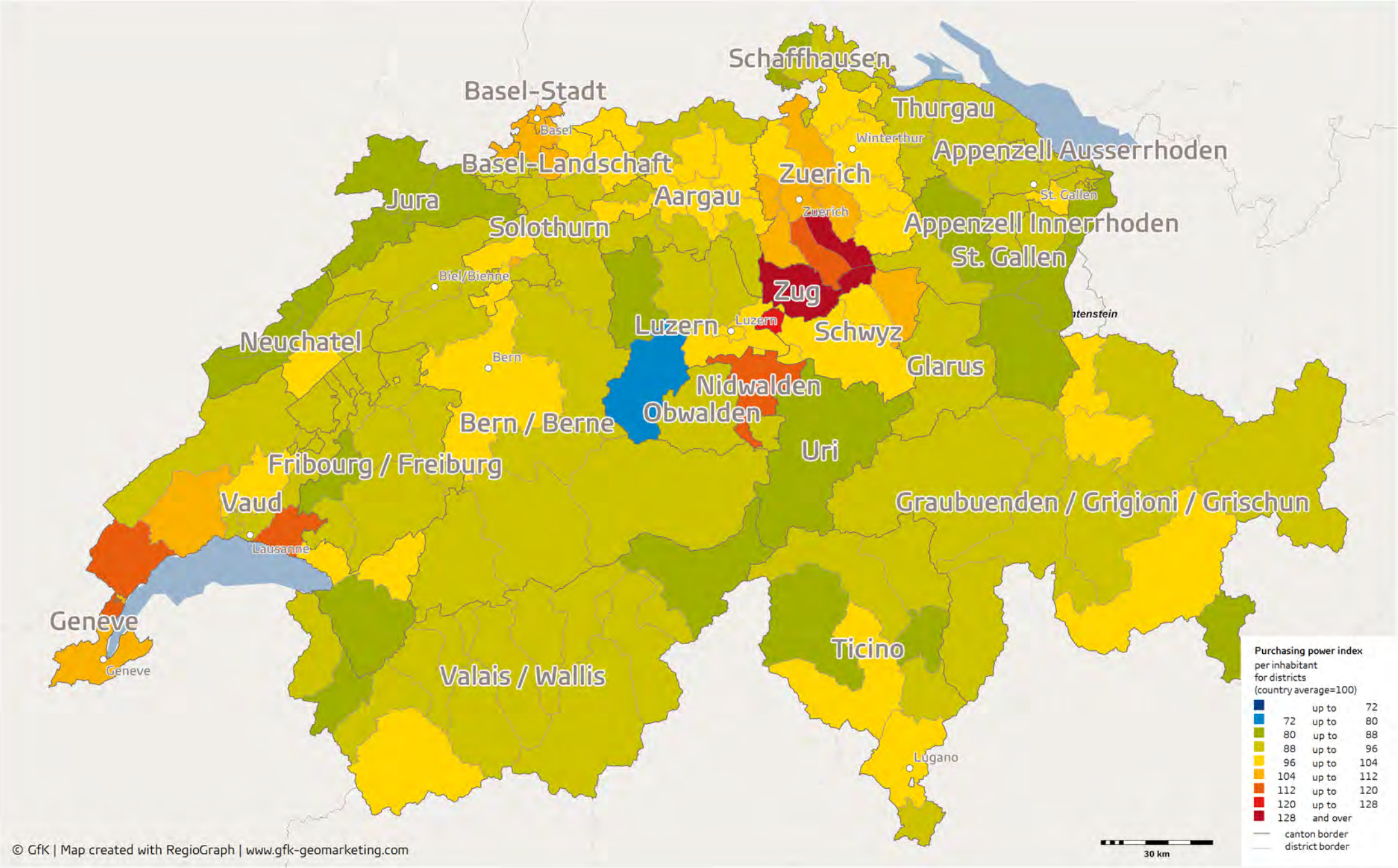
GfK Purchasing Power for food Switzerland



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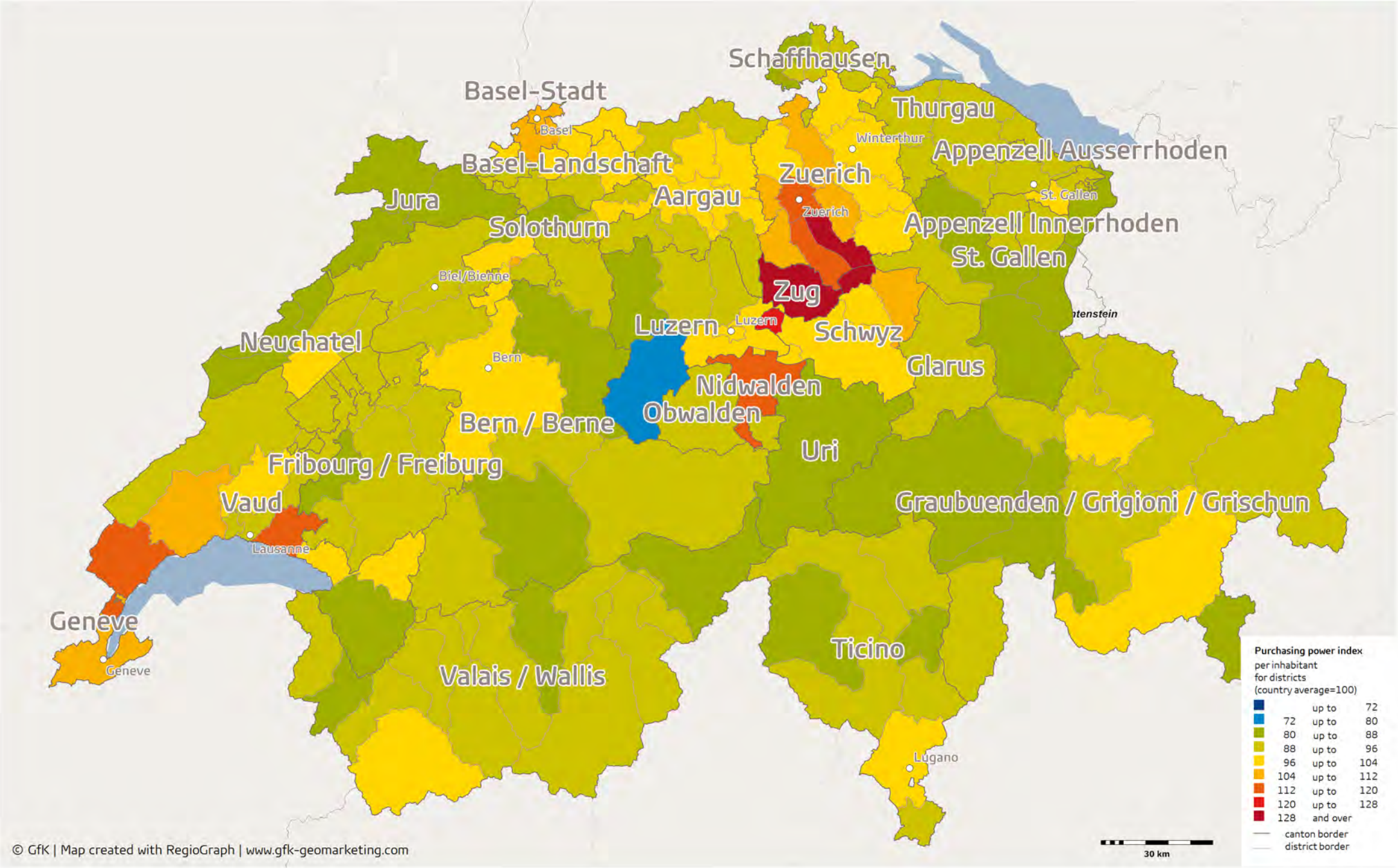
GfK Purchasing Power for alcohol-free beverages Switzerland



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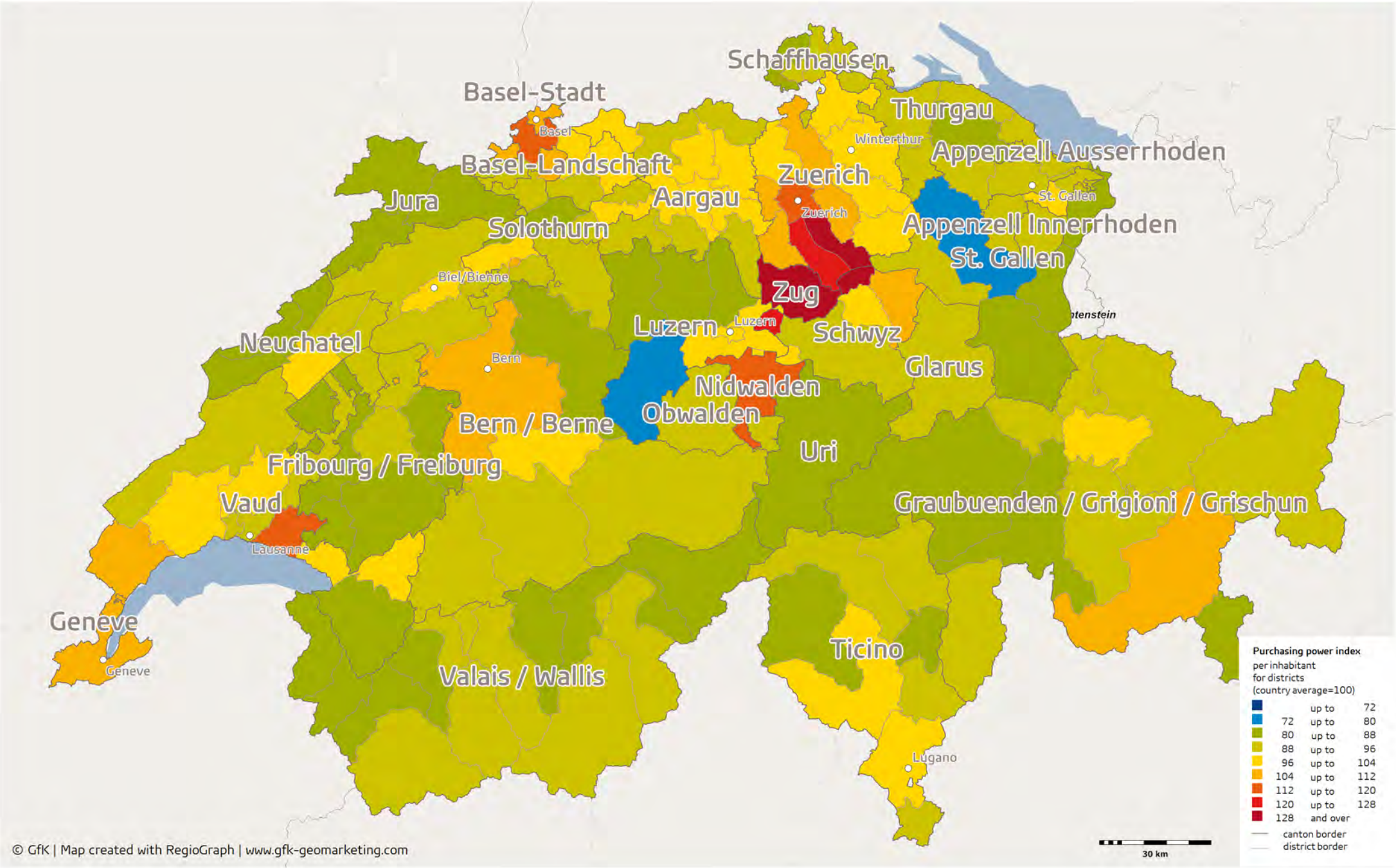
GfK Purchasing Power for alcoholic beverages Switzerland



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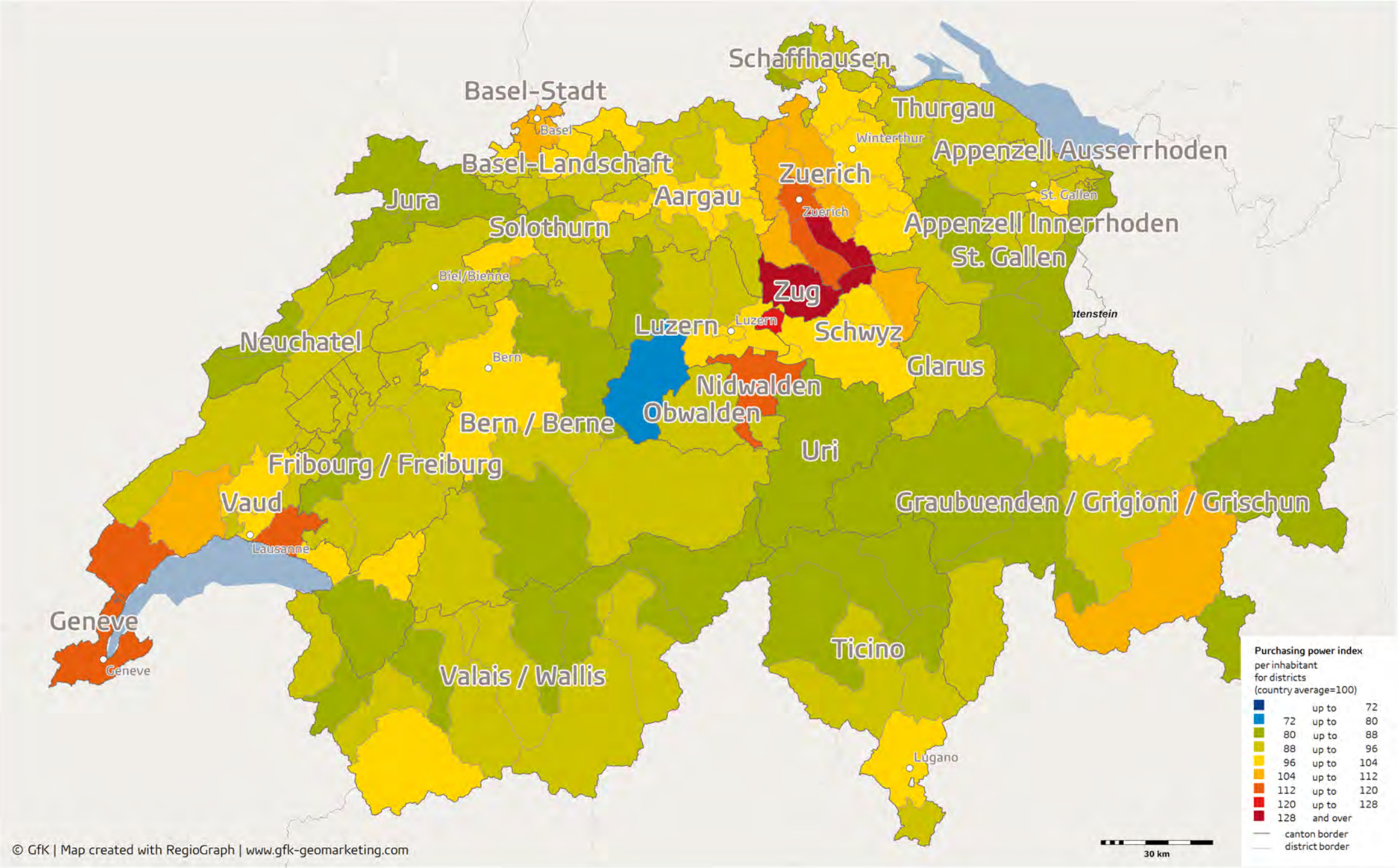
GfK Purchasing Power for tobacco products Switzerland



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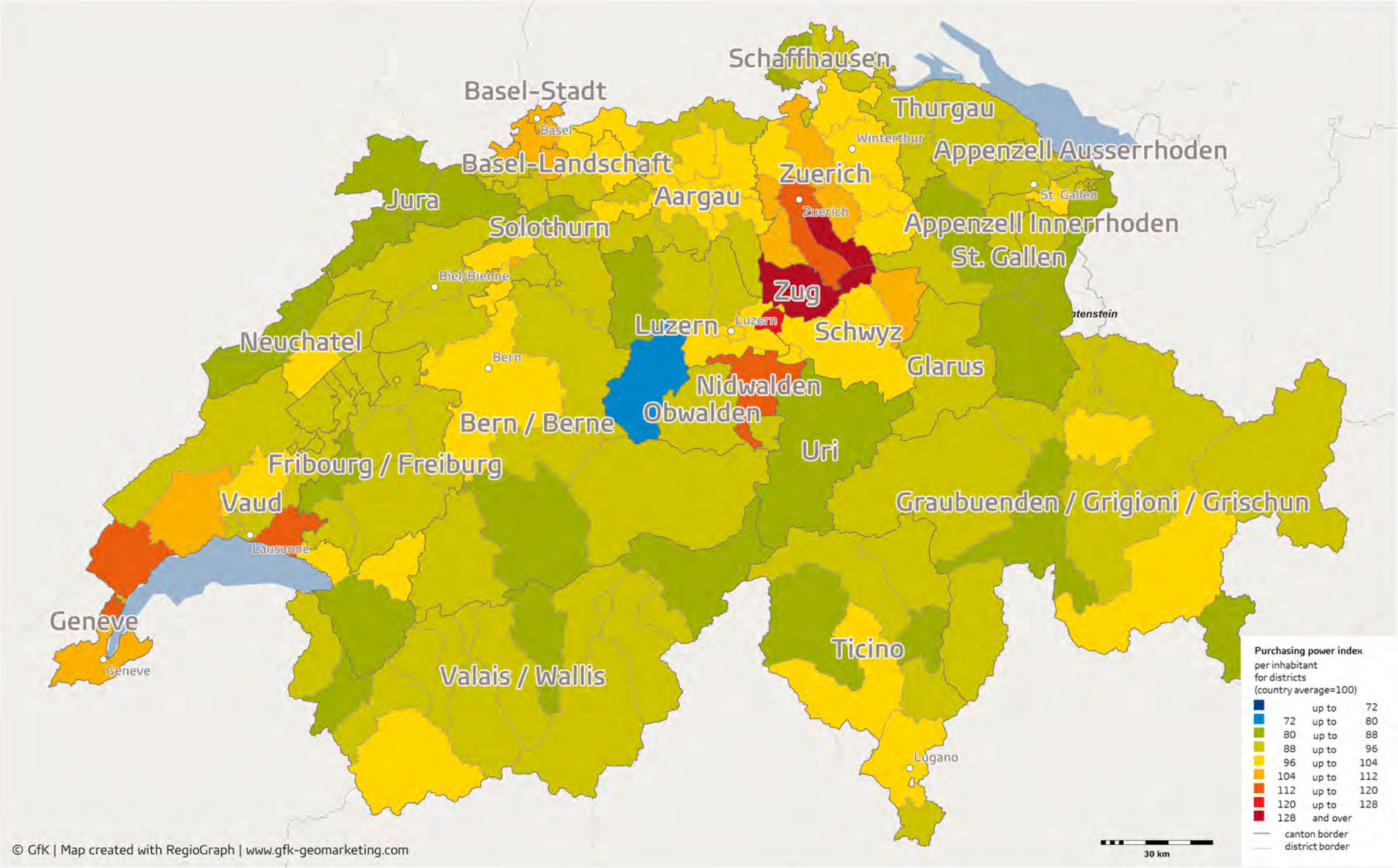
GfK Purchasing Power for health and hygiene products Switzerland



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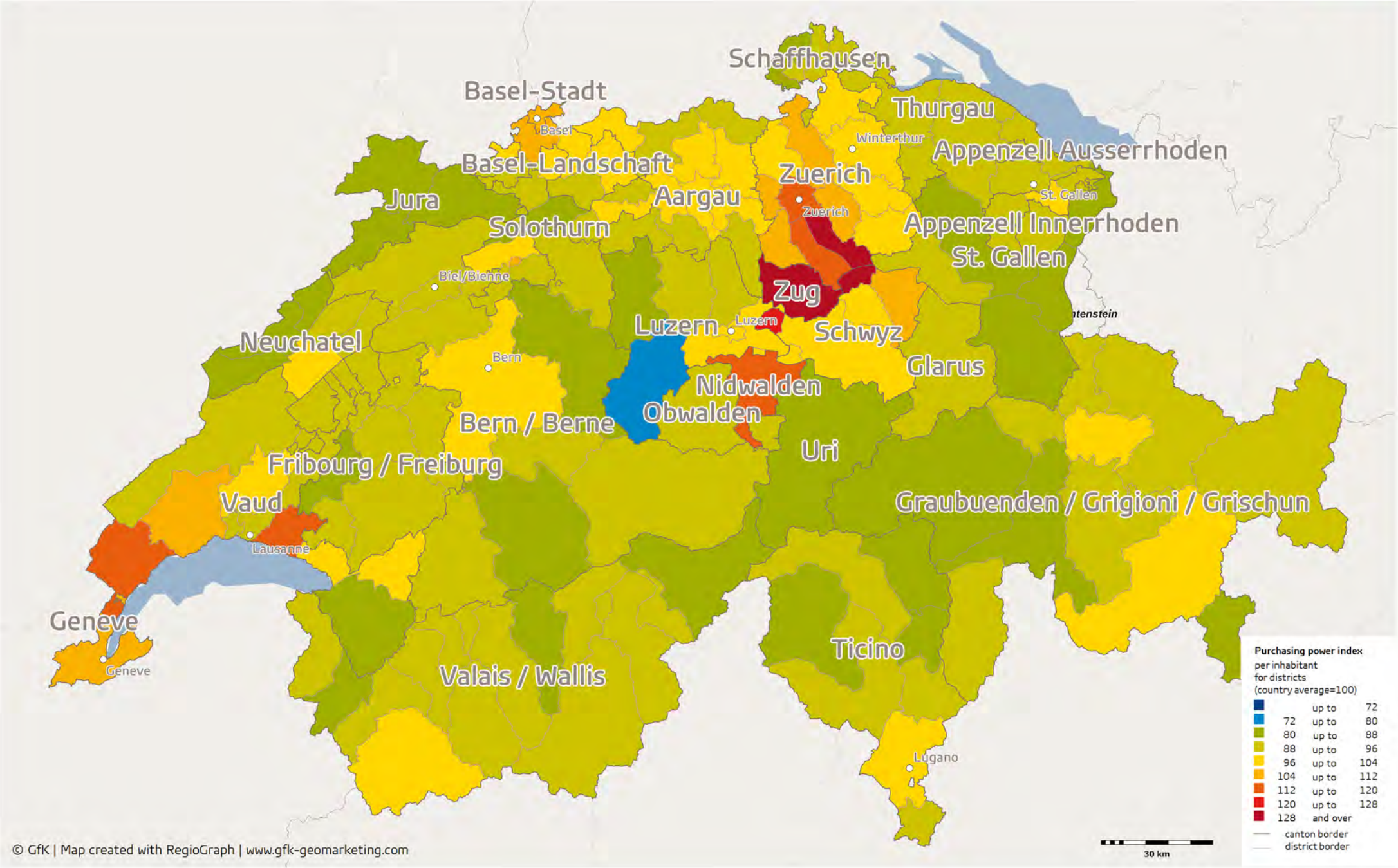
GfK Purchasing Power for non-food items Switzerland



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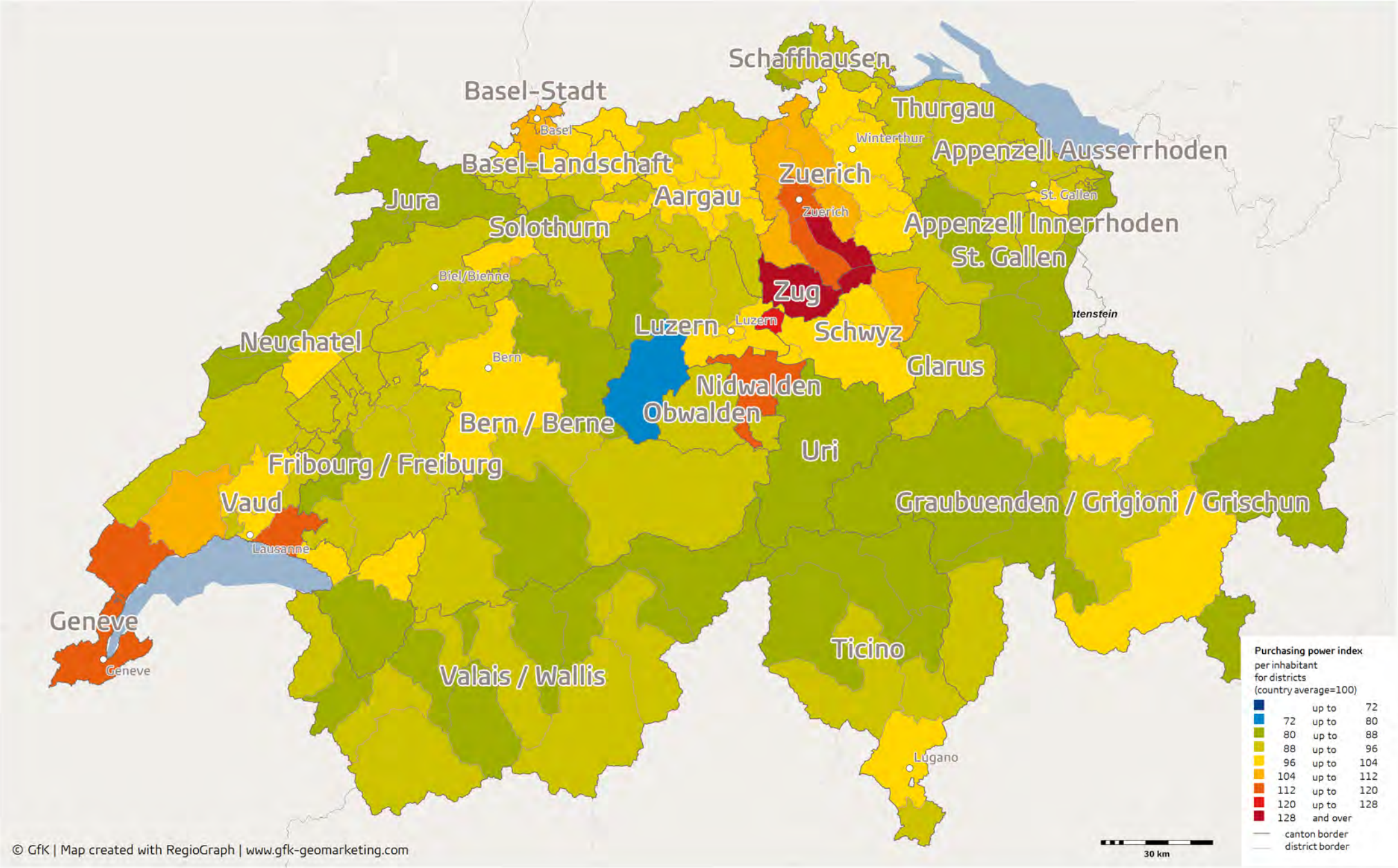
GfK Purchasing Power for clothing Switzerland



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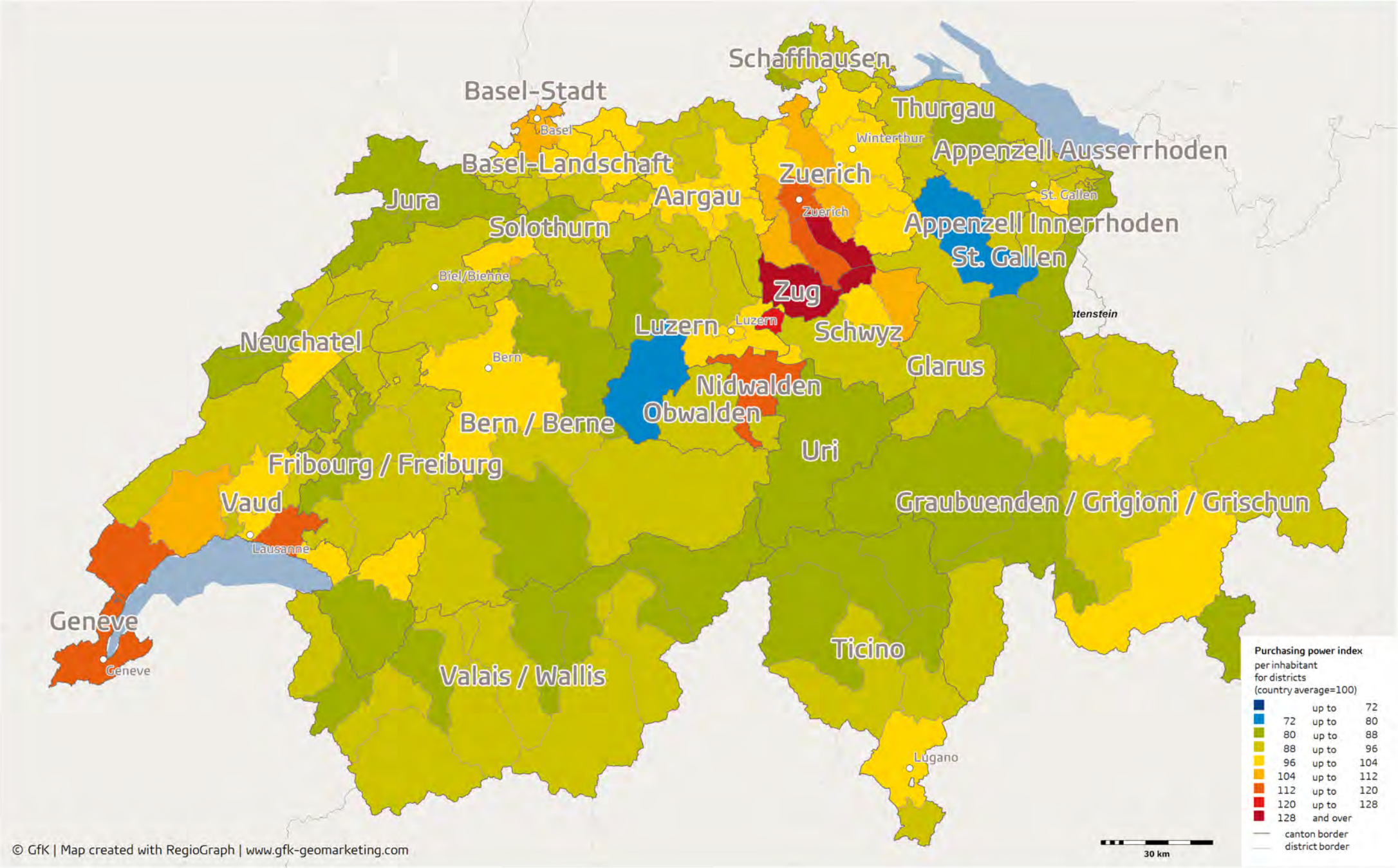
GfK Purchasing Power for women's outerwear Switzerland



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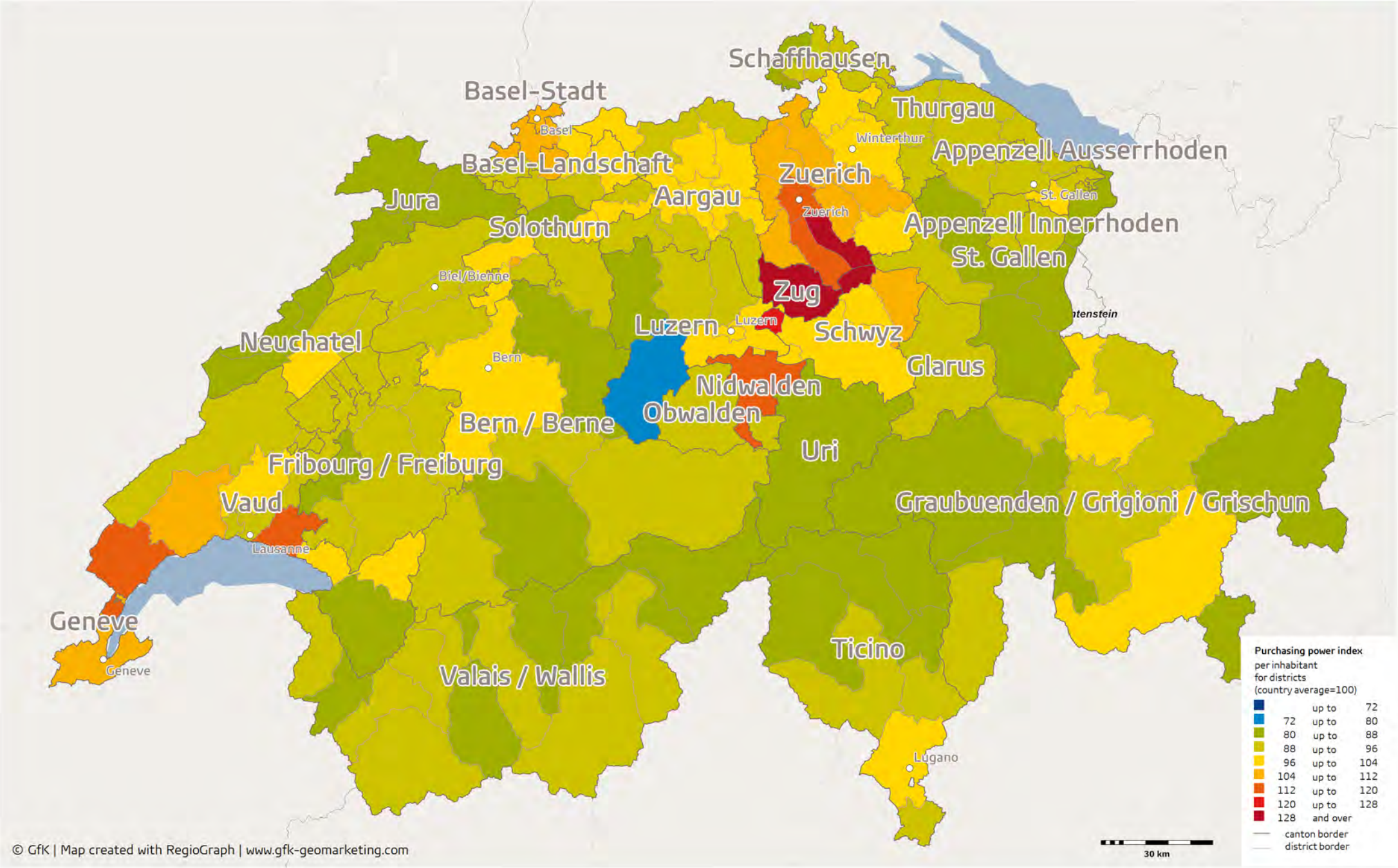
GfK Purchasing Power for shoes, leather goods Switzerland



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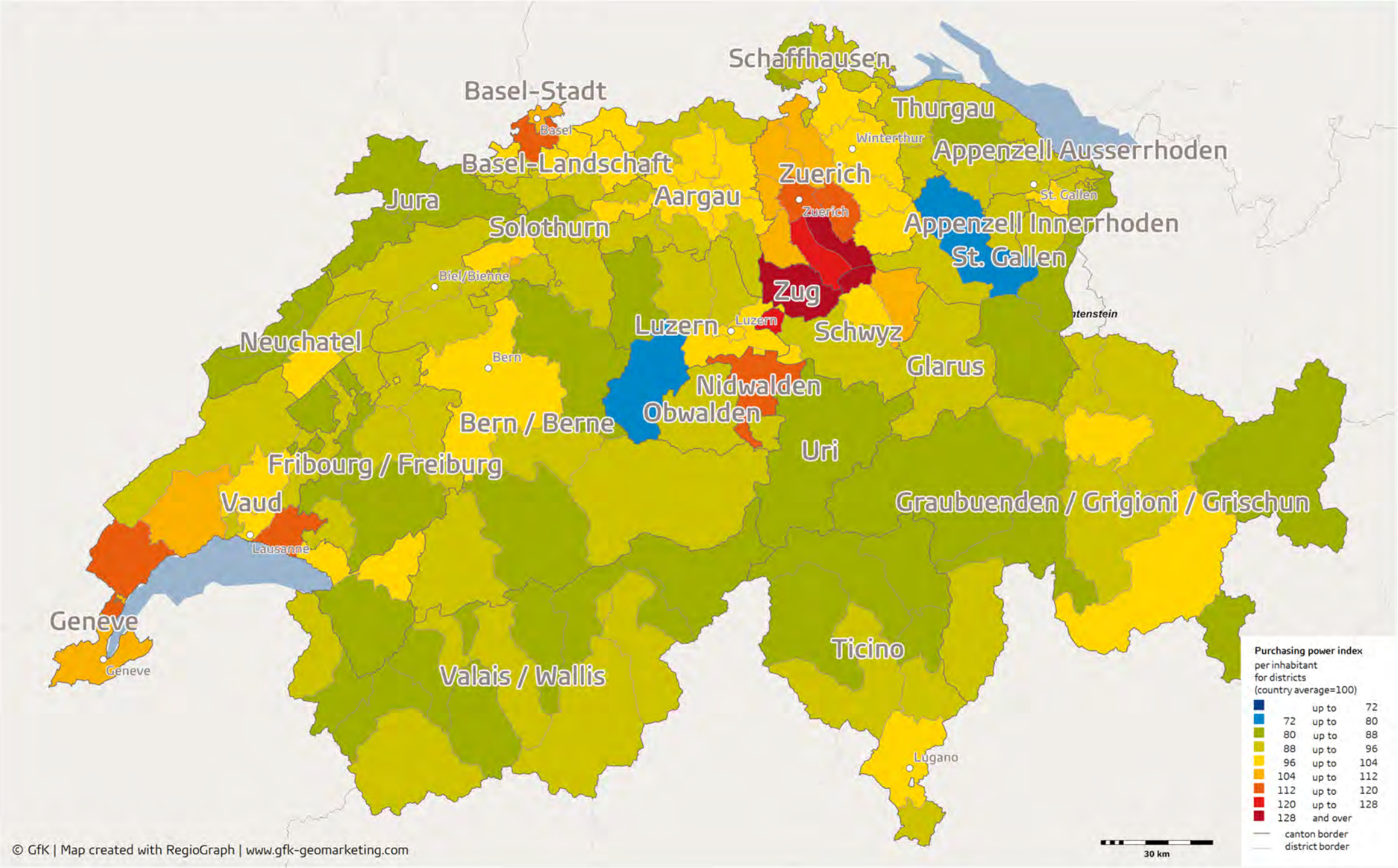
GfK Purchasing Power for womens' shoes incl slippers, rubber boots Switzerland



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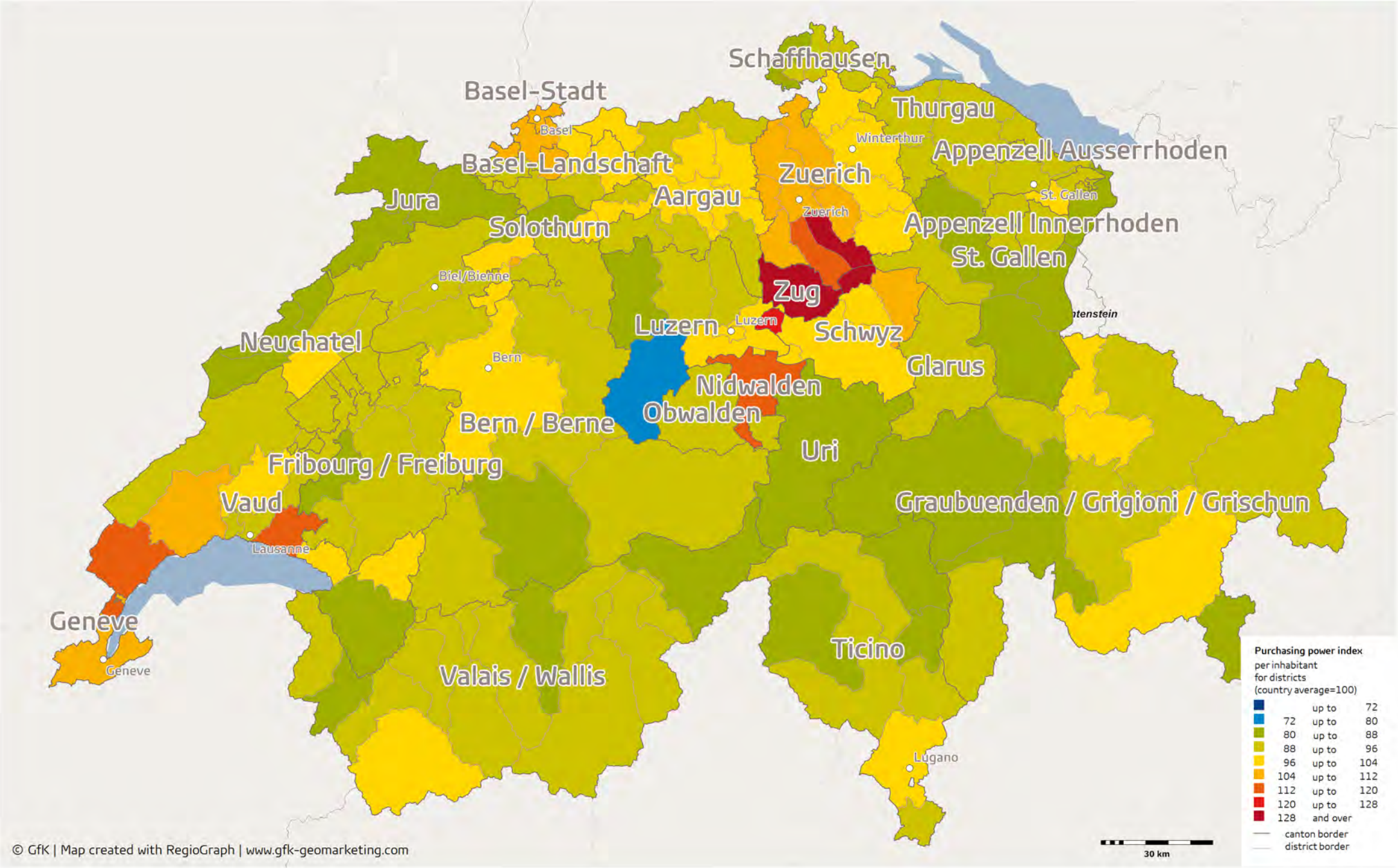
GfK Purchasing Power for furnishings Switzerland



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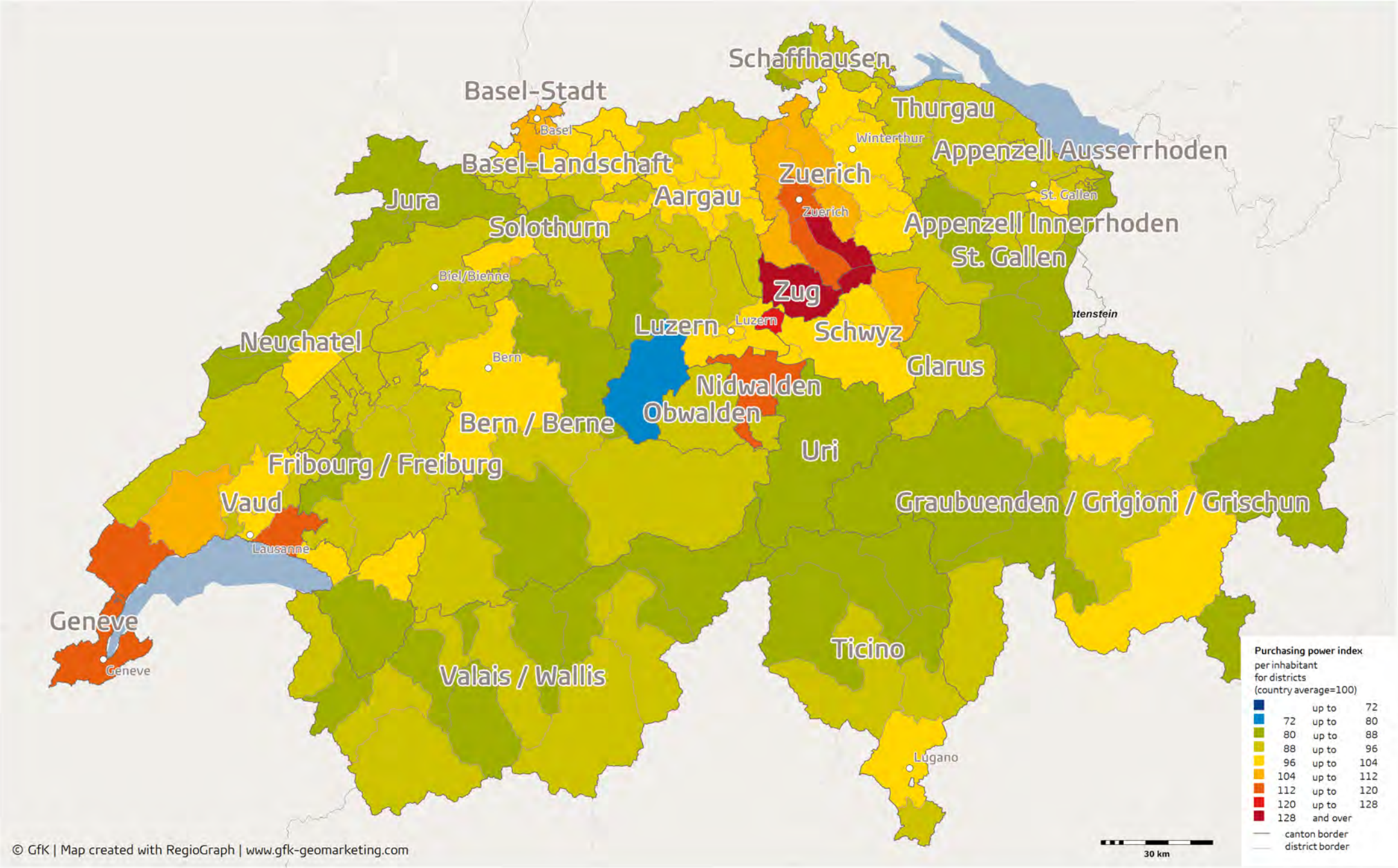
GfK Purchasing Power for household products, glass, porcelain Switzerland



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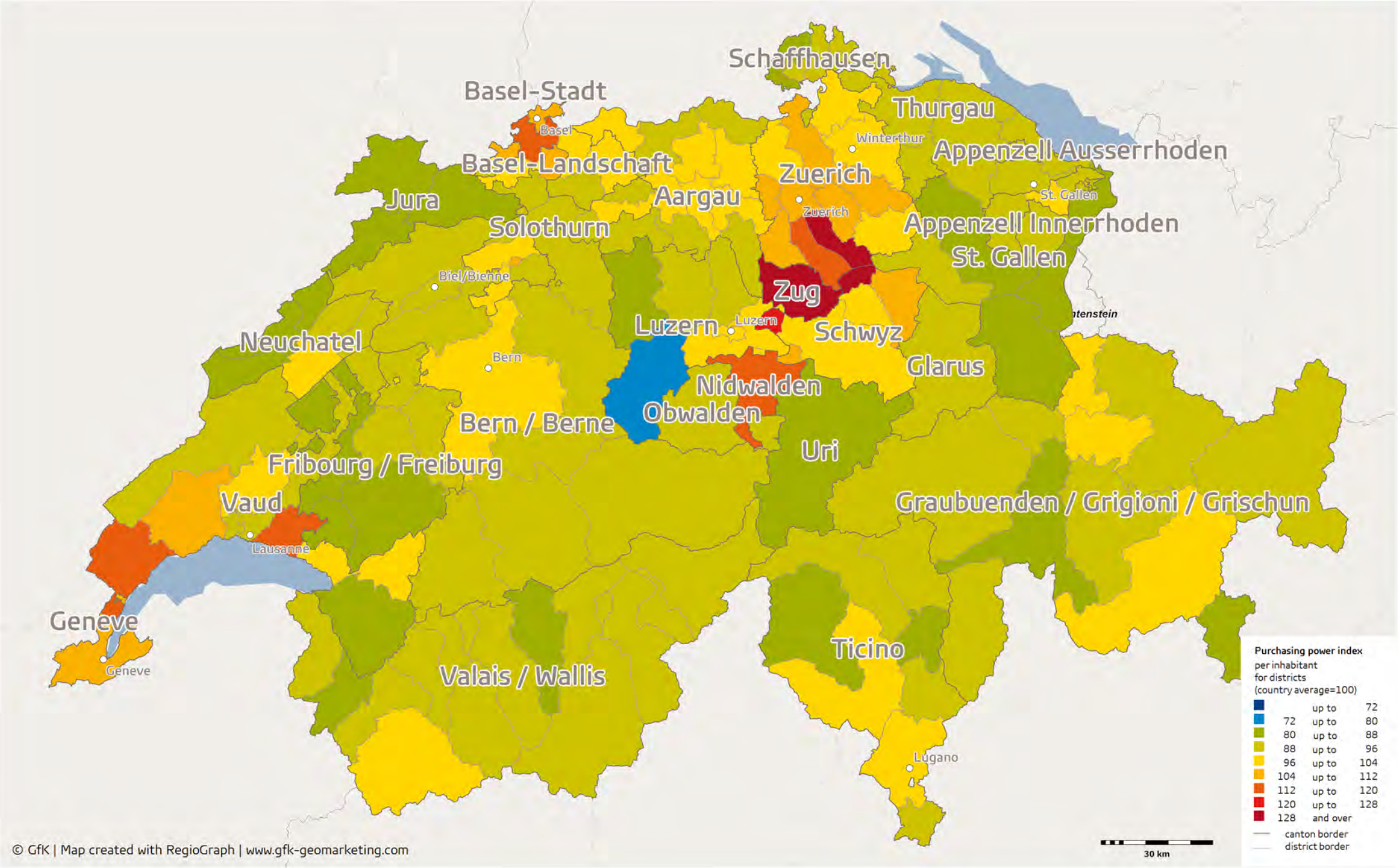
GfK Purchasing Power for electrical household appliances Switzerland



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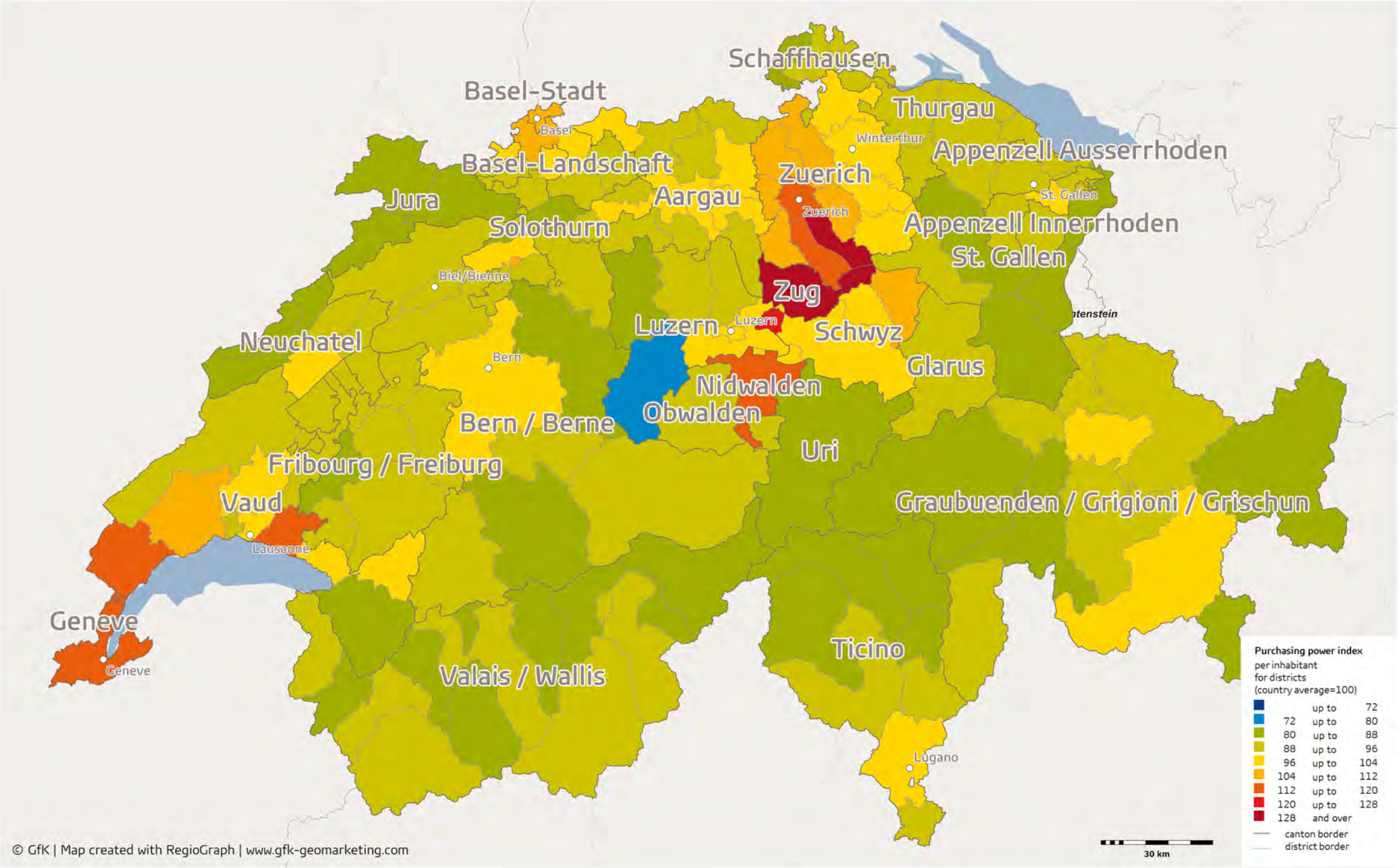
GfK Purchasing Power for consumer electronics, ICT, photography Switzerland



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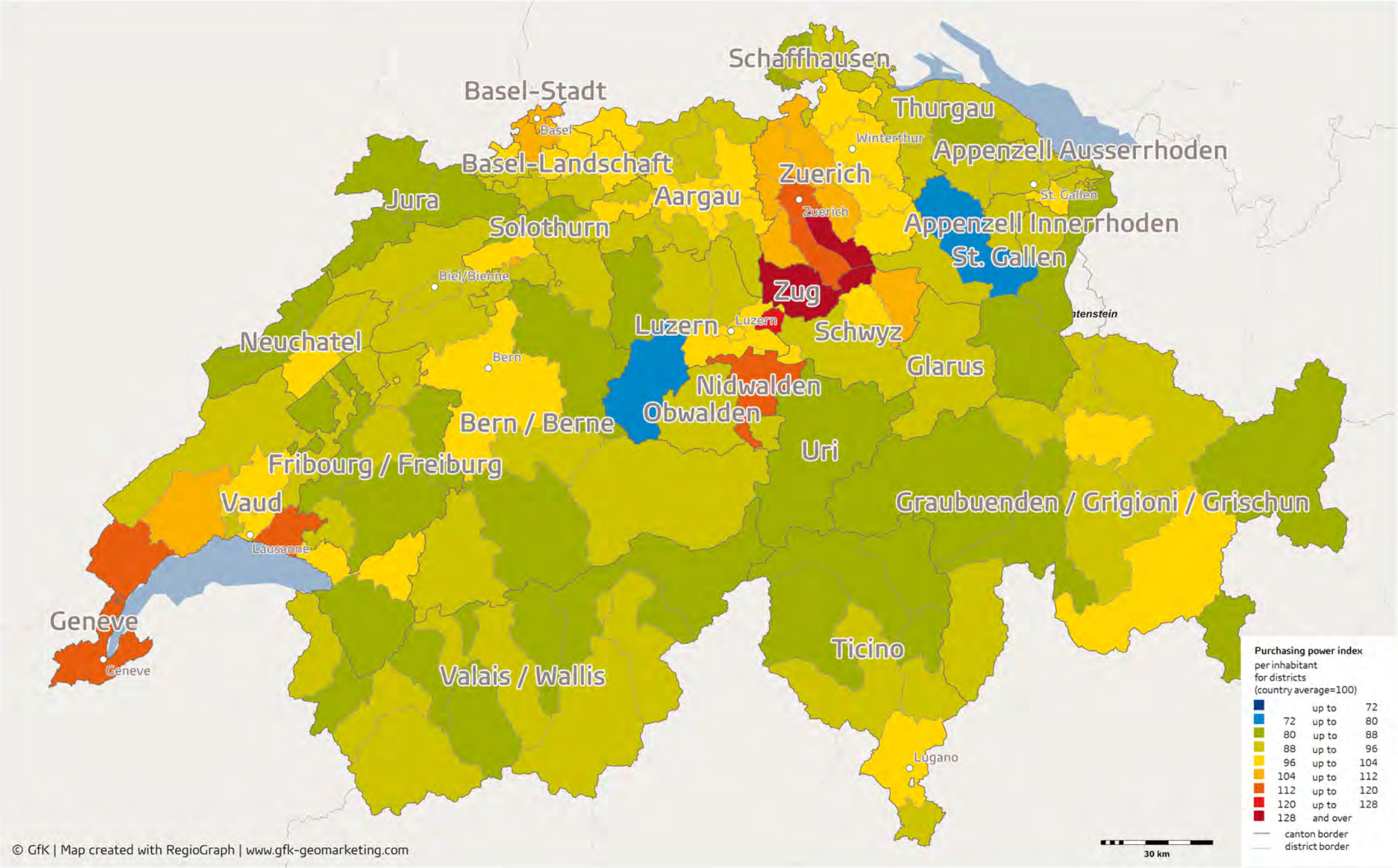
GfK Purchasing Power for watches, jewelry Switzerland



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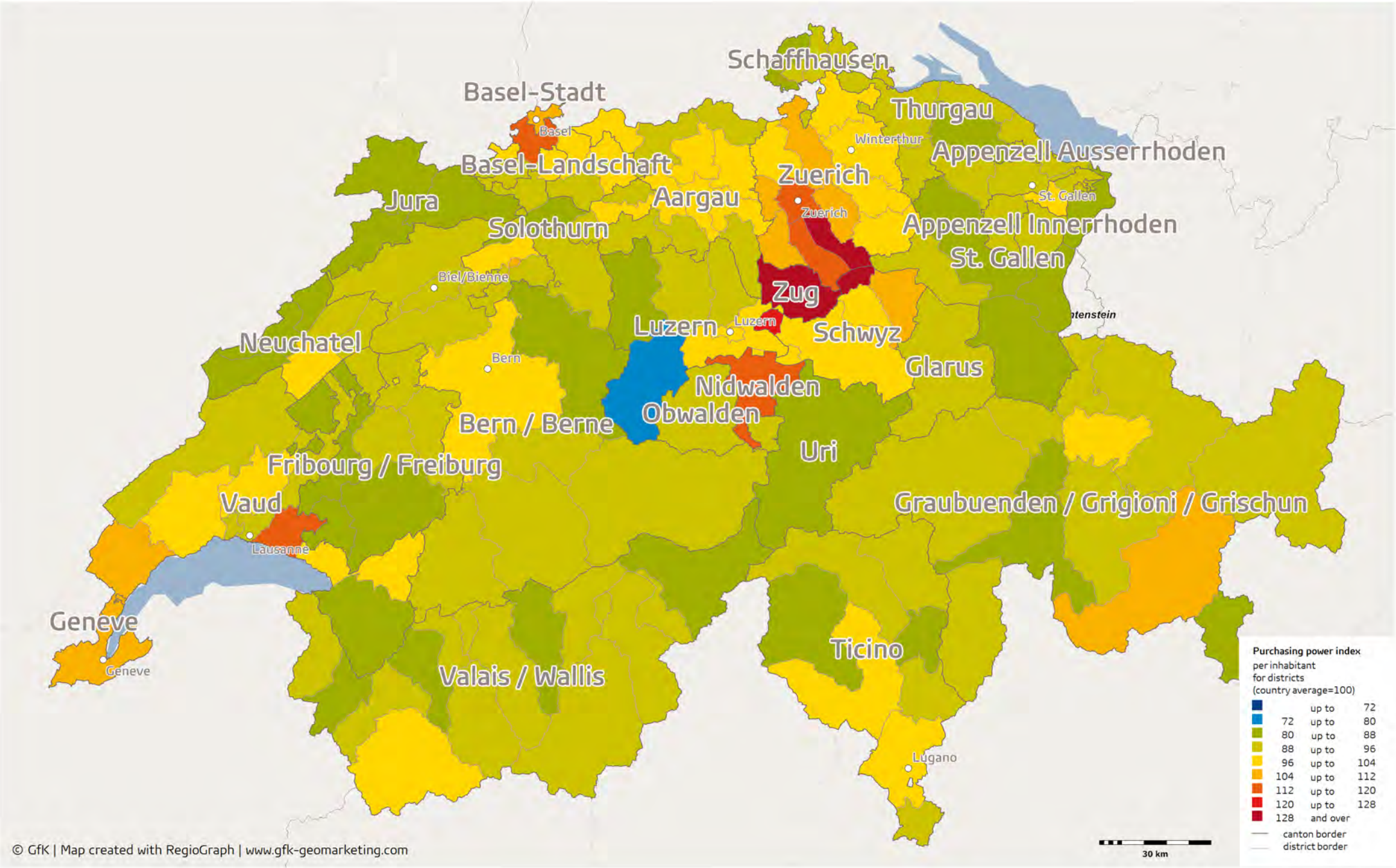
GfK Purchasing Power for books, stationery Switzerland



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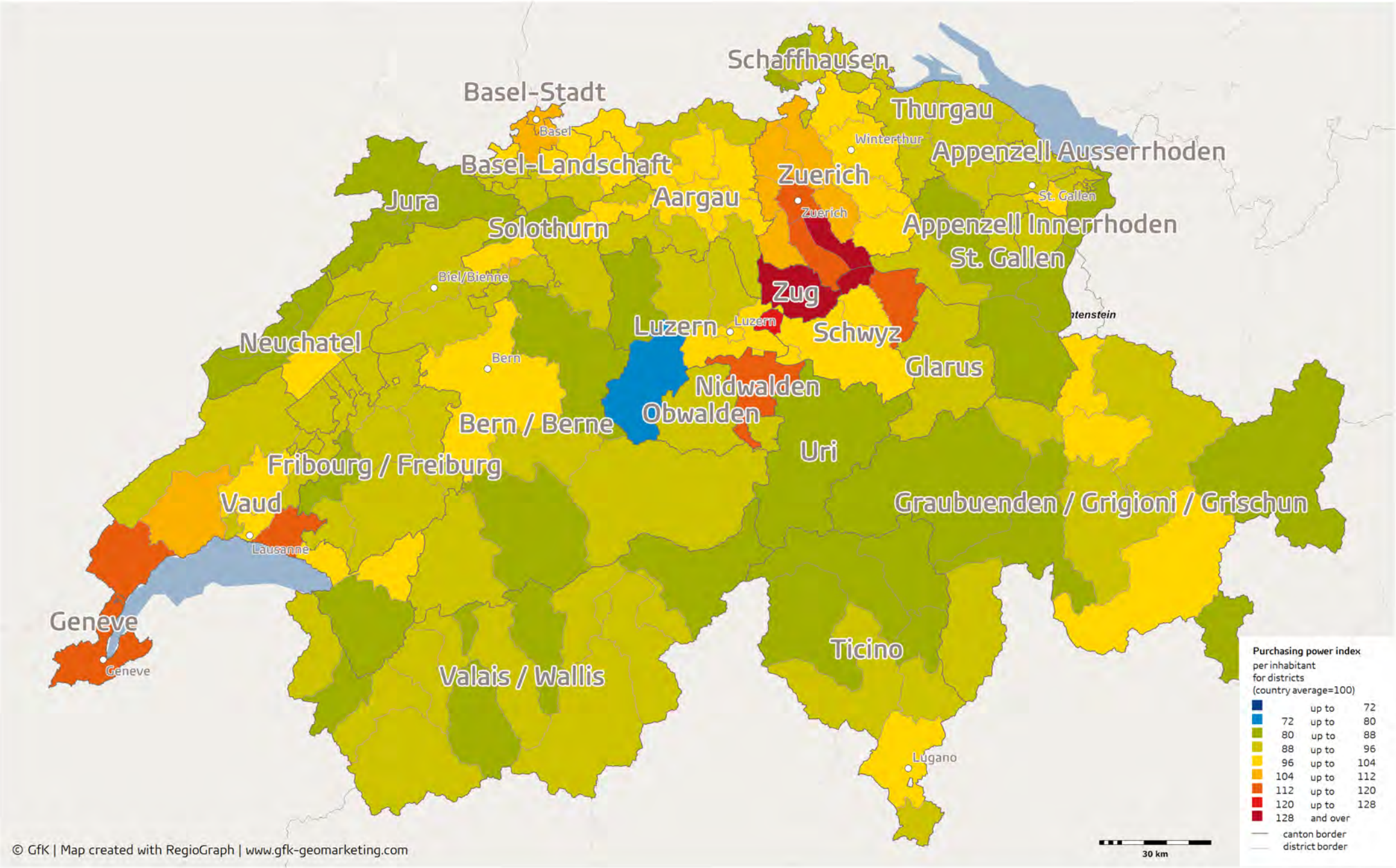
GfK Purchasing Power for sporting goods, hobbies and recreation Switzerland



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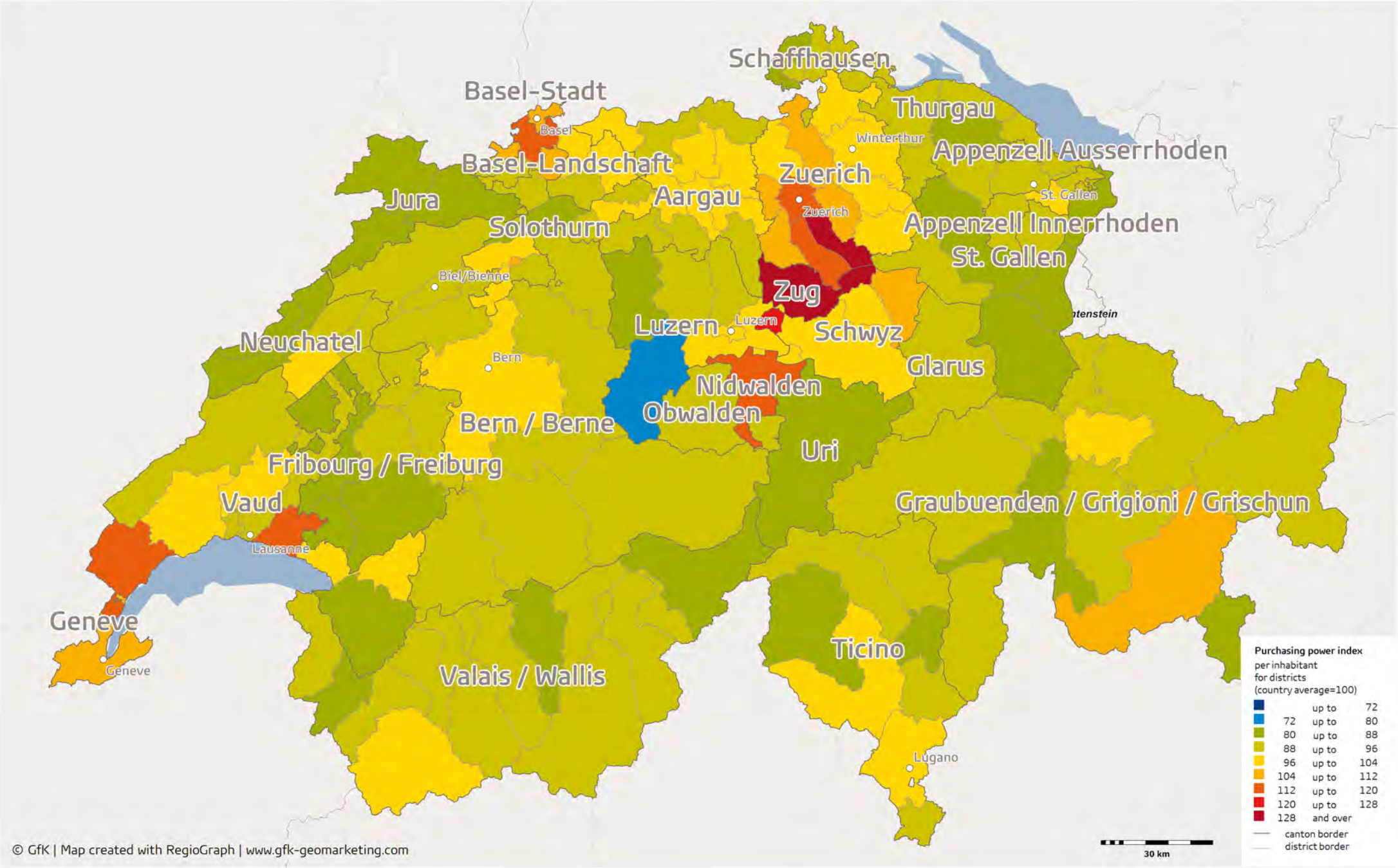
GfK Purchasing Power for home improvement Switzerland



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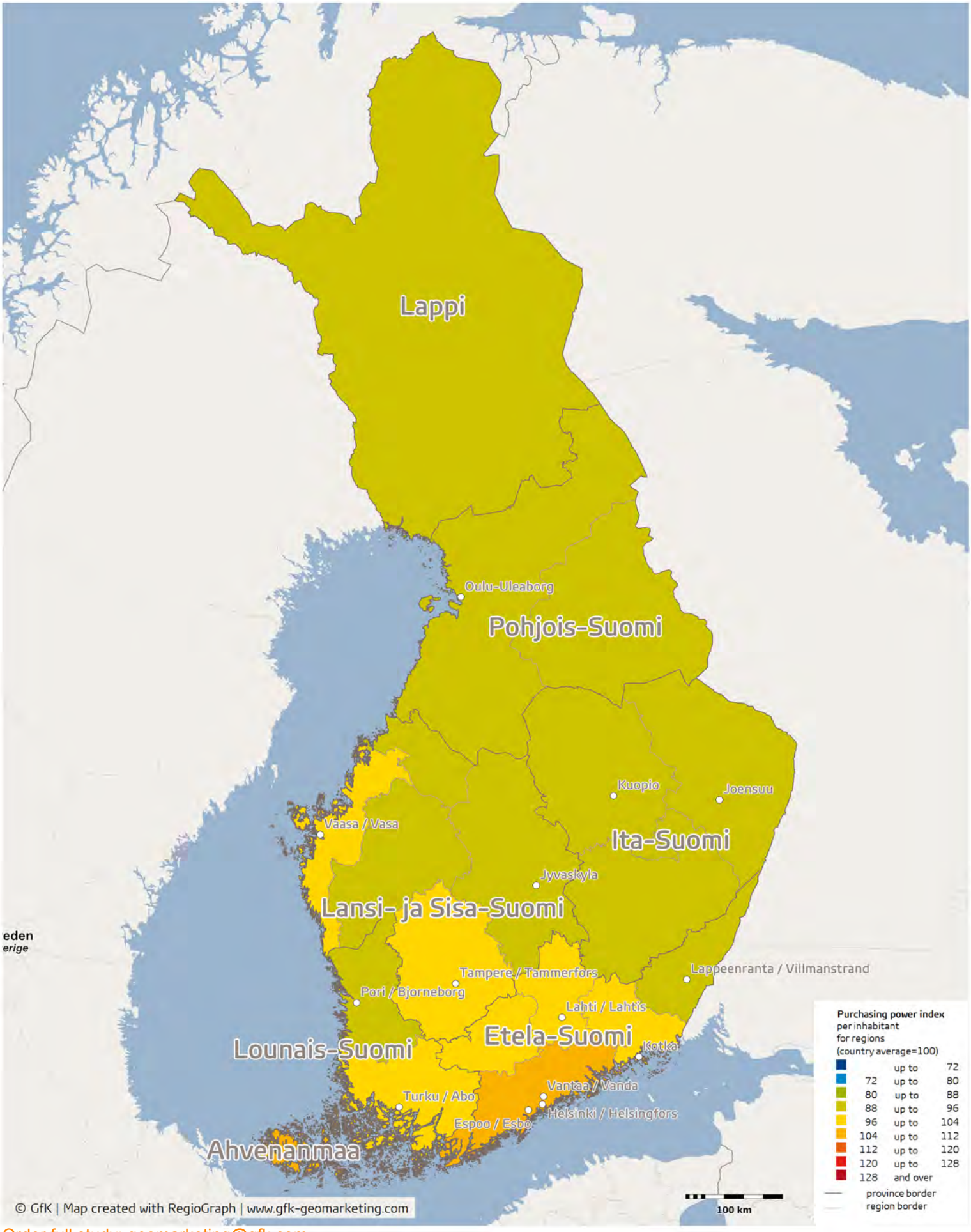
Finland

GfK Retail Purchasing Power Finland



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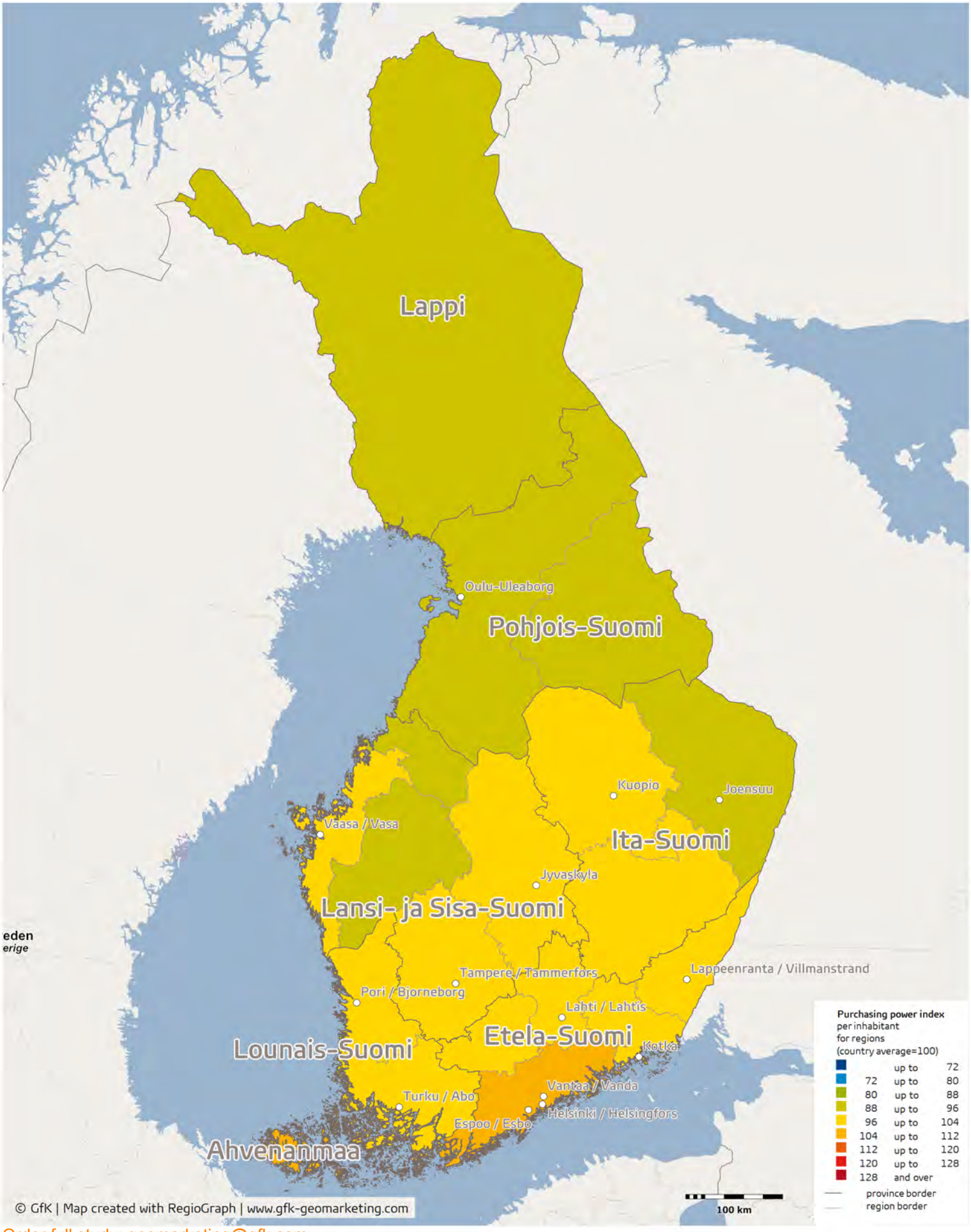
GfK Purchasing Power for food items Finland



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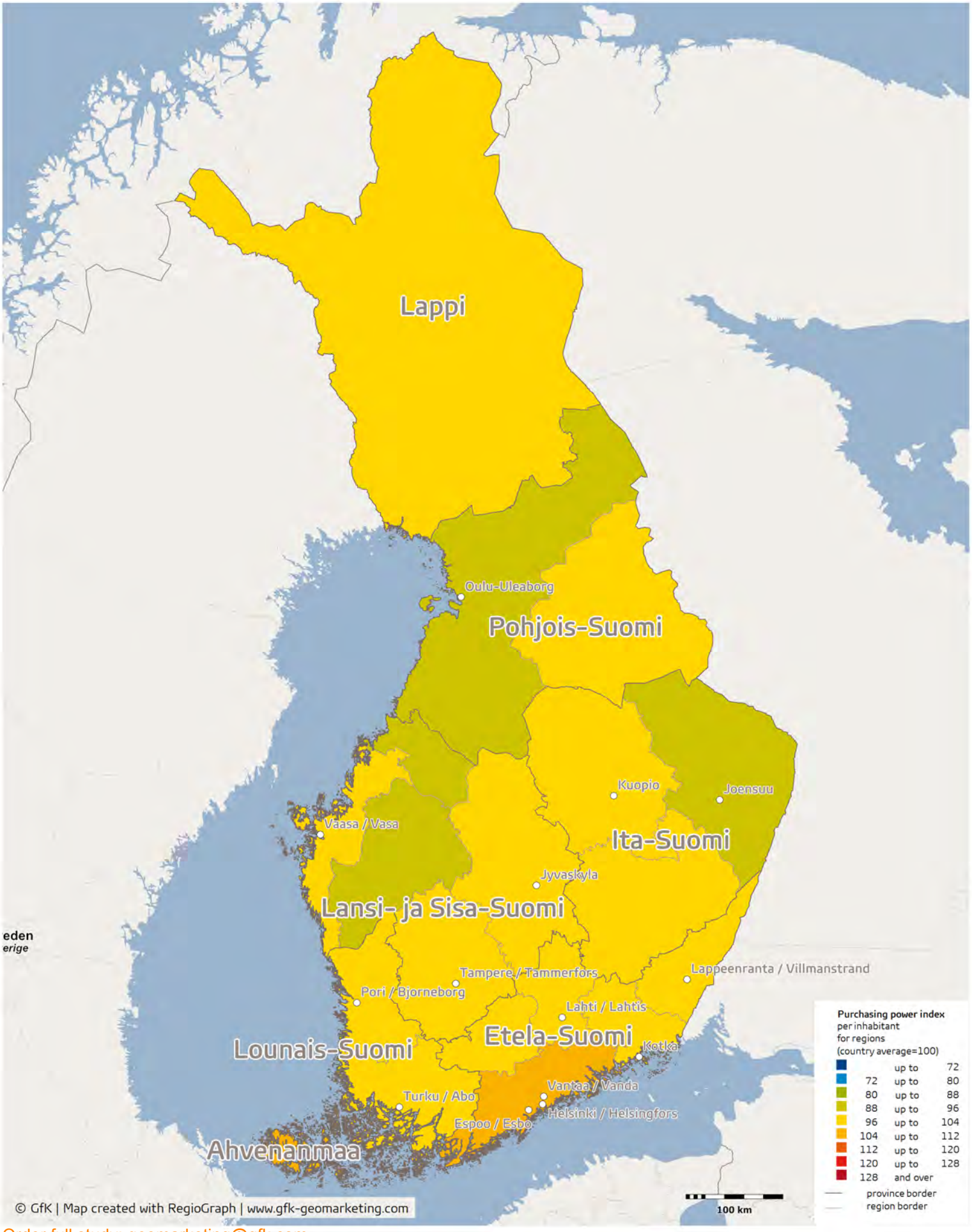
GfK Purchasing Power for food Finland



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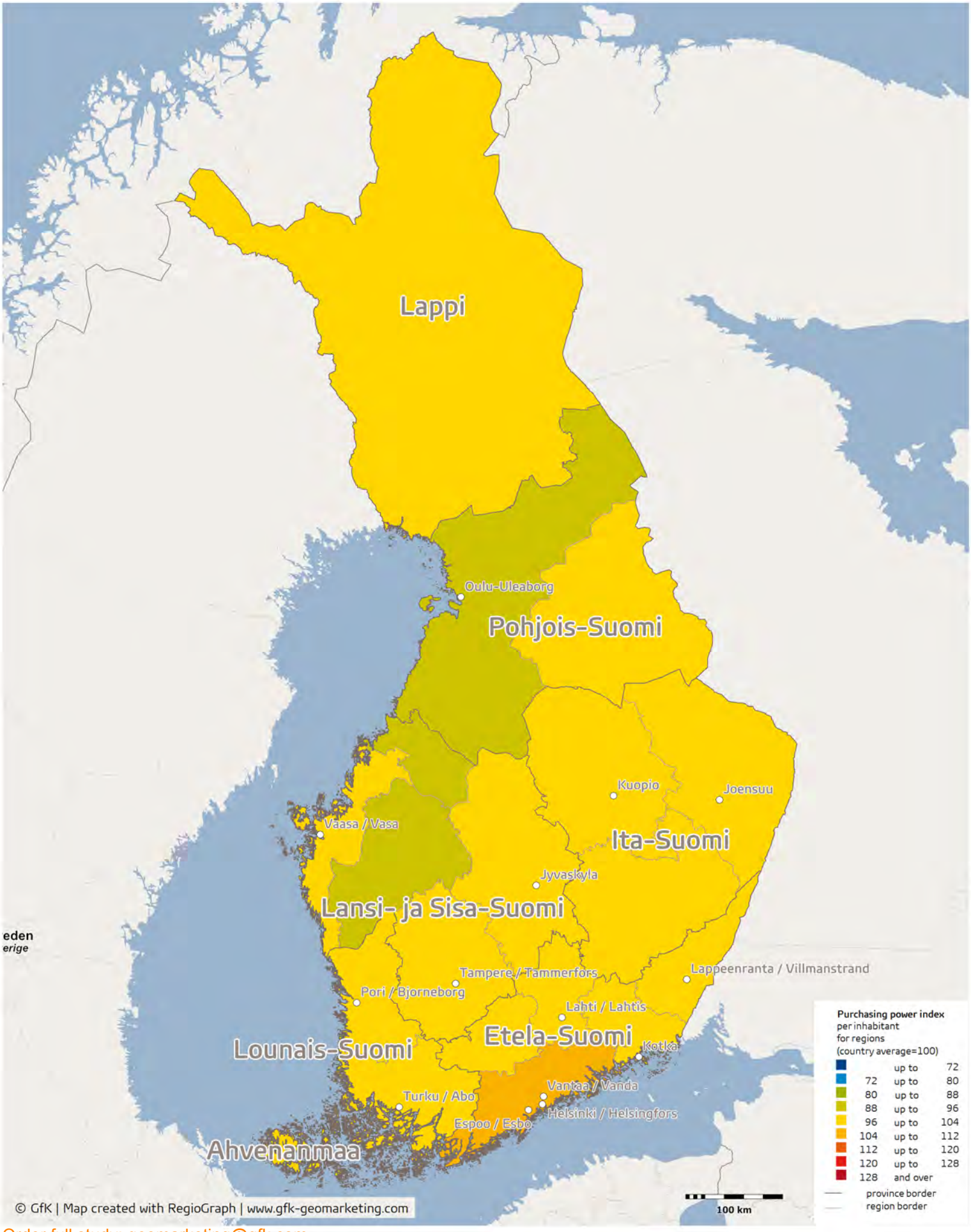
GfK Purchasing Power for alcohol-free beverages
Finland



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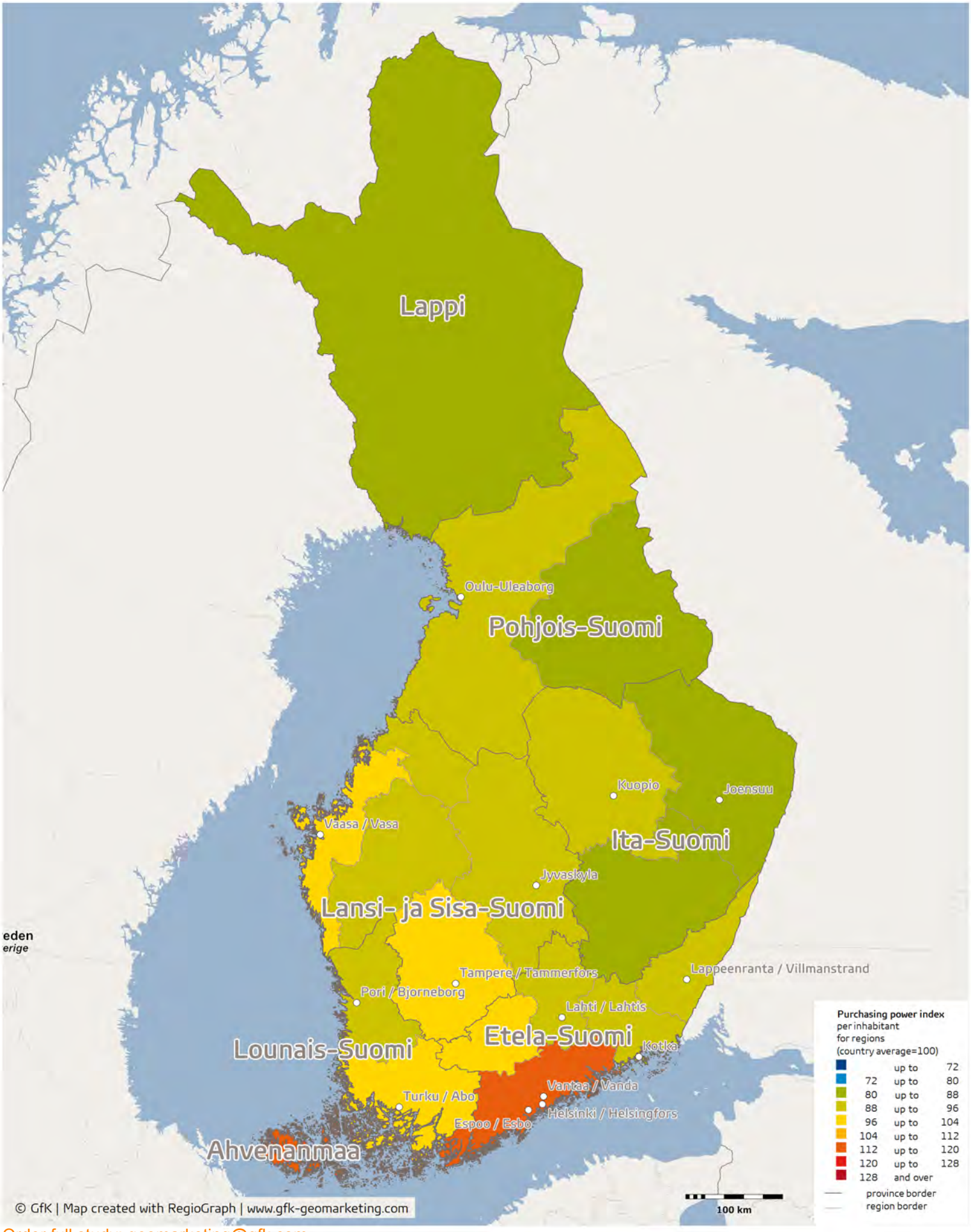
GfK Purchasing Power for alcoholic beverages Finland



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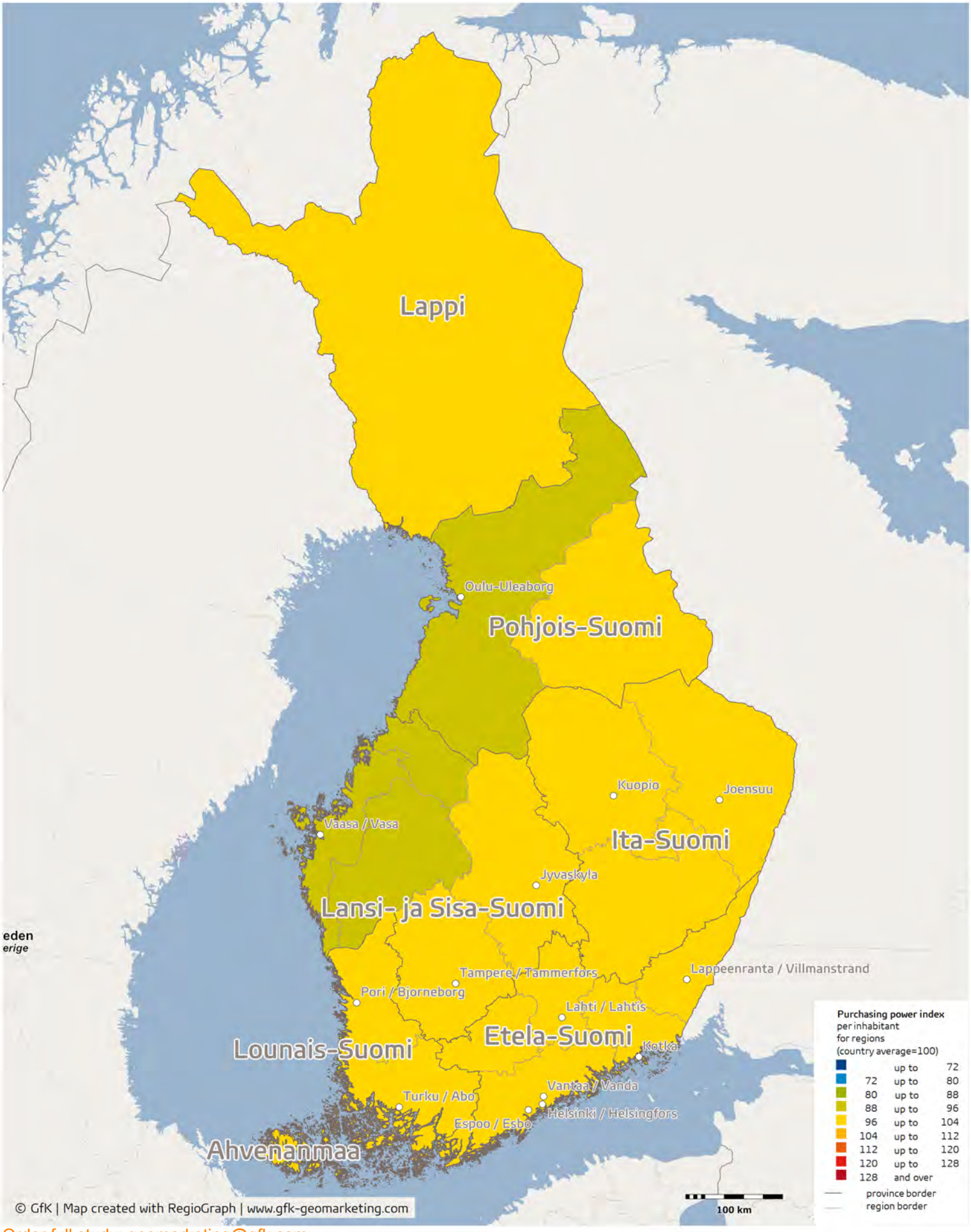
GfK Purchasing Power for tobacco products Finland



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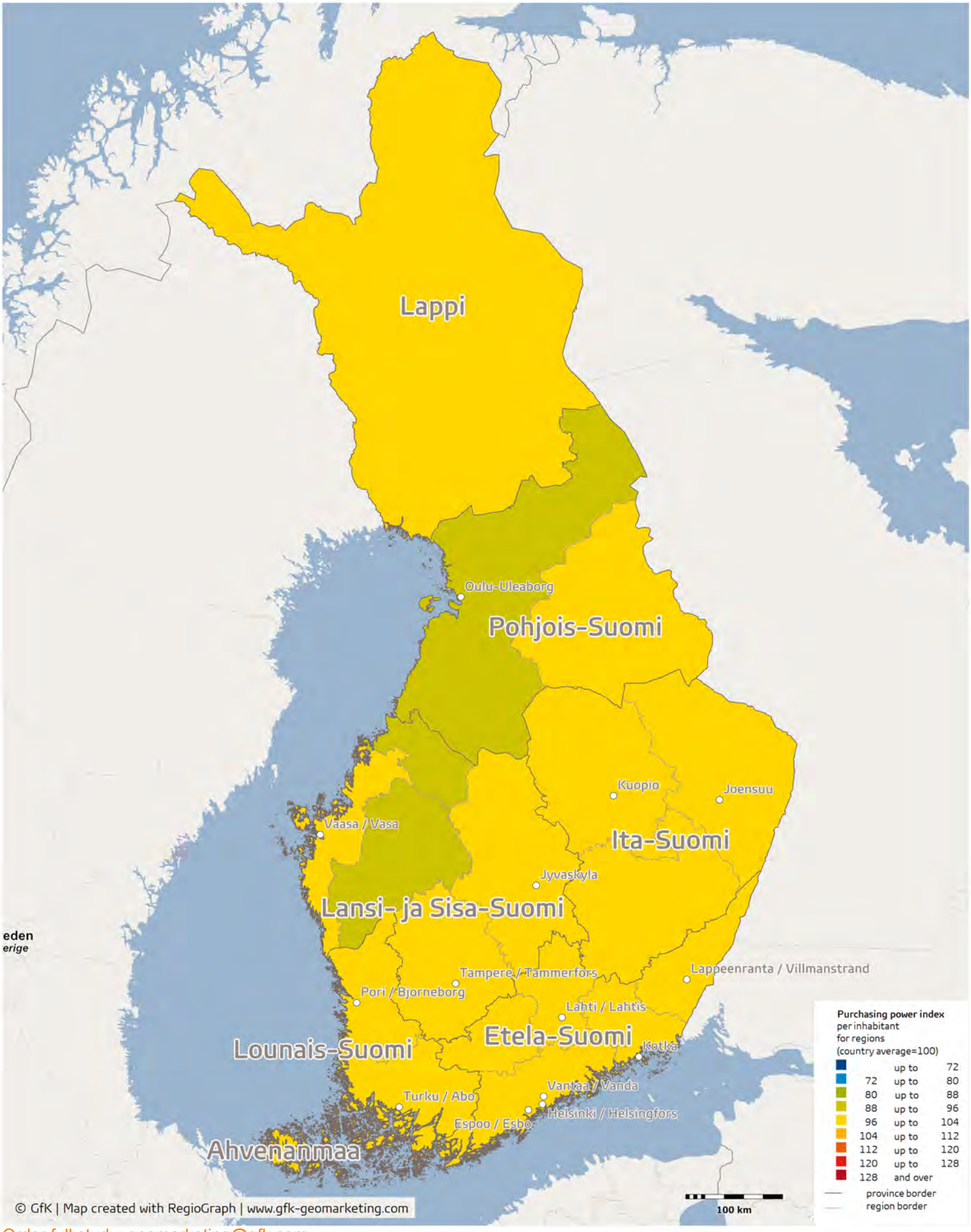
GfK Purchasing Power for health and hygiene products Finland



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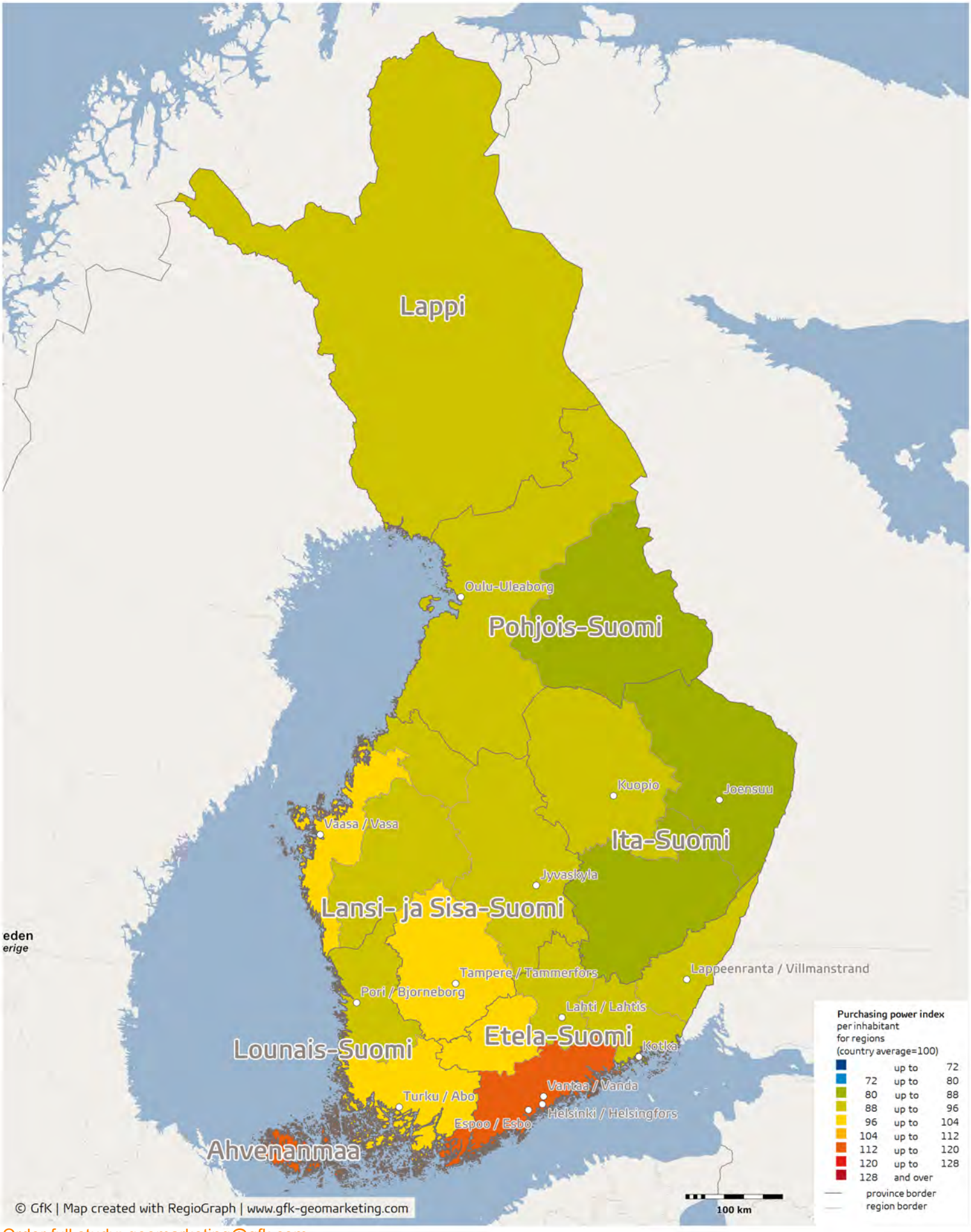
GfK Purchasing Power for non-food items Finland



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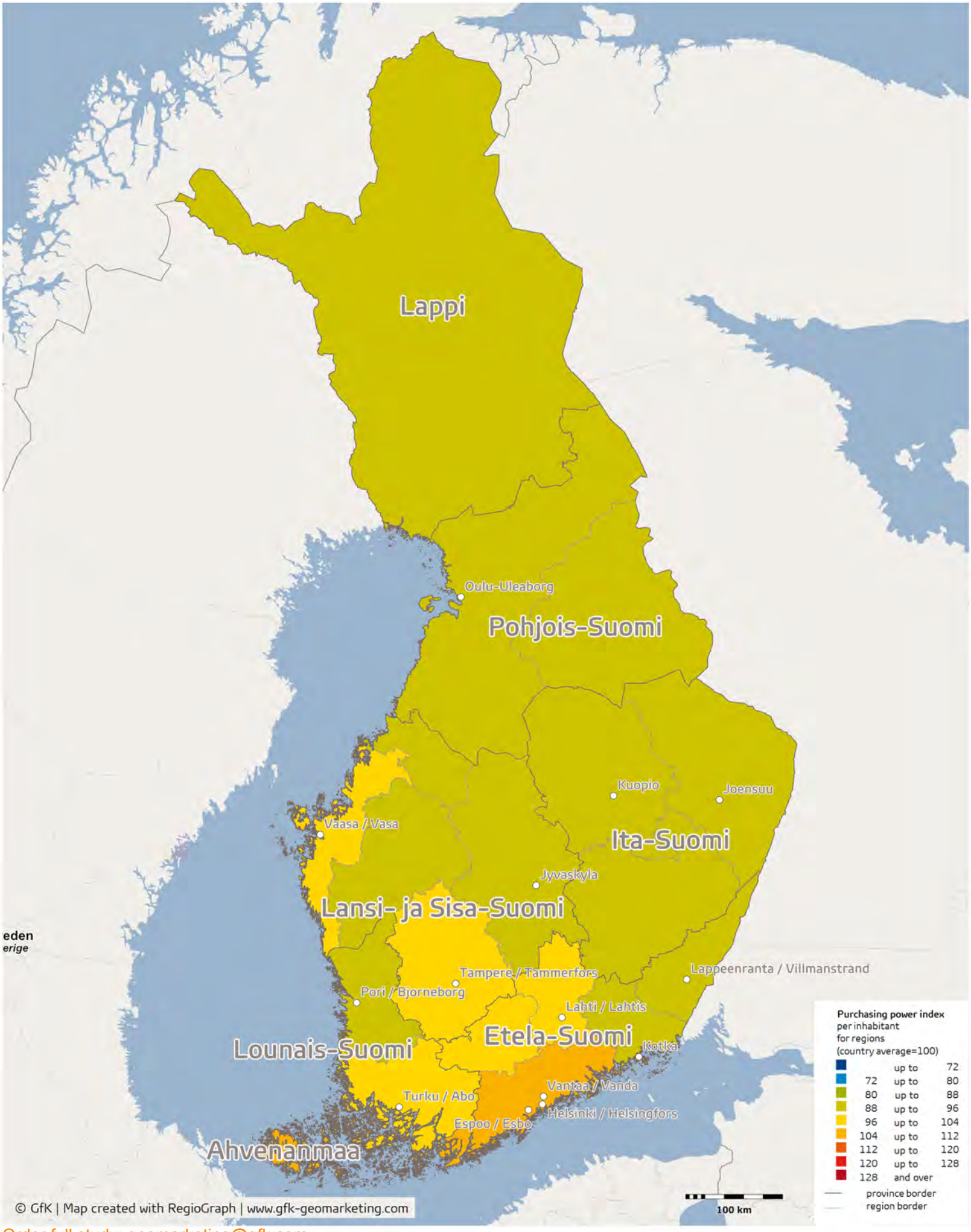
GfK Purchasing Power for clothing Finland



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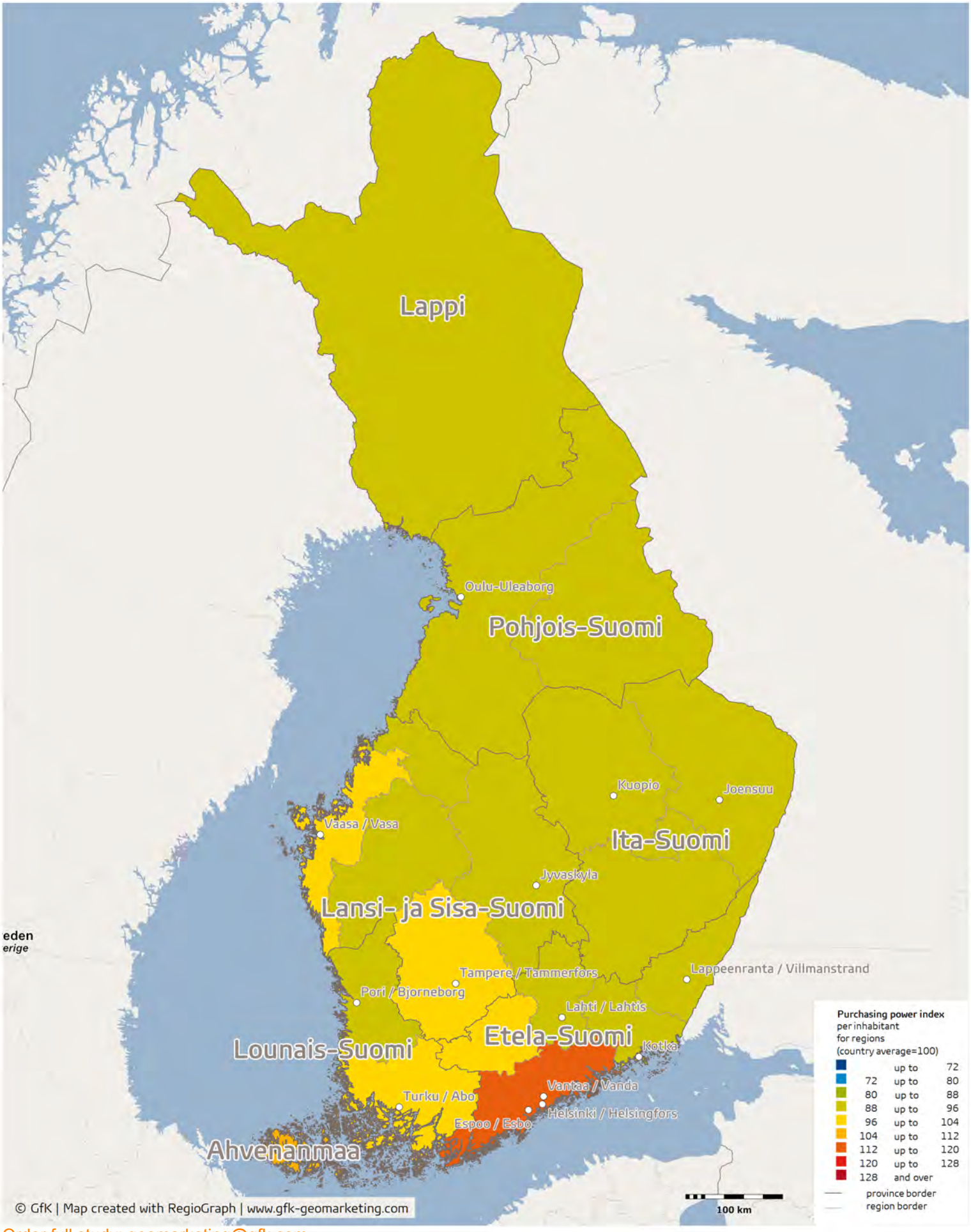
GfK Purchasing Power for shoes, leather goods
Finland



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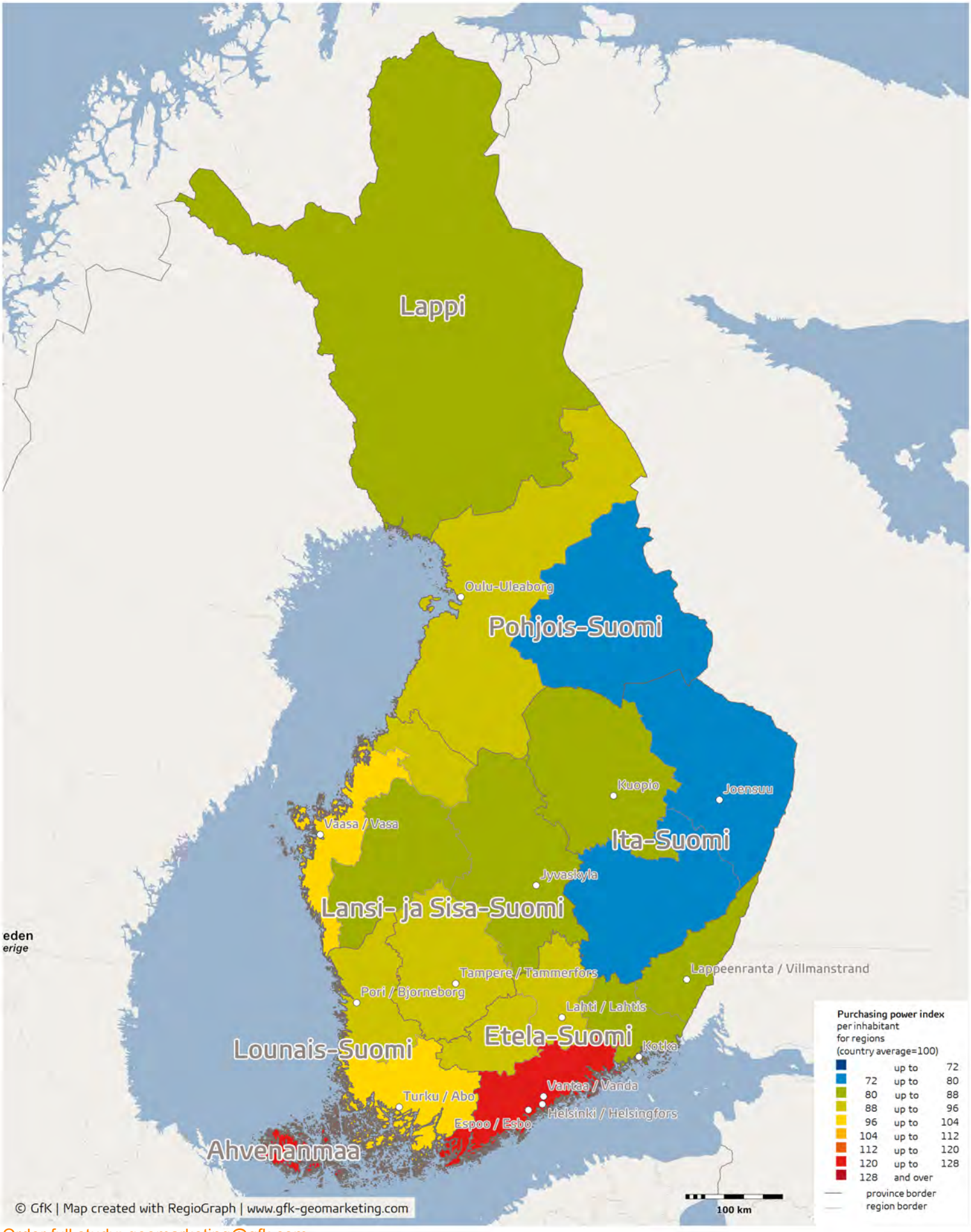
GfK Purchasing Power for furnishings Finland



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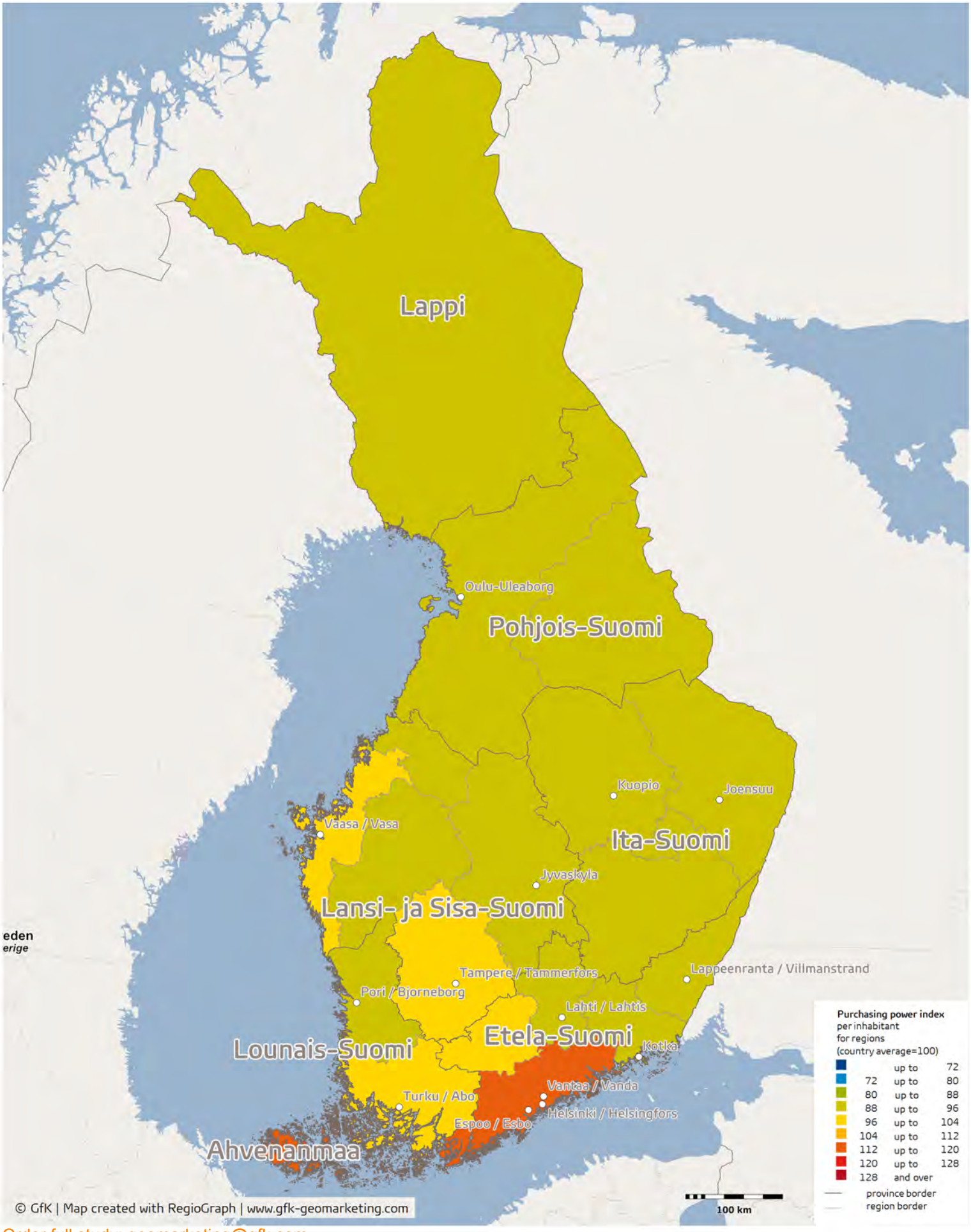
GfK Purchasing Power for household products, glass, porcelain Finland



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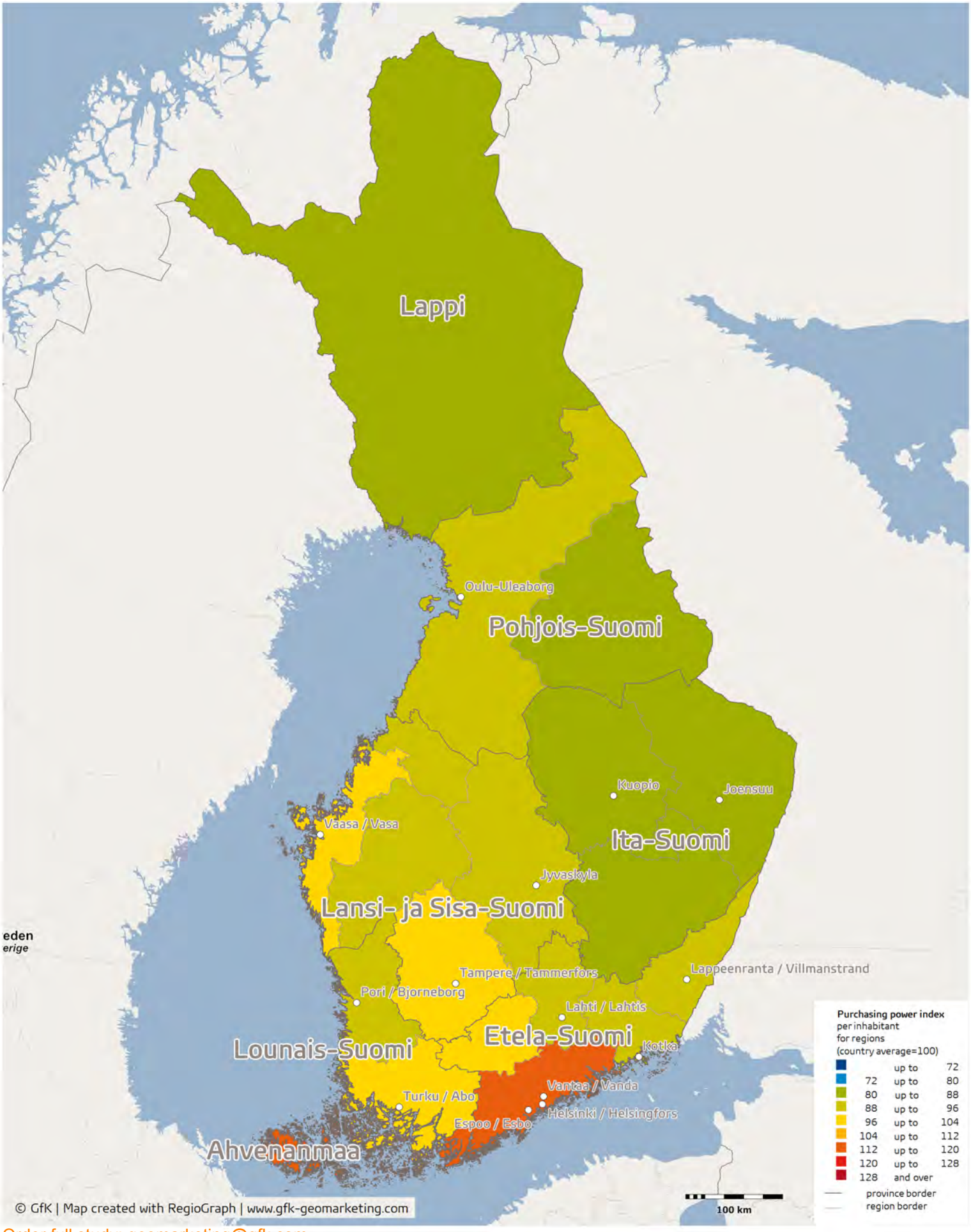
GfK Purchasing Power for electrical household appliances Finland



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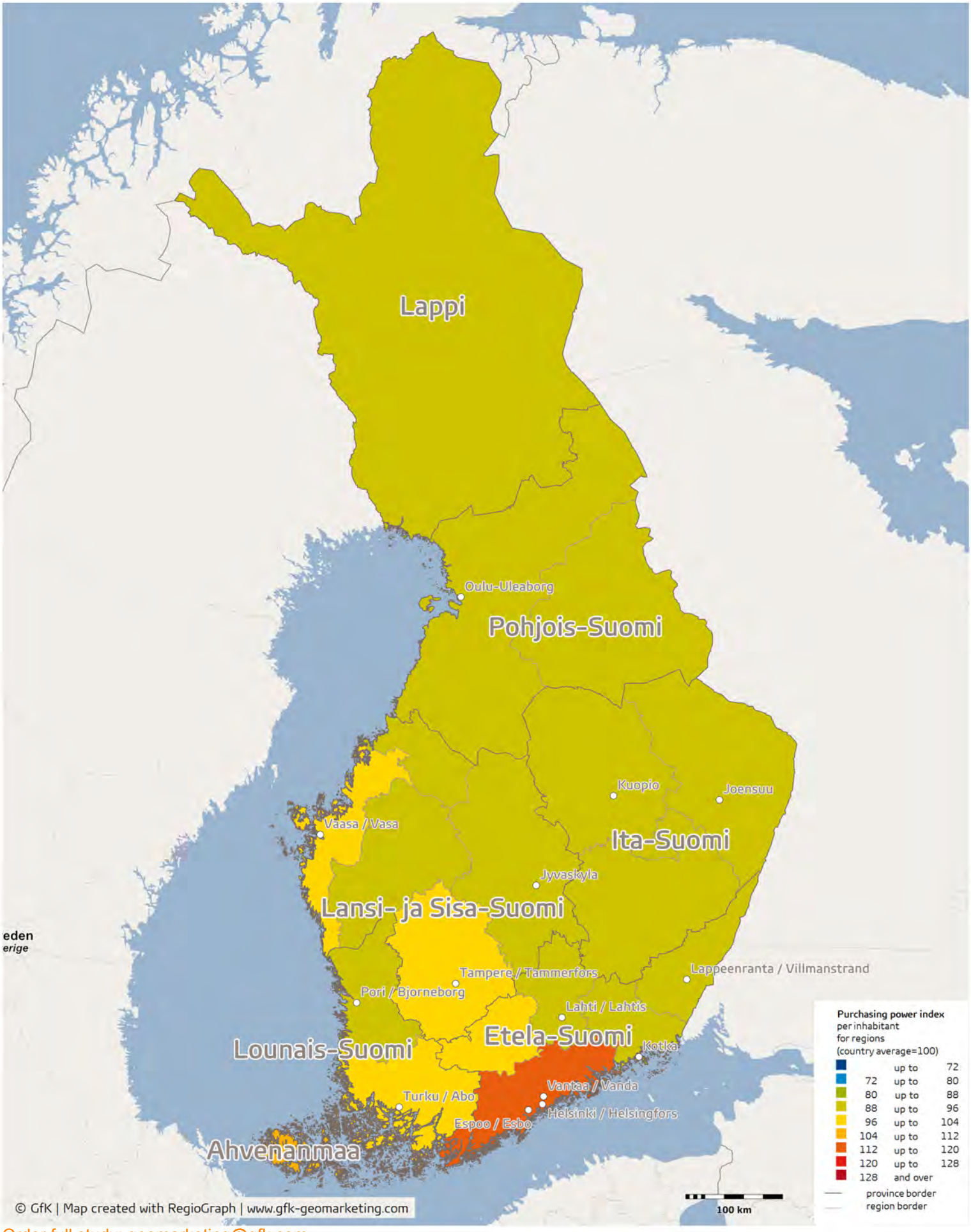
GfK Purchasing Power for consumer electronics, ICT, photography Finland



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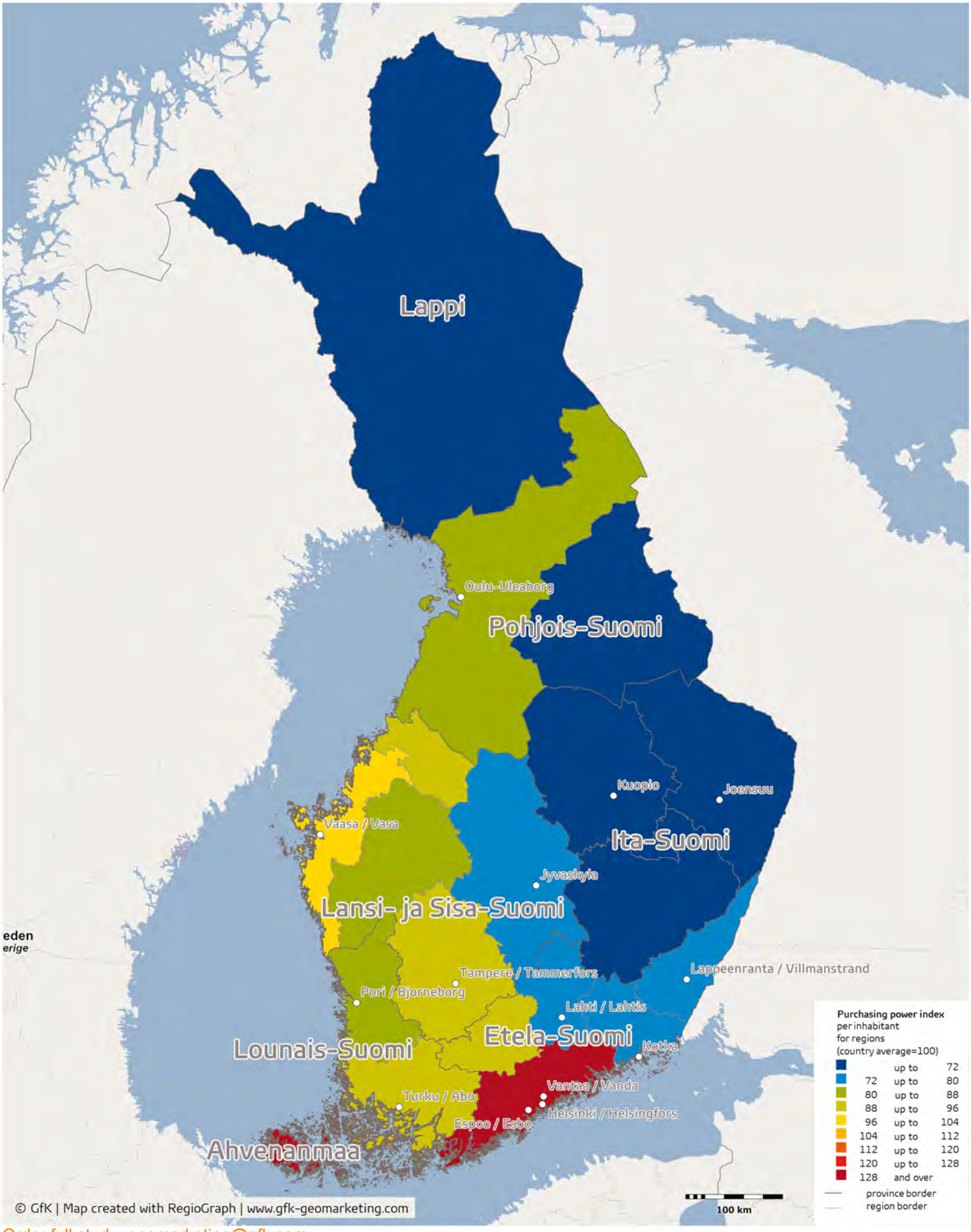
GfK Purchasing Power for watches, jewelry Finland



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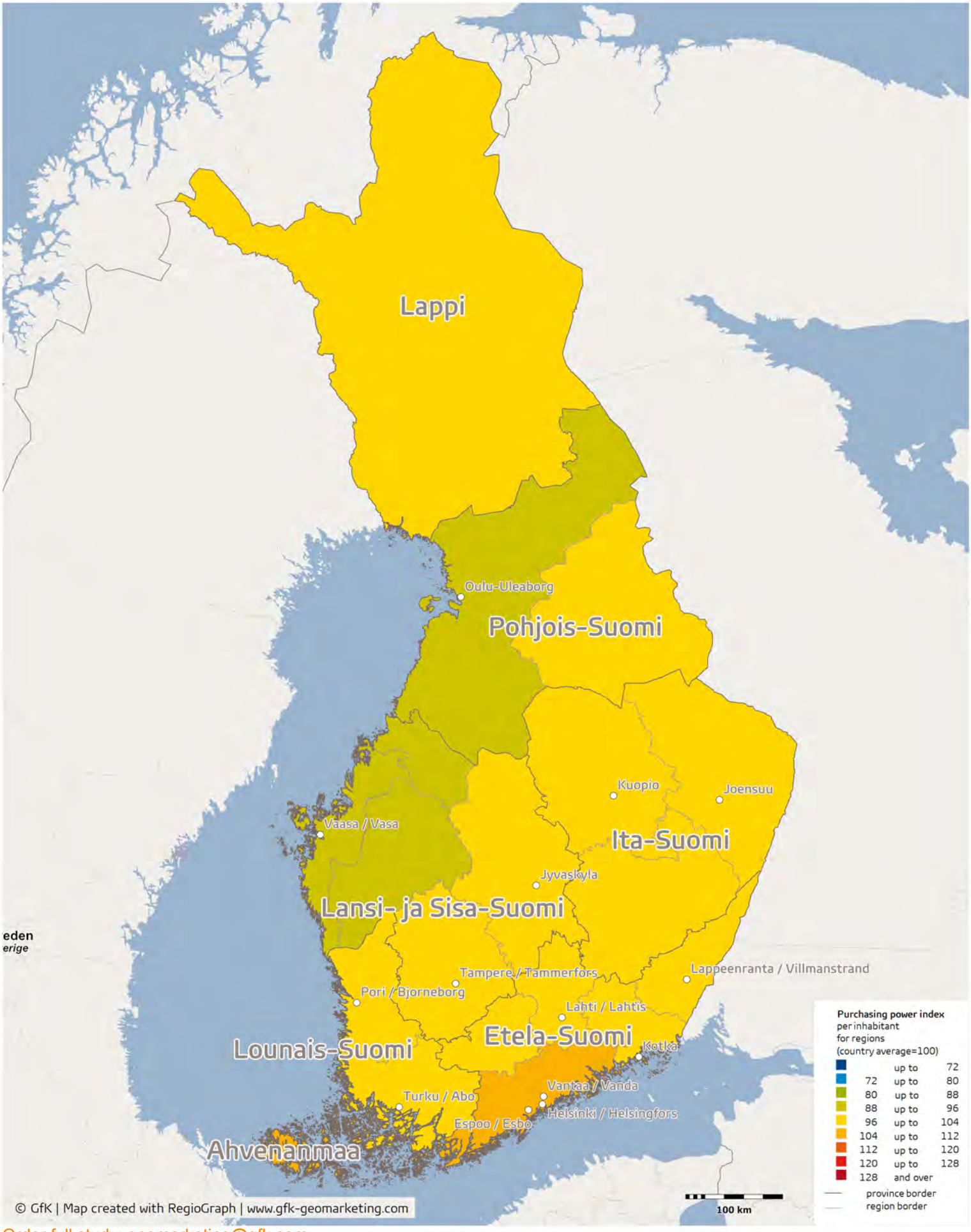
GfK Purchasing Power for books, stationery Finland



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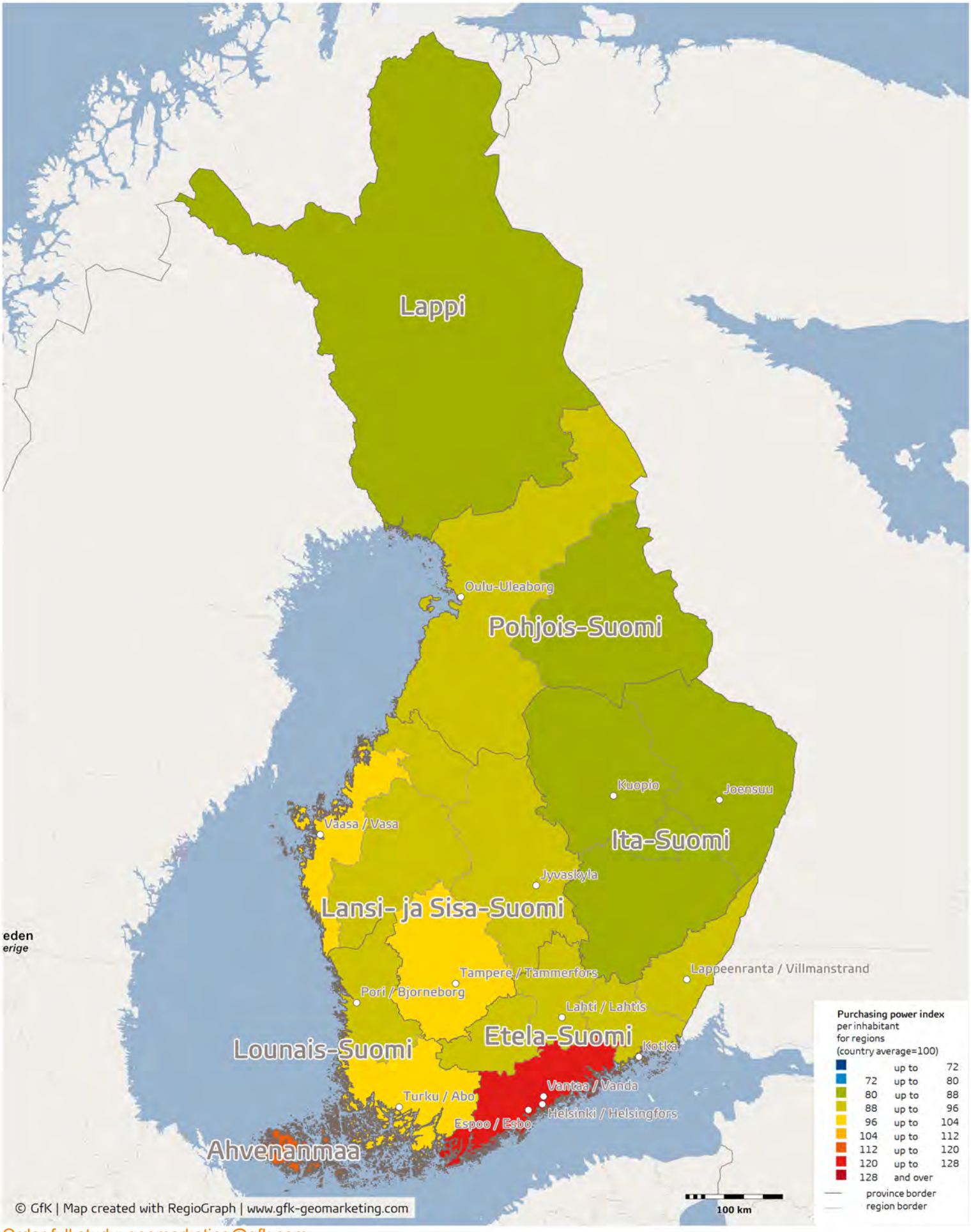
GfK Purchasing Power for sporting goods, hobbies and recreation Finland



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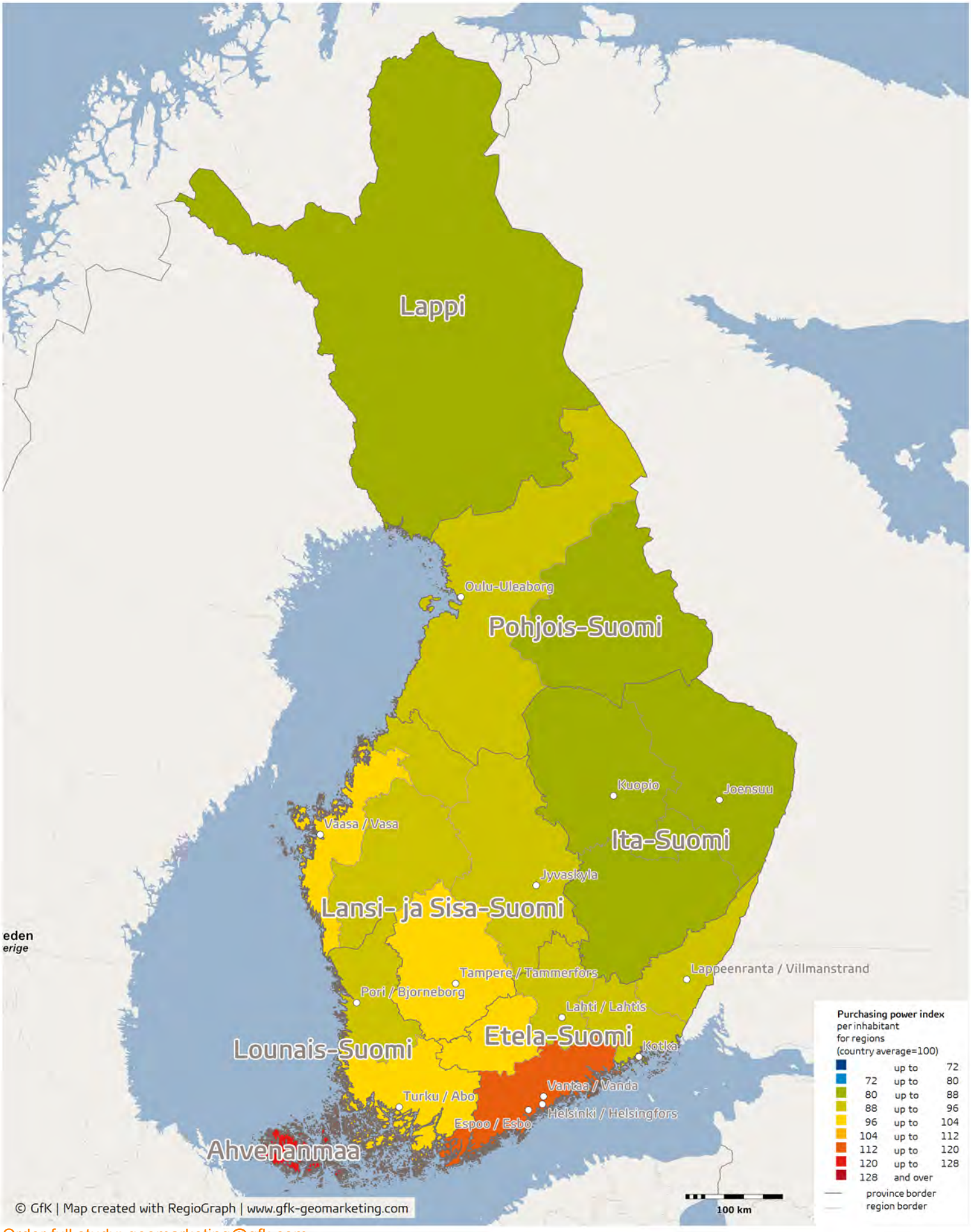
GfK Purchasing Power for home improvement items
Finland



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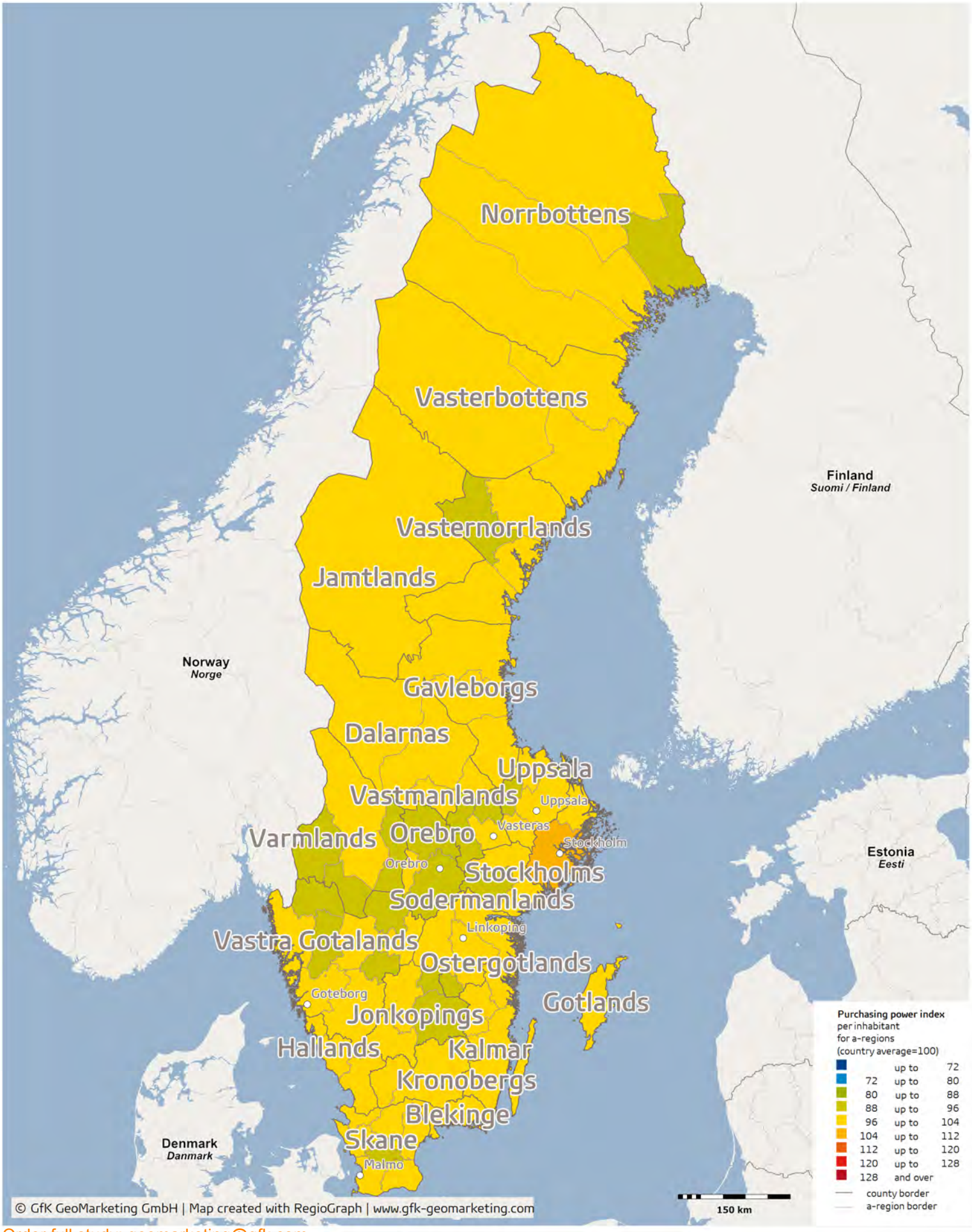
Sweden

GfK Purchasing Power for food items Sweden



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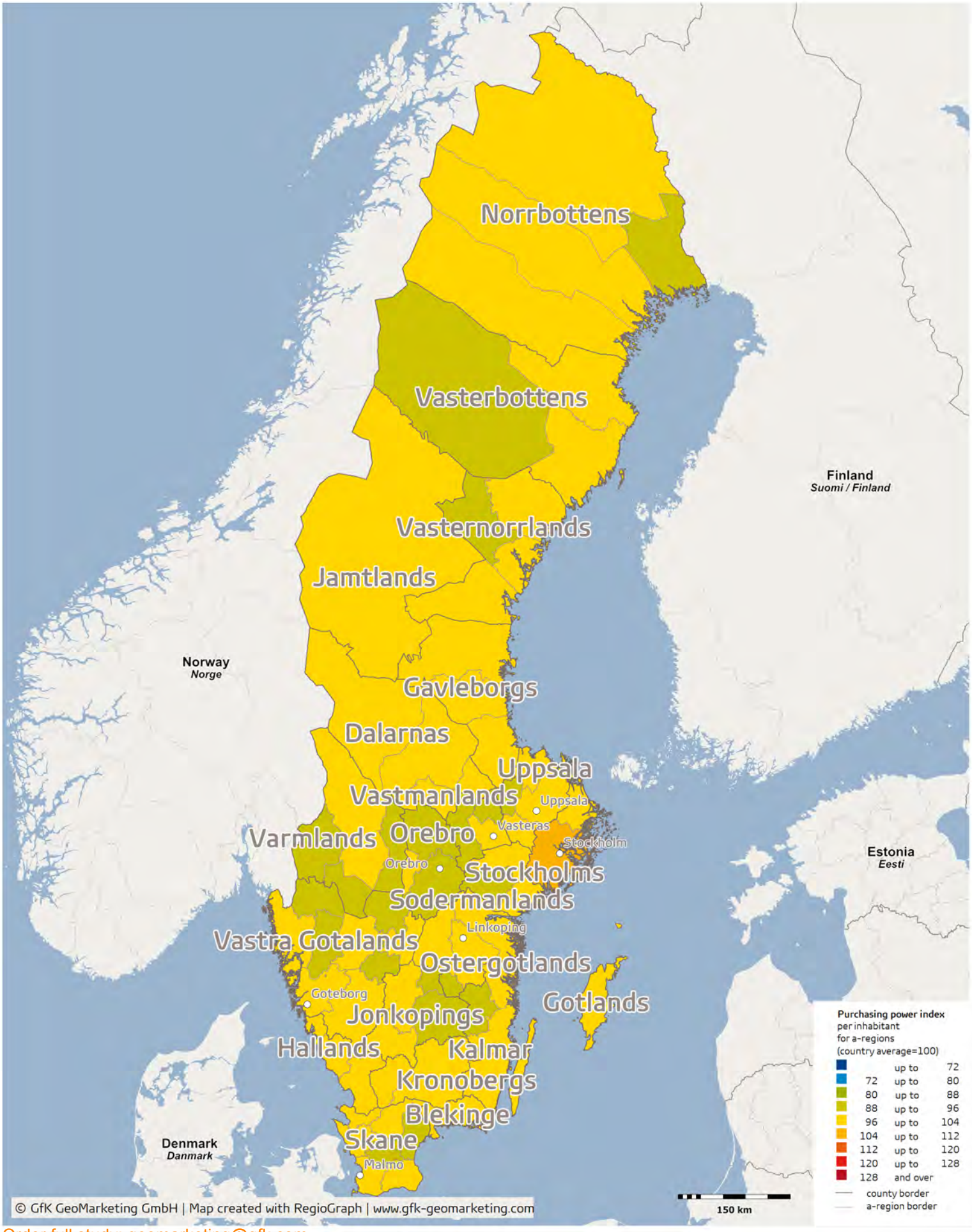
GfK Purchasing Power for food Sweden



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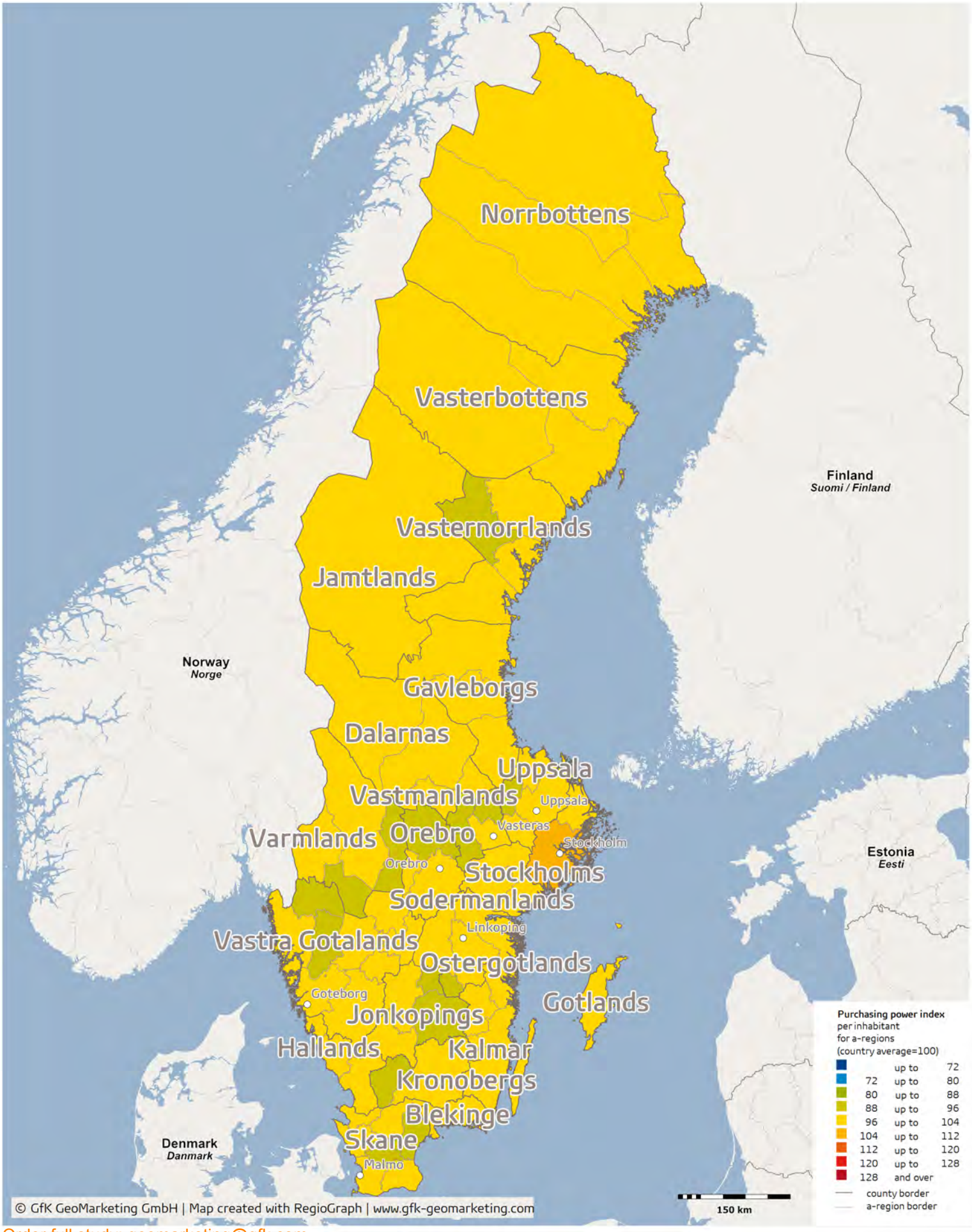
GfK Purchasing Power for alcohol-free beverage
Sweden



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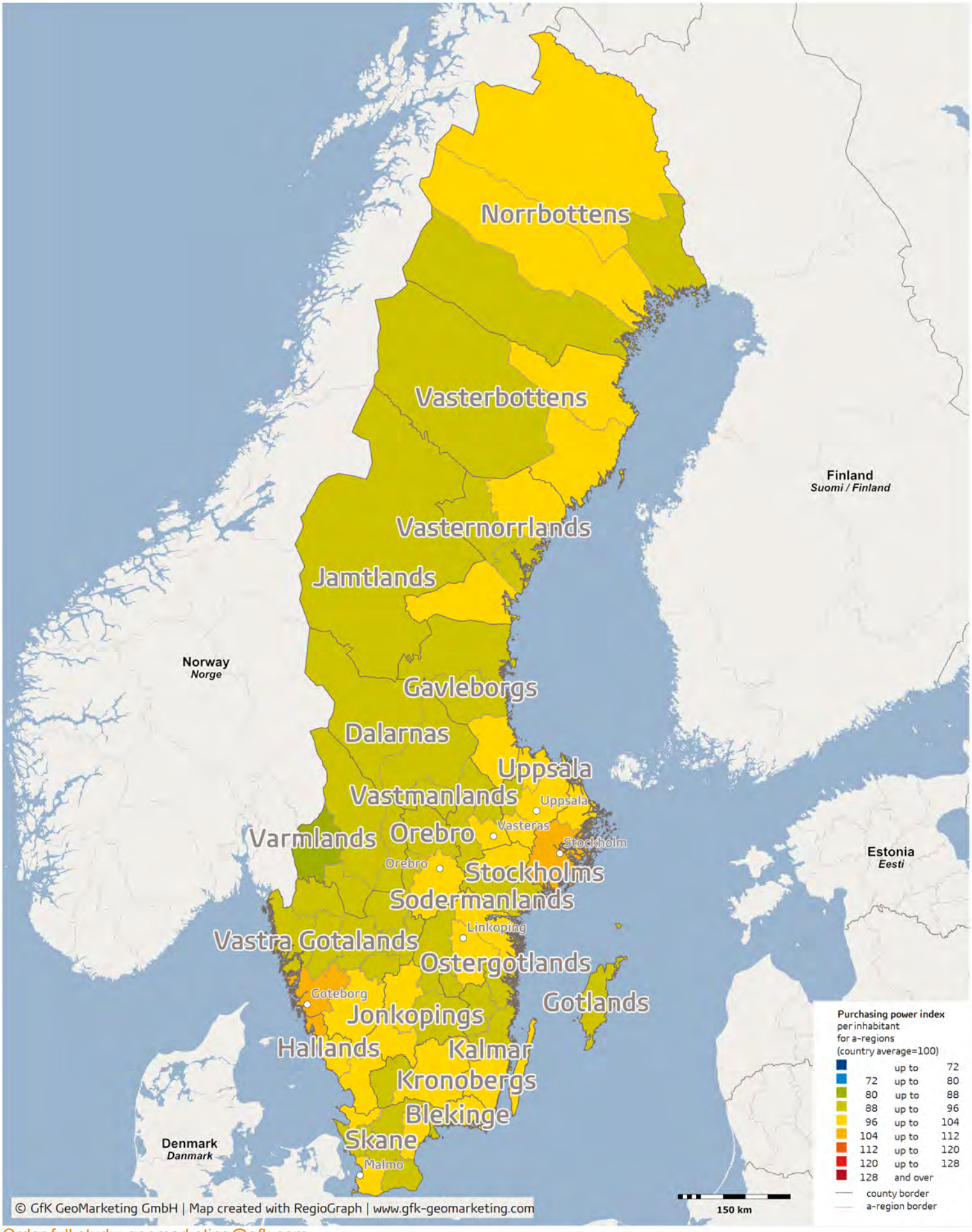
GfK Purchasing Power for alcoholic beverage Sweden



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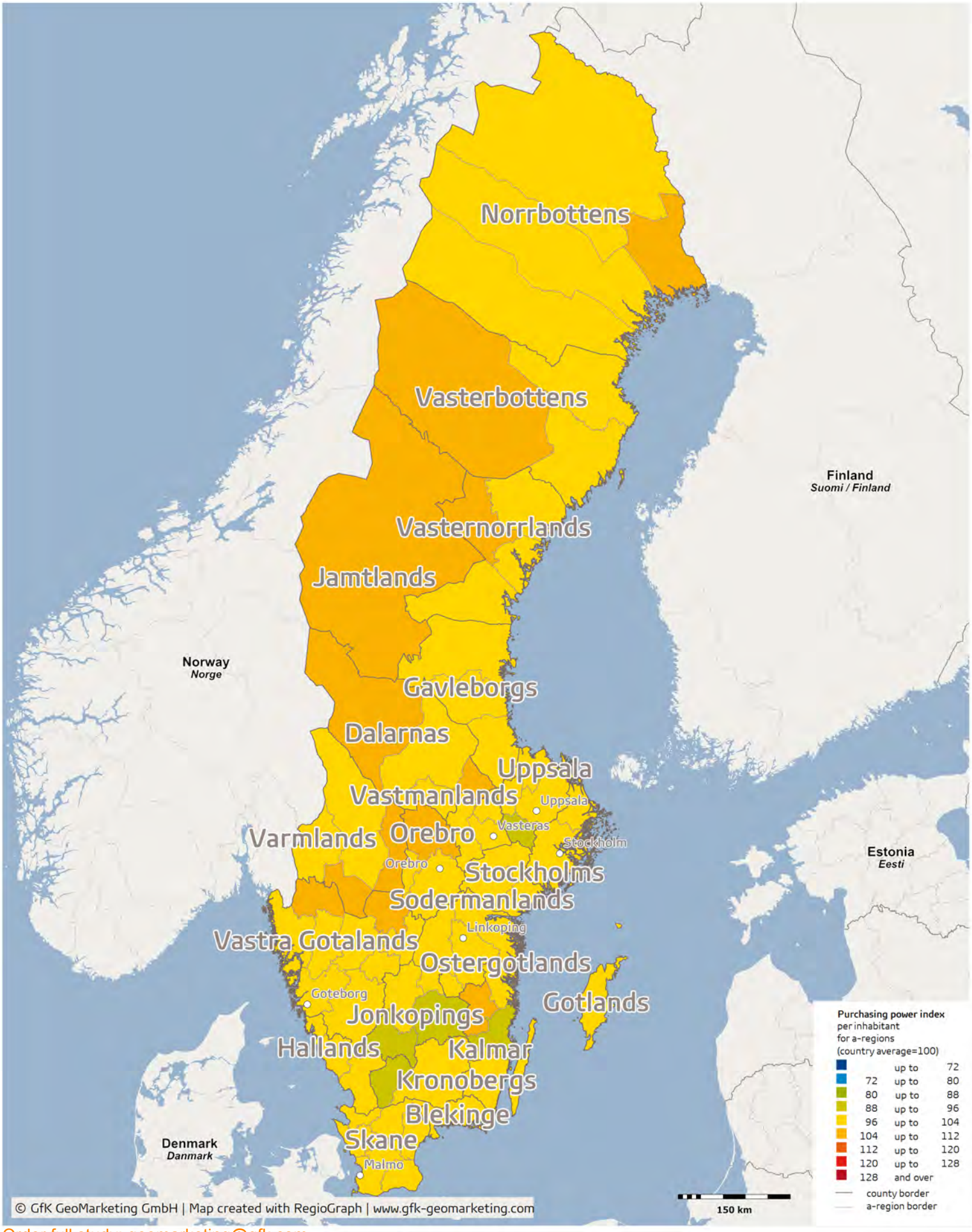
GfK Purchasing Power for tobacco products Sweden



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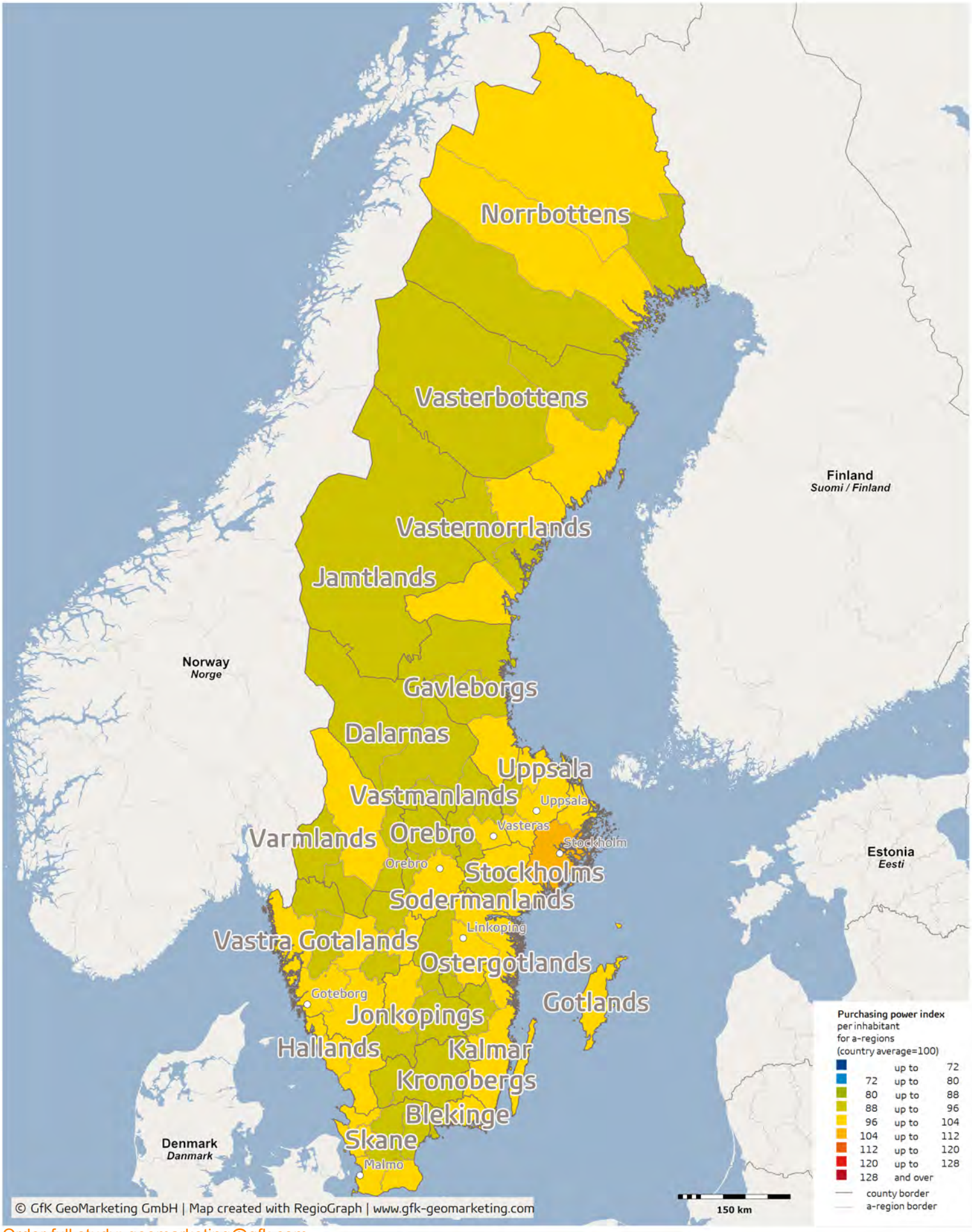
GfK Purchasing Power for health and hygiene products Sweden



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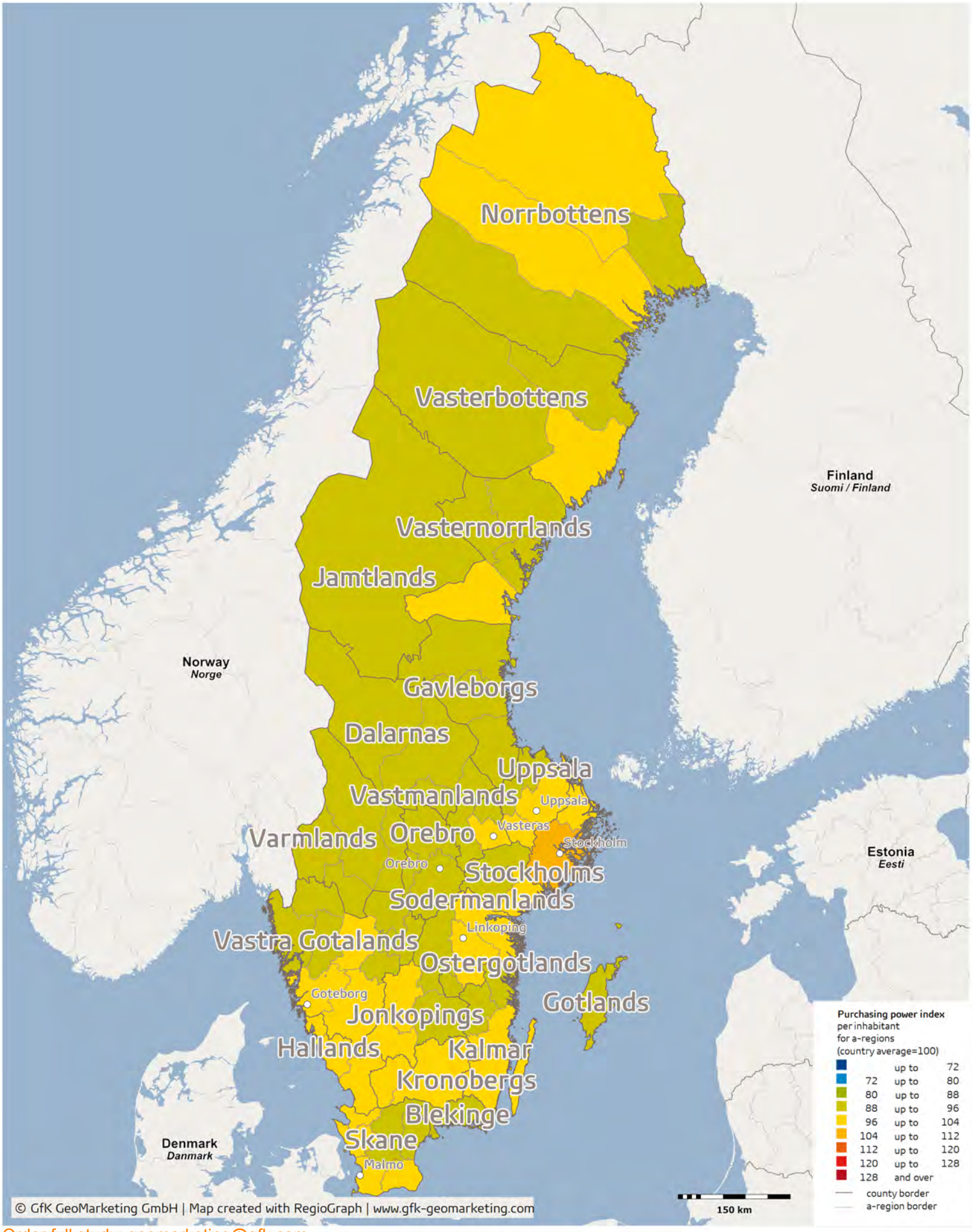
GfK Purchasing Power for non-food items Sweden



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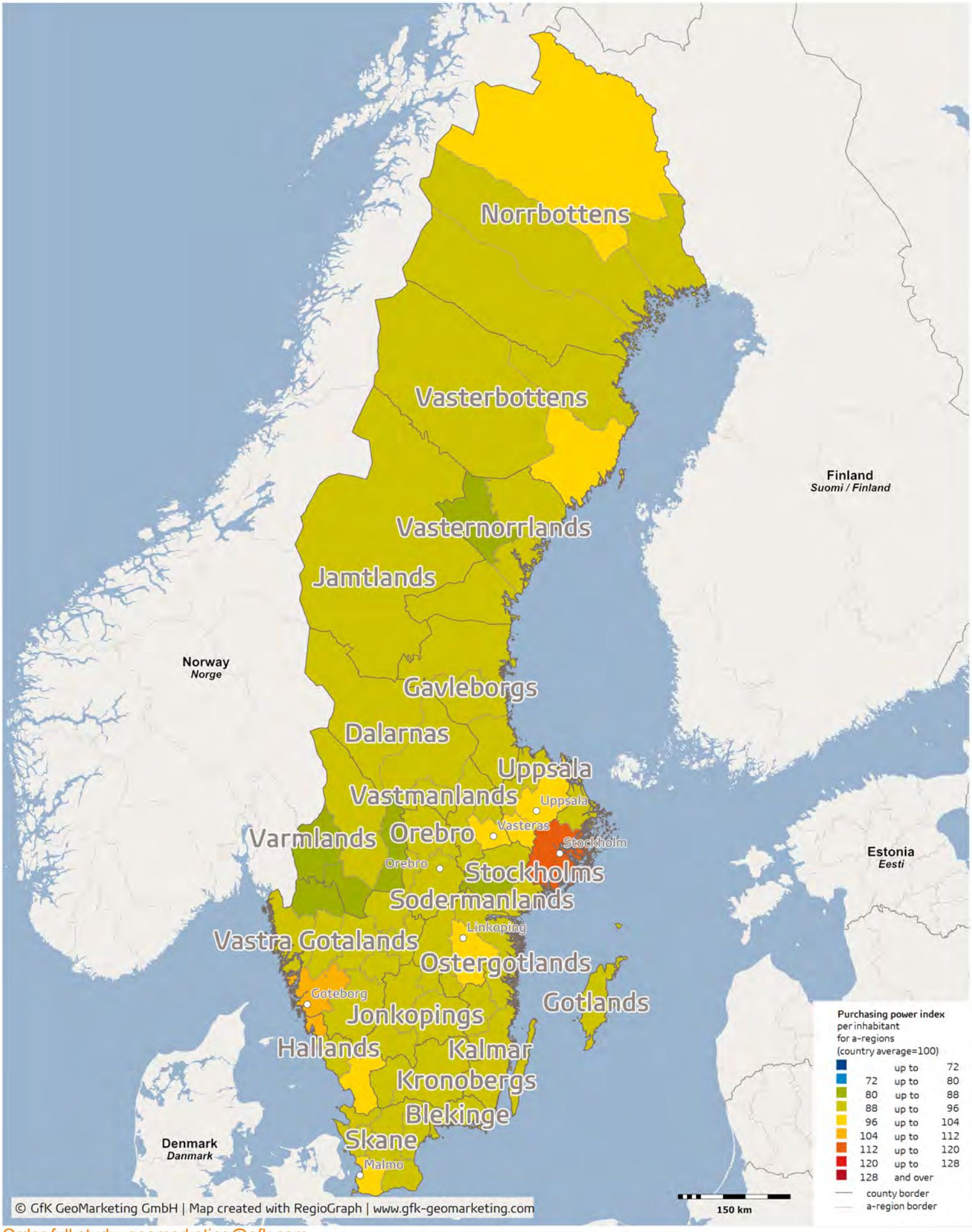
GfK Purchasing Power for clothing Sweden



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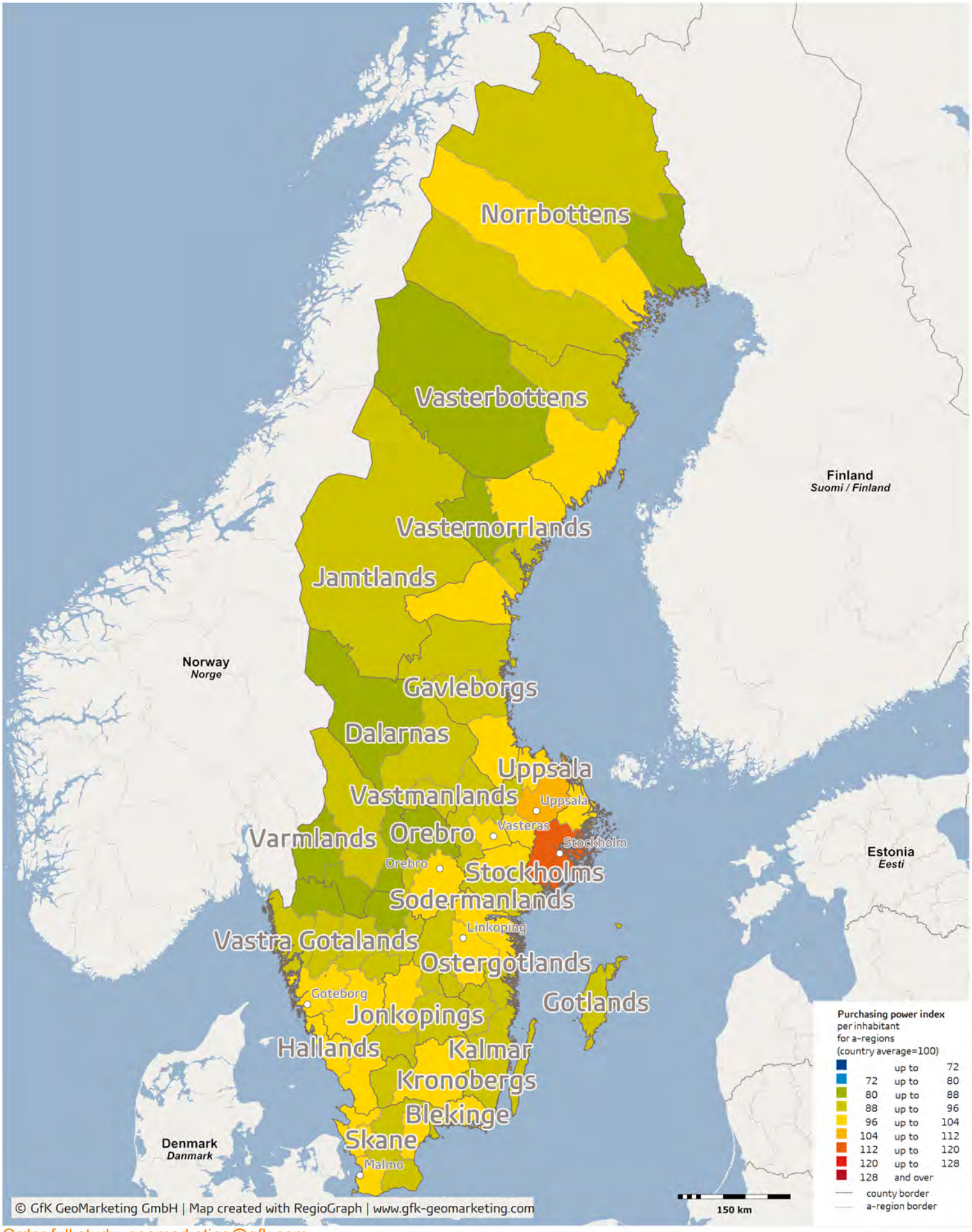
GfK Purchasing Power for shoes, leather goods Sweden



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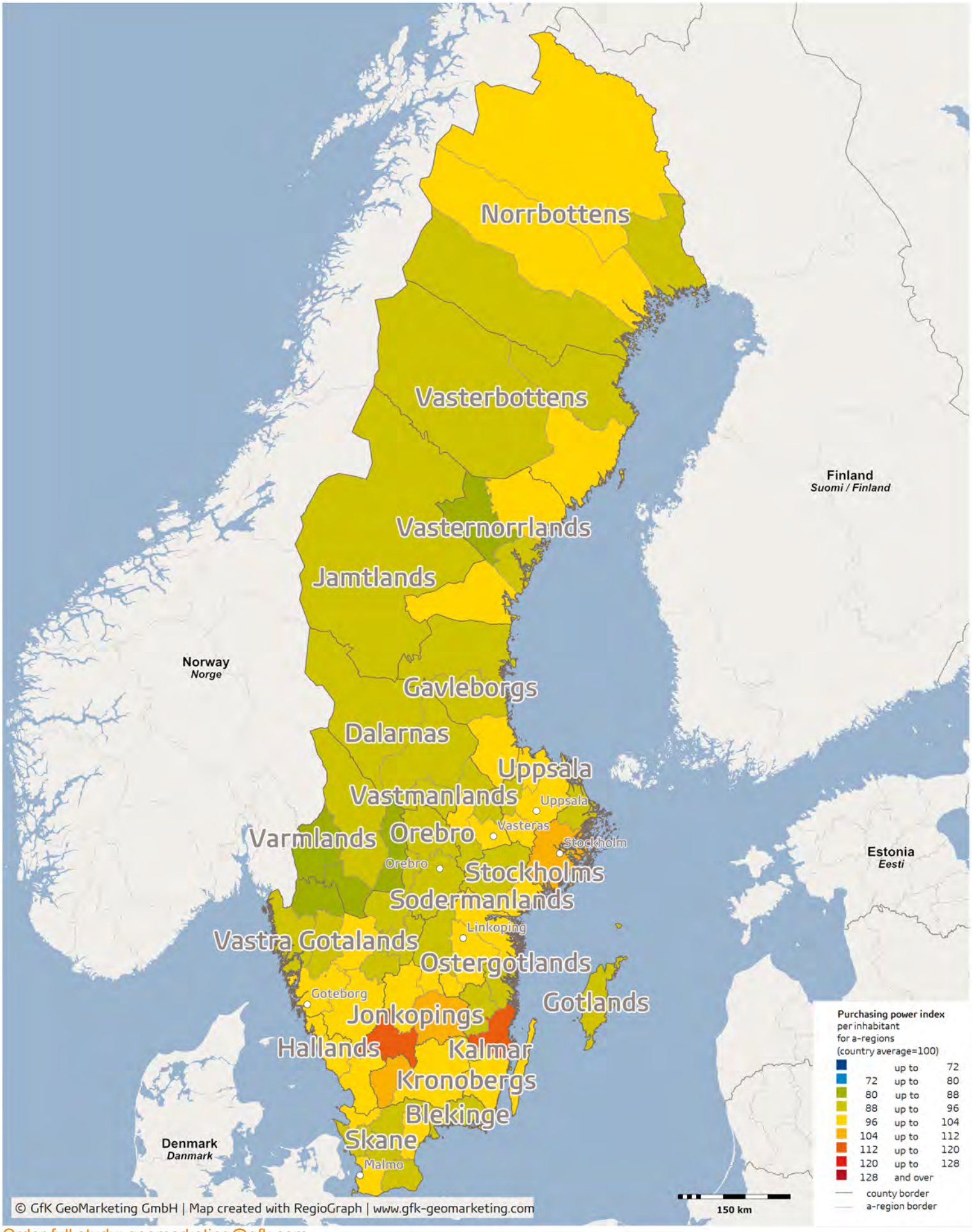
GfK Purchasing Power for furnishings Sweden



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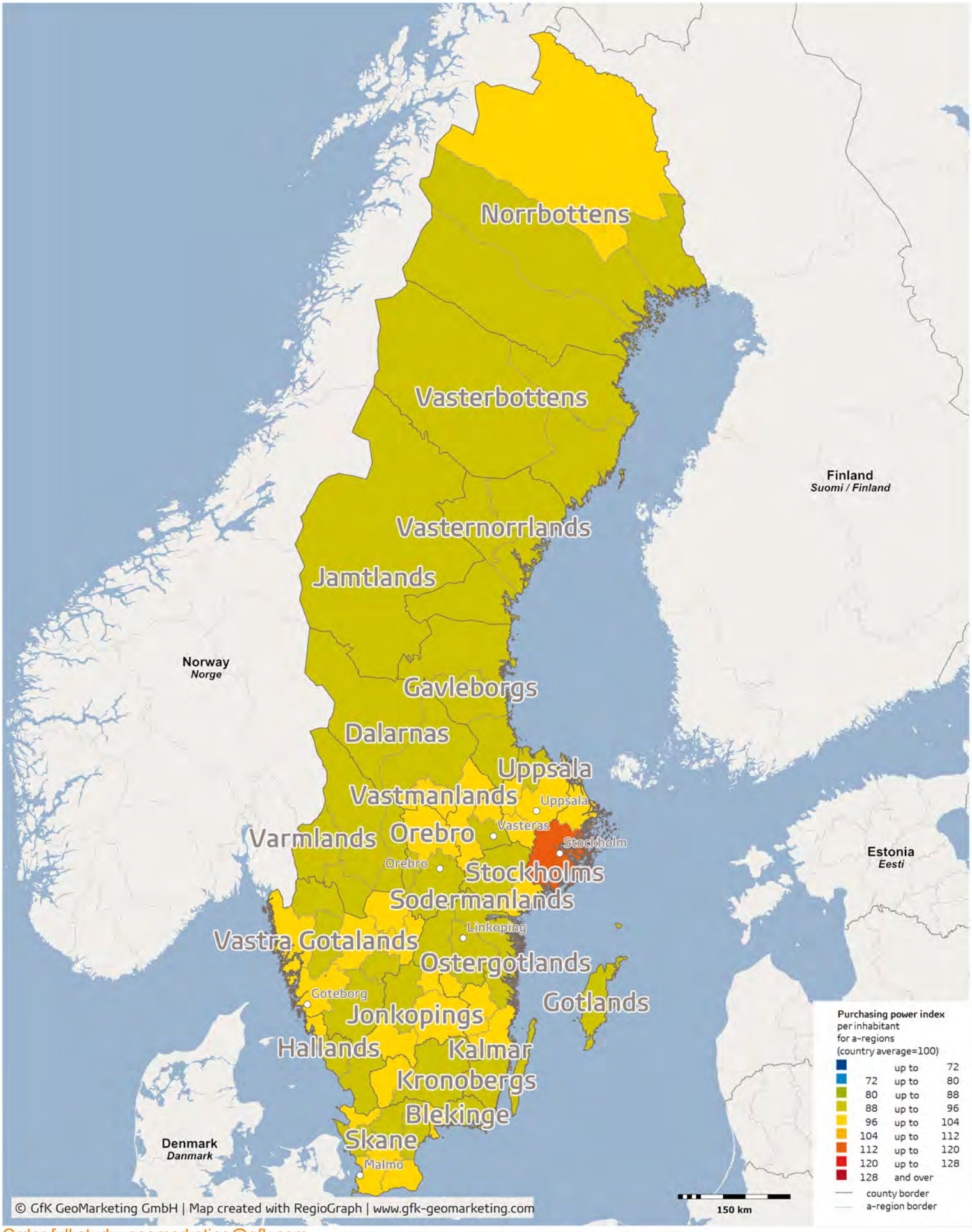
GfK Purchasing Power for household products, glass, porcelain Sweden



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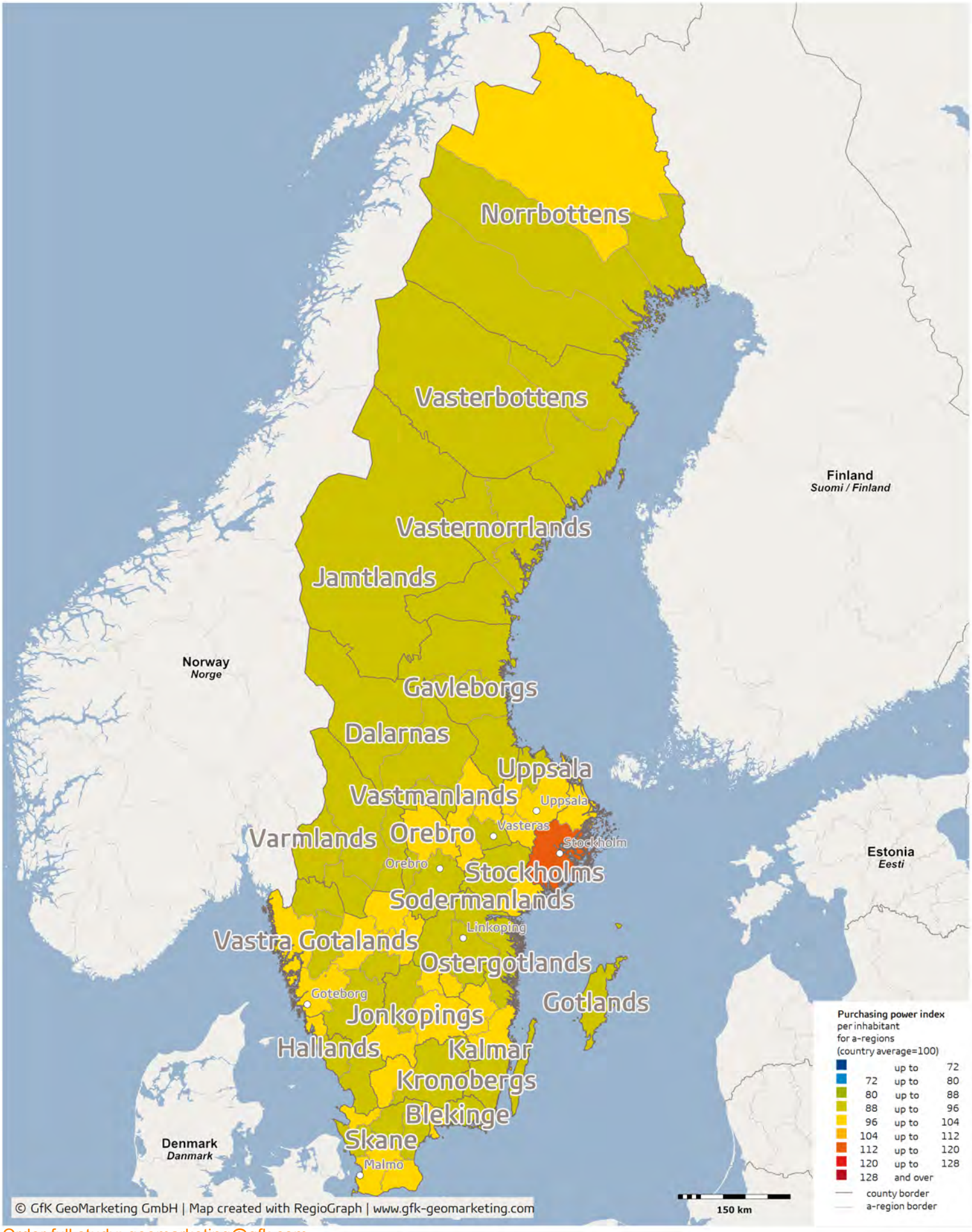
GfK Purchasing Power for electrical household appliances Sweden



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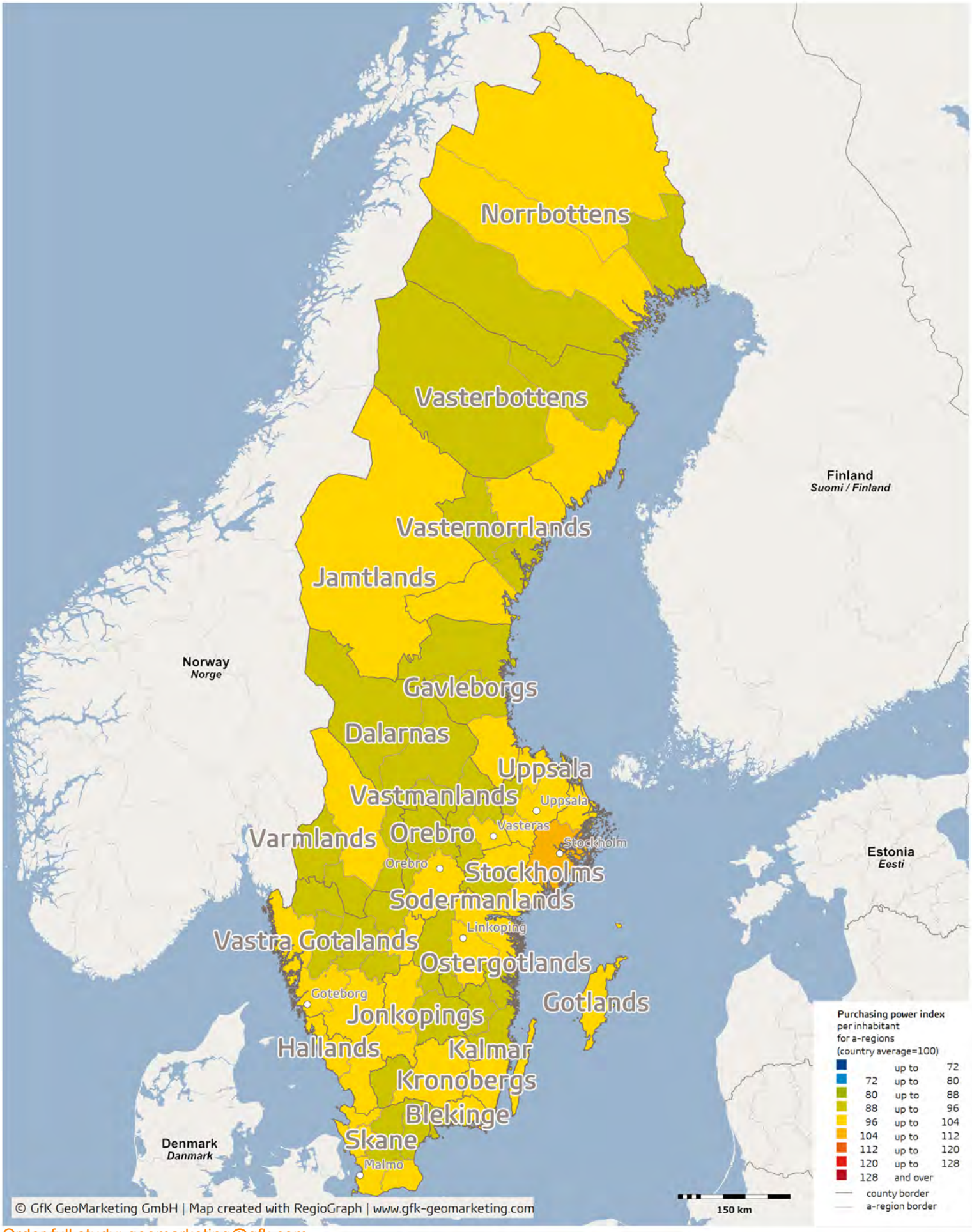
GfK Purchasing Power for consumer electronics, ICT, photography Sweden



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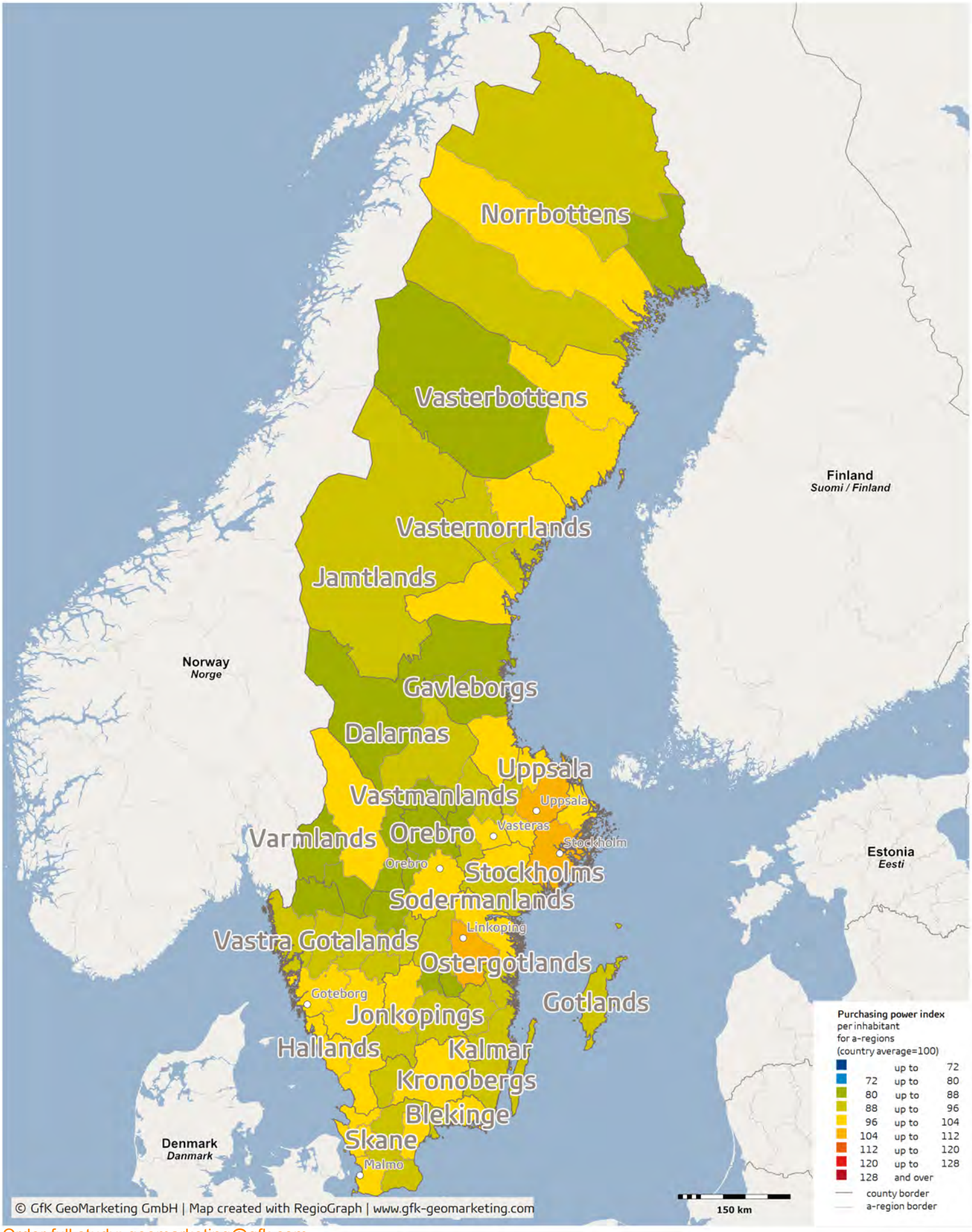
GfK Purchasing Power for watches, jewelry
Sweden



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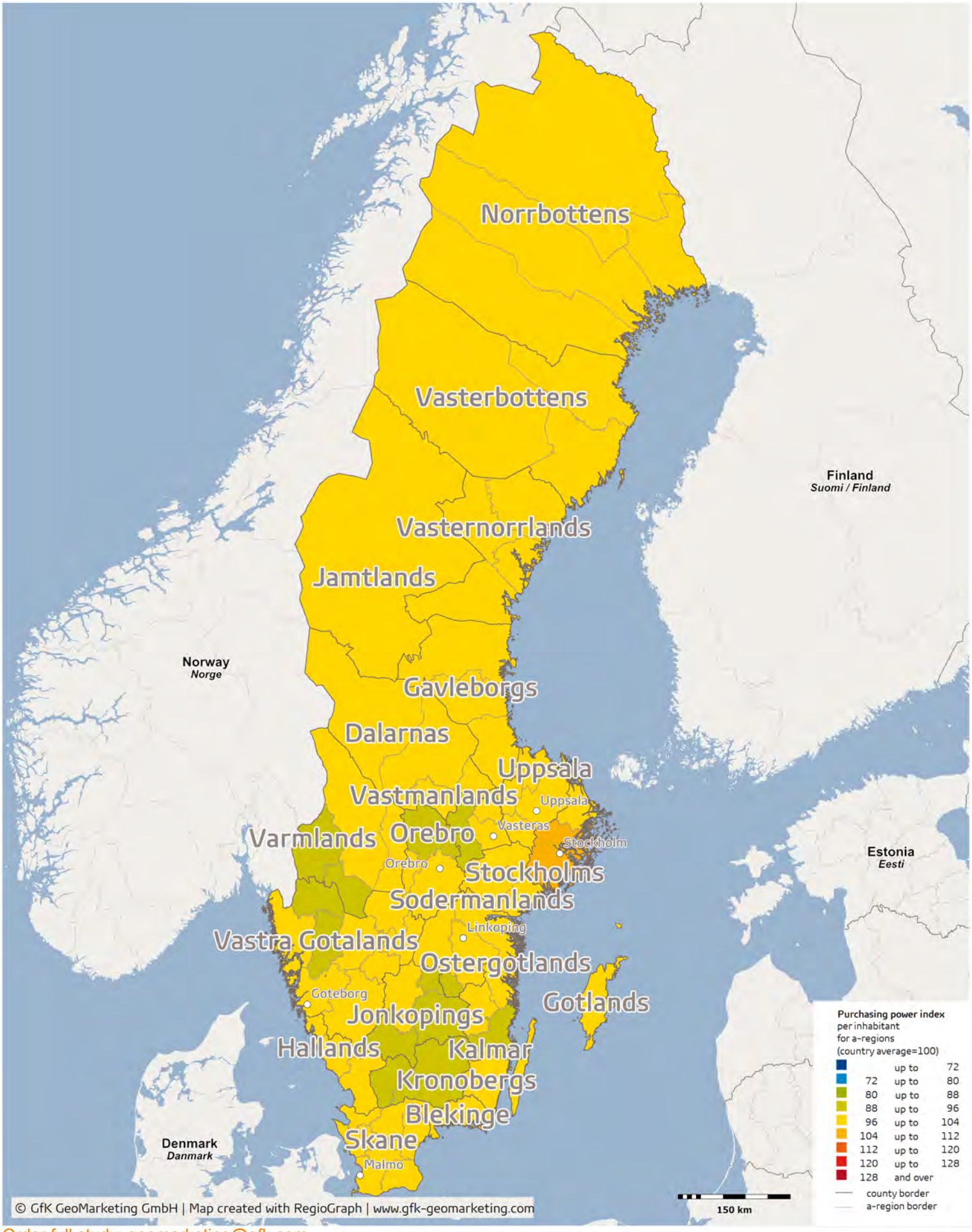
GfK Purchasing Power for books, stationery Sweden



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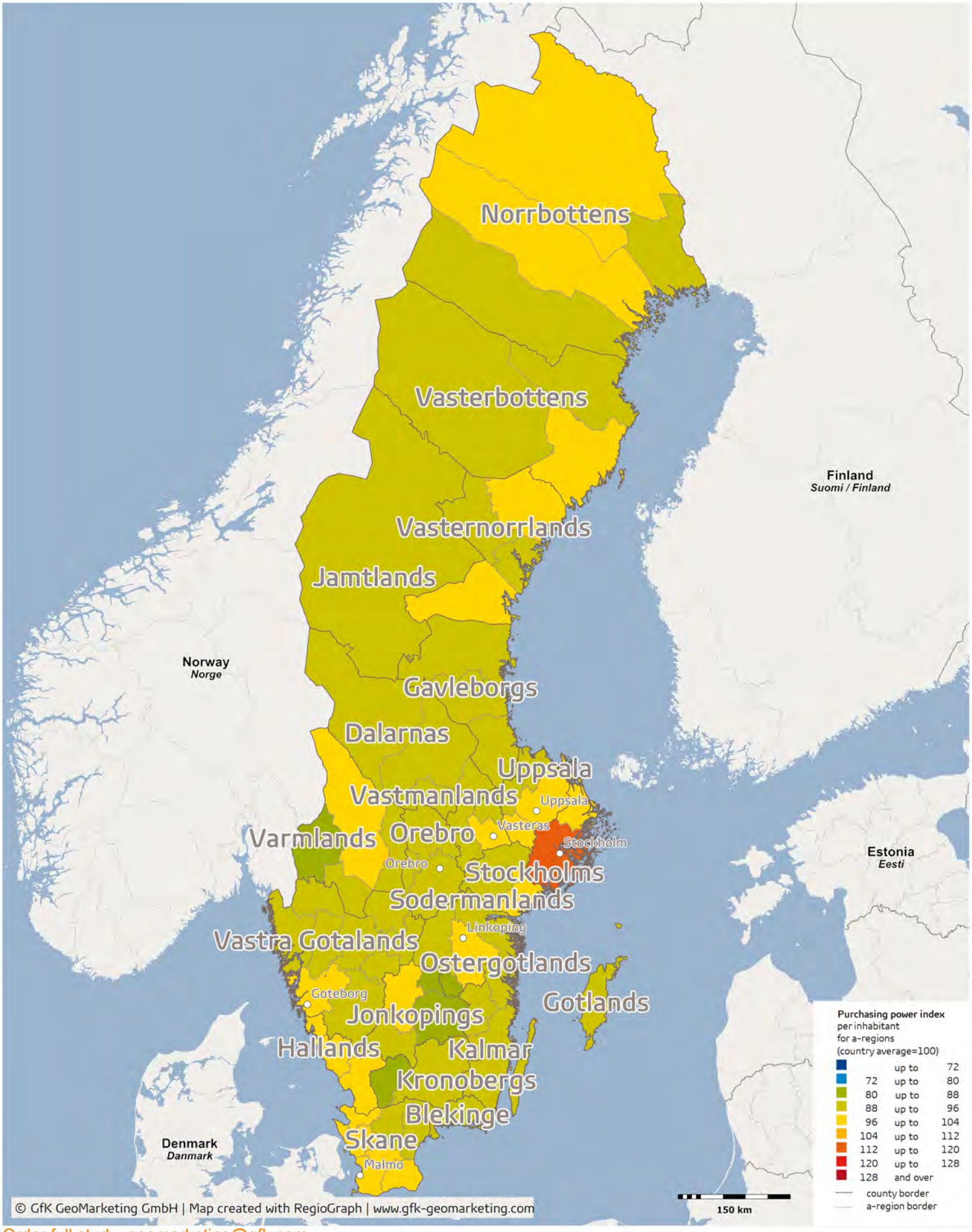
GfK Purchasing Power for sporting goods, hobbies and recreation Sweden



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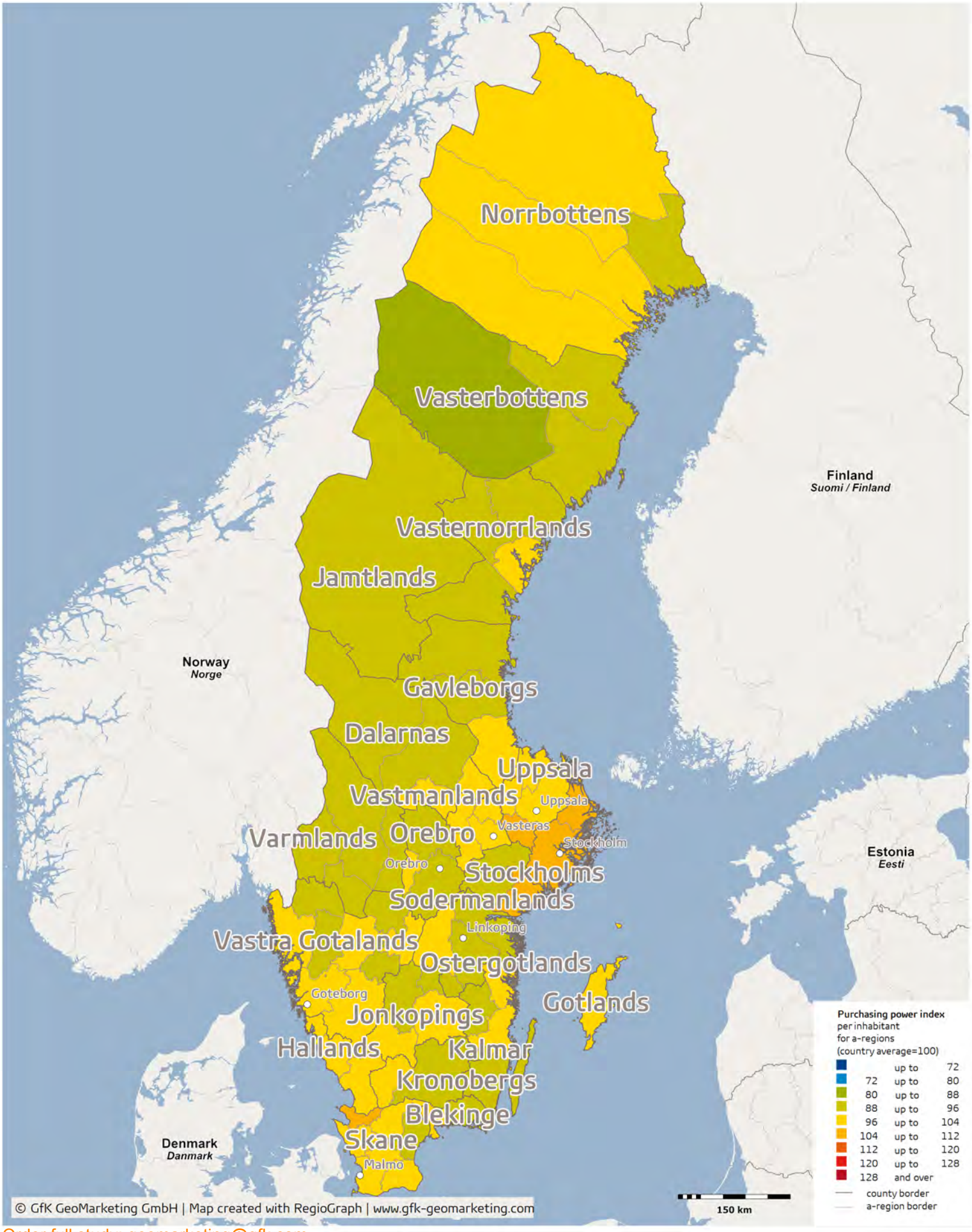
GfK Purchasing Power for home improvement items
Sweden



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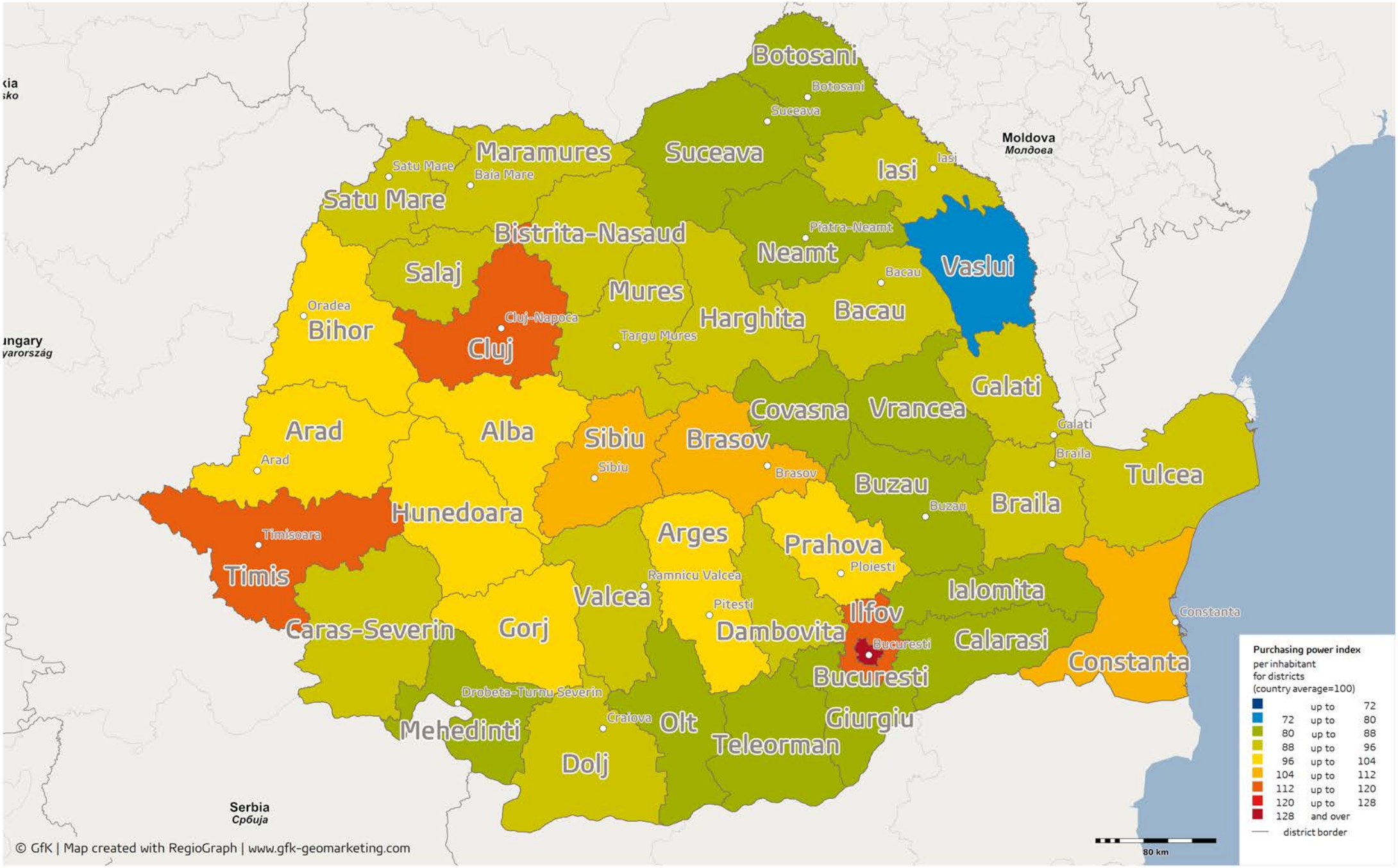
Romania

GfK Retail Purchasing Power Romania



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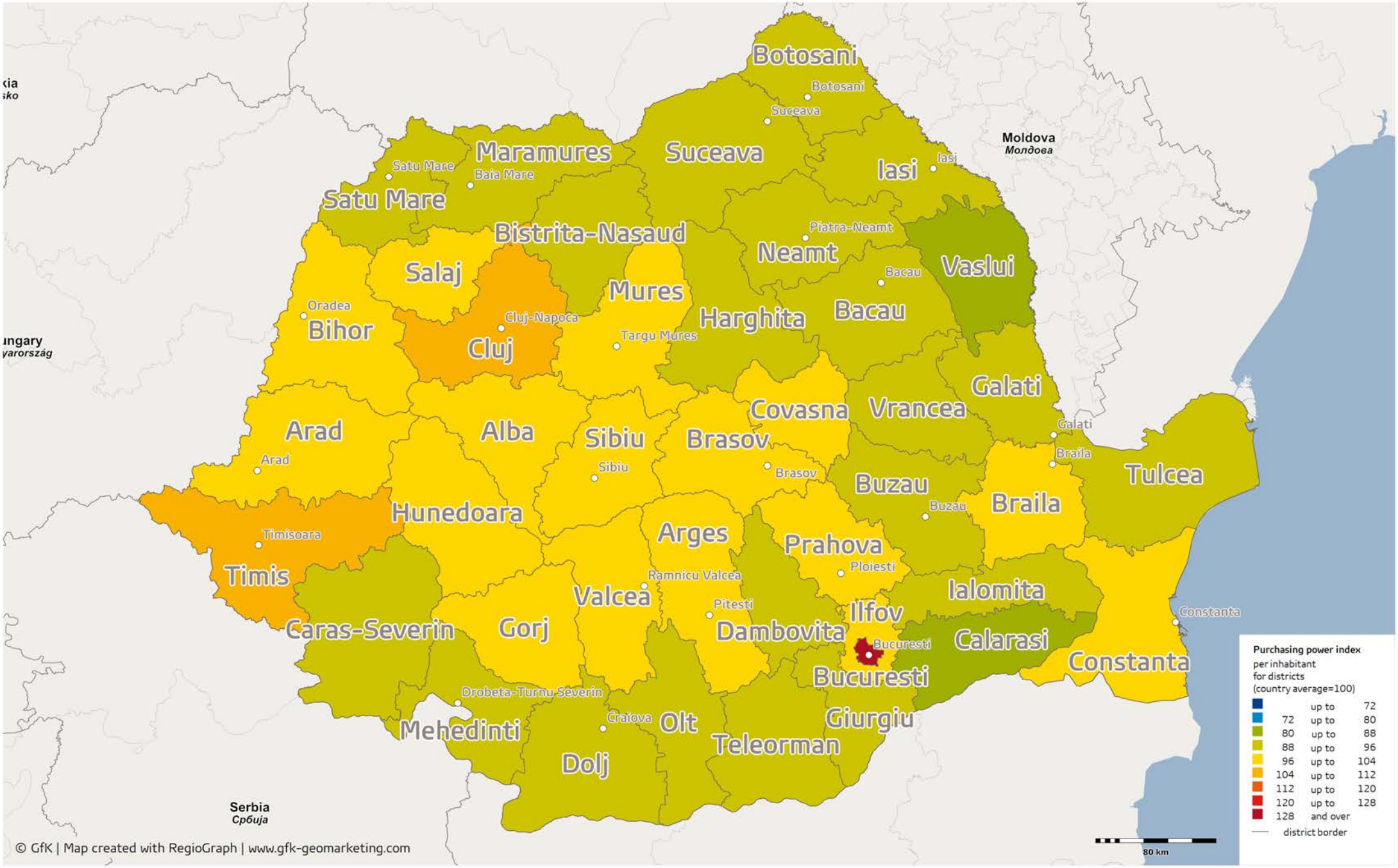
GfK Purchasing Power for food items Romania



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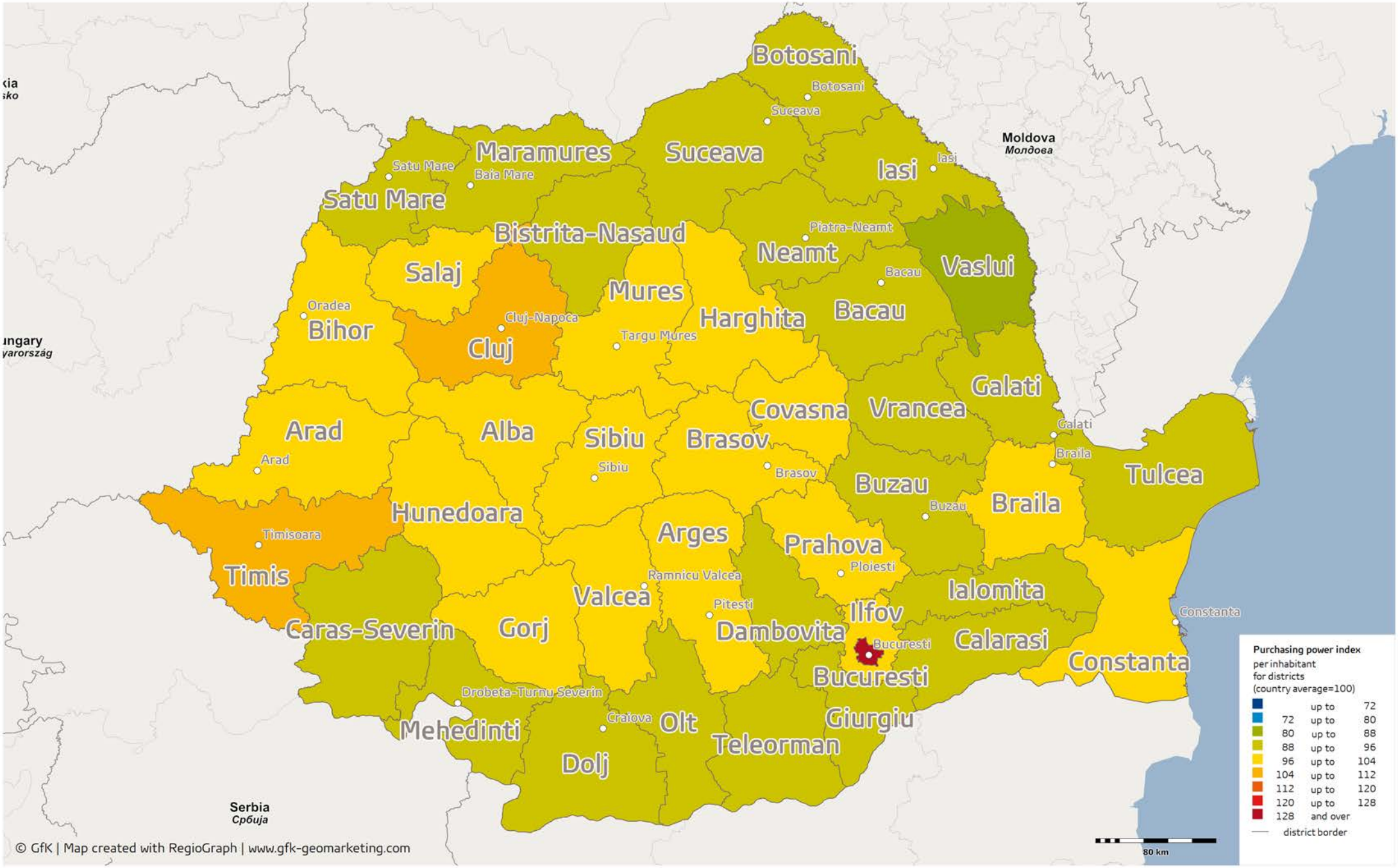
GfK Purchasing Power for food Romania



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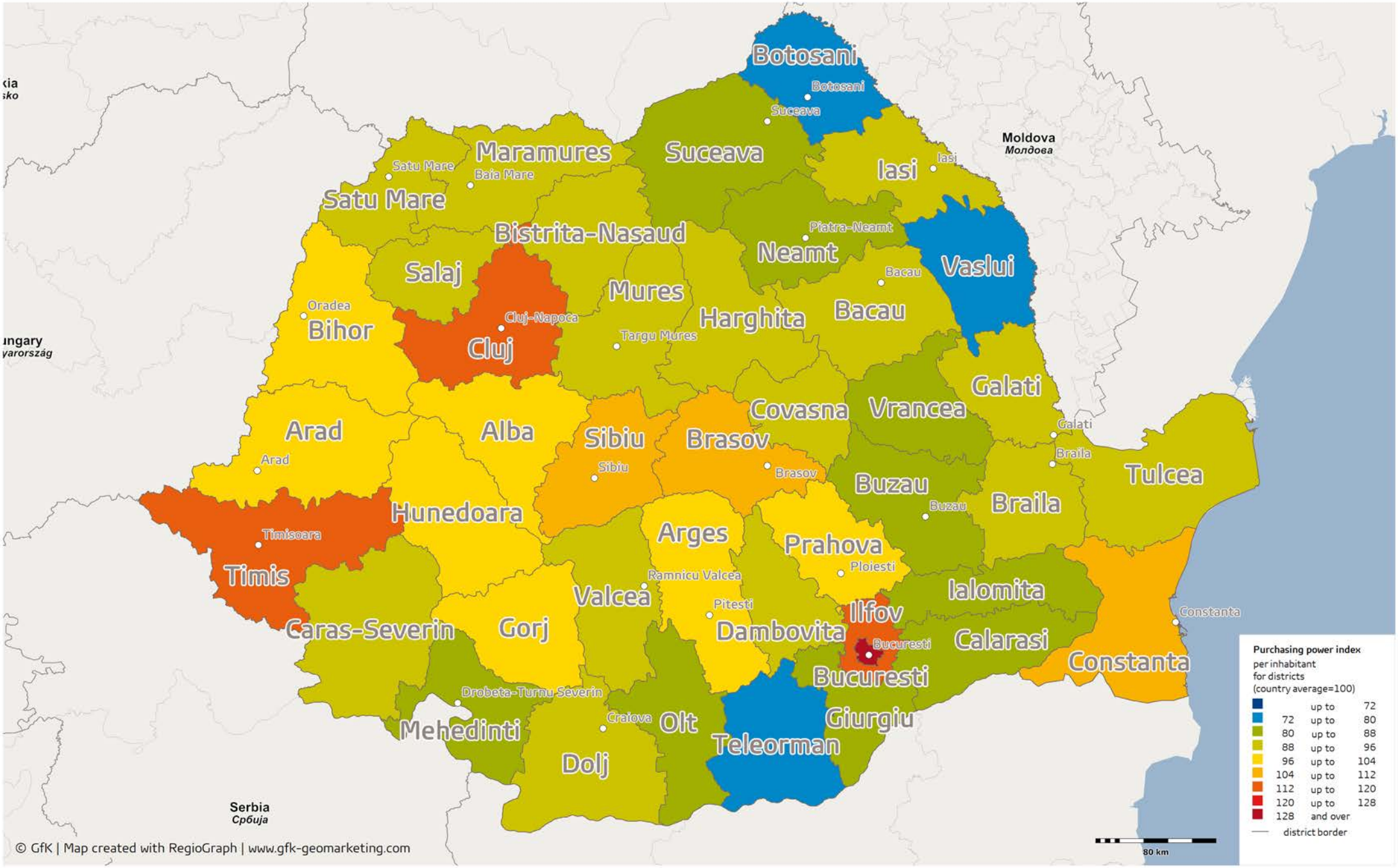
GfK Purchasing Power for alcohol-free beverages Romania



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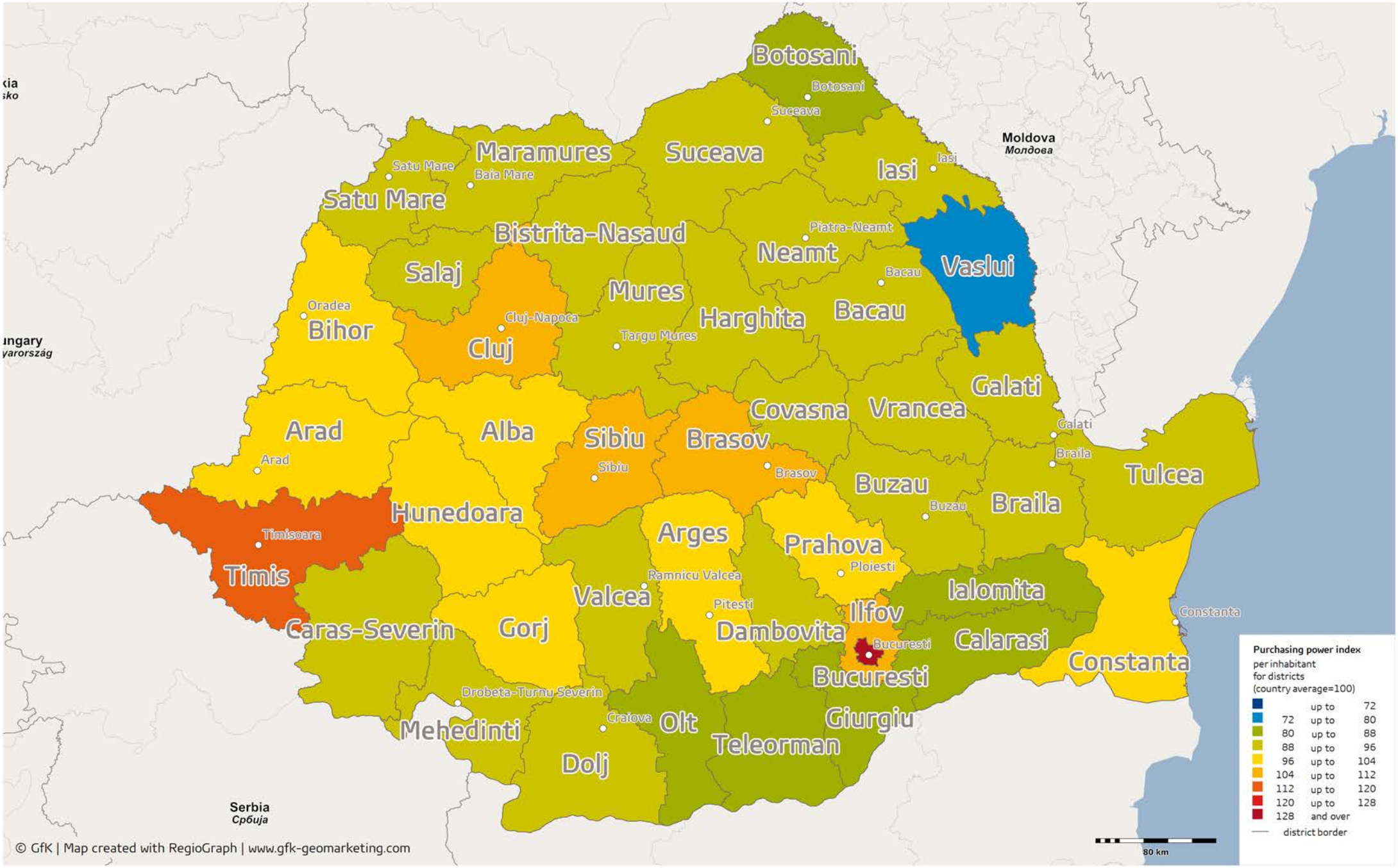
GfK Purchasing Power for alcoholic beverages Romania



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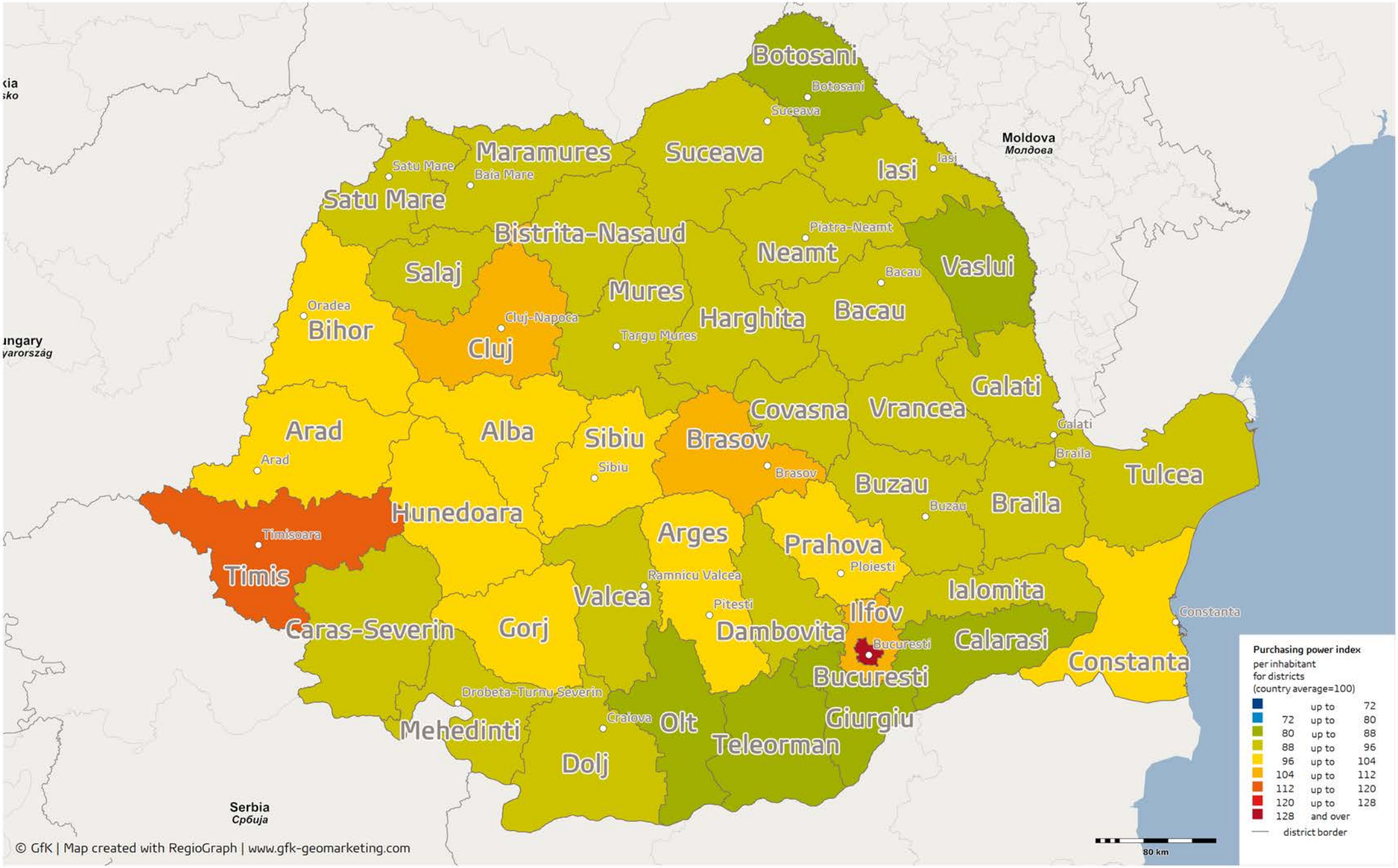
GfK Purchasing Power for tobacco products Romania



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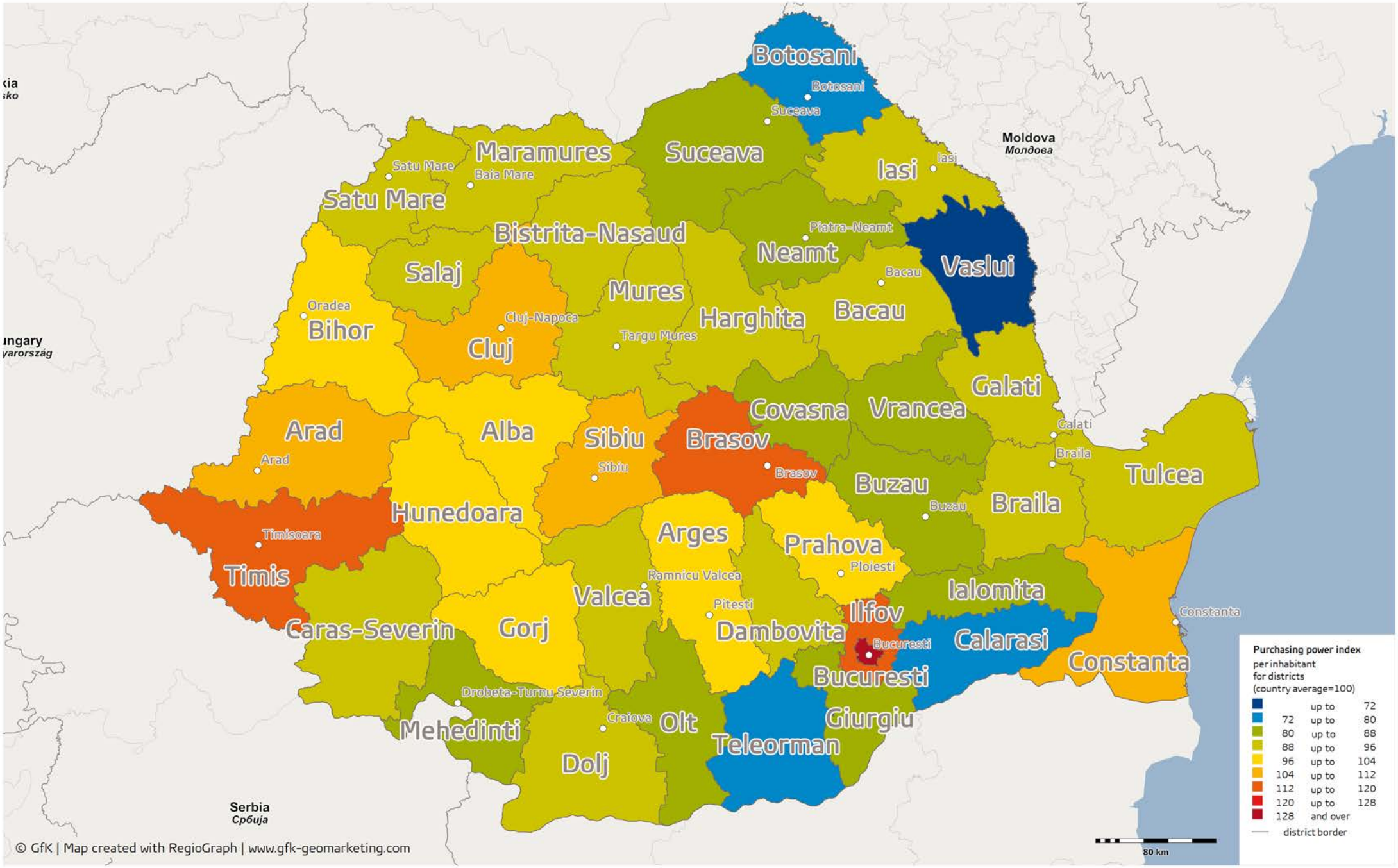
GfK Purchasing Power for health and hygiene products Romania



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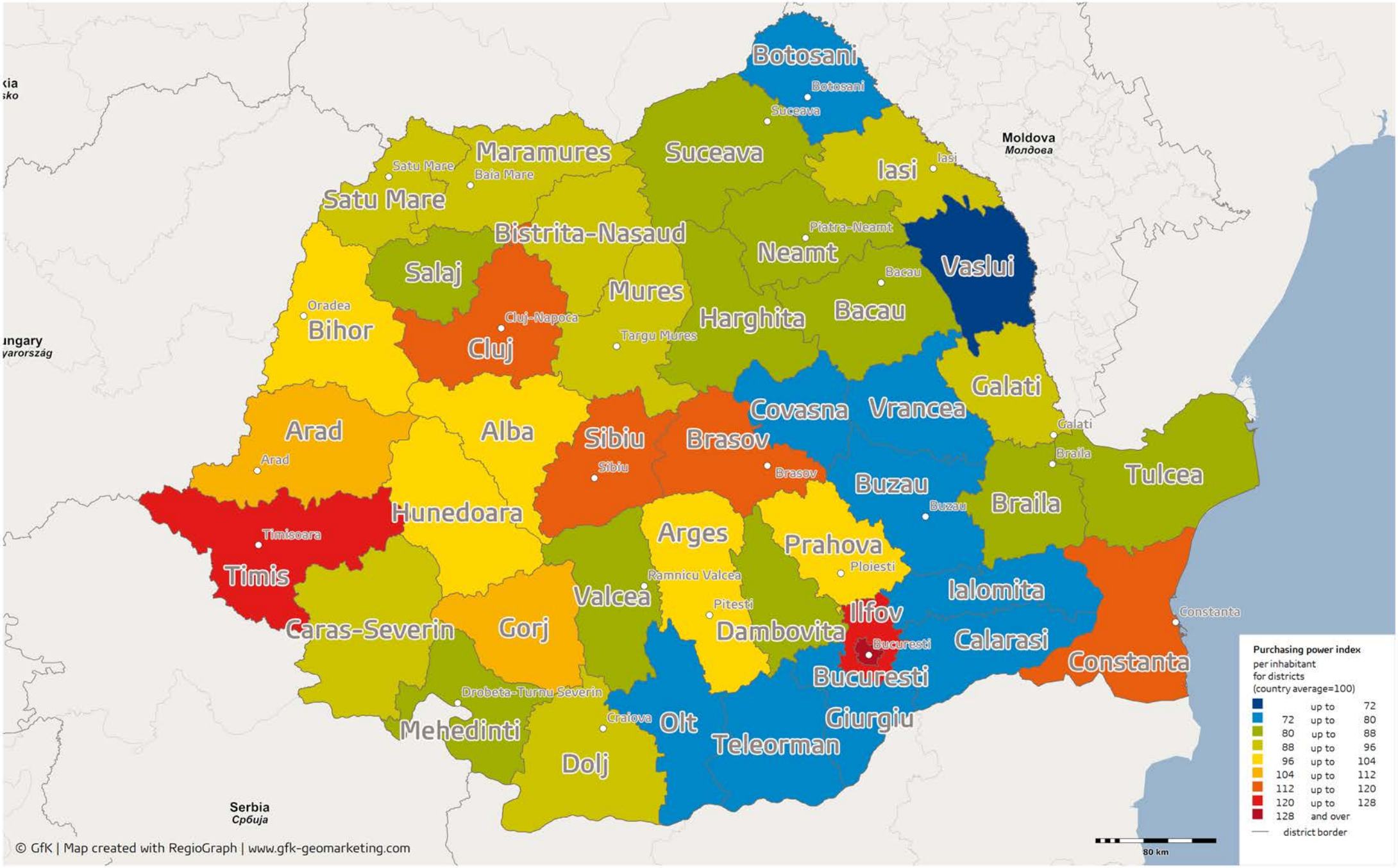
GfK Purchasing Power for non-food-items Romania



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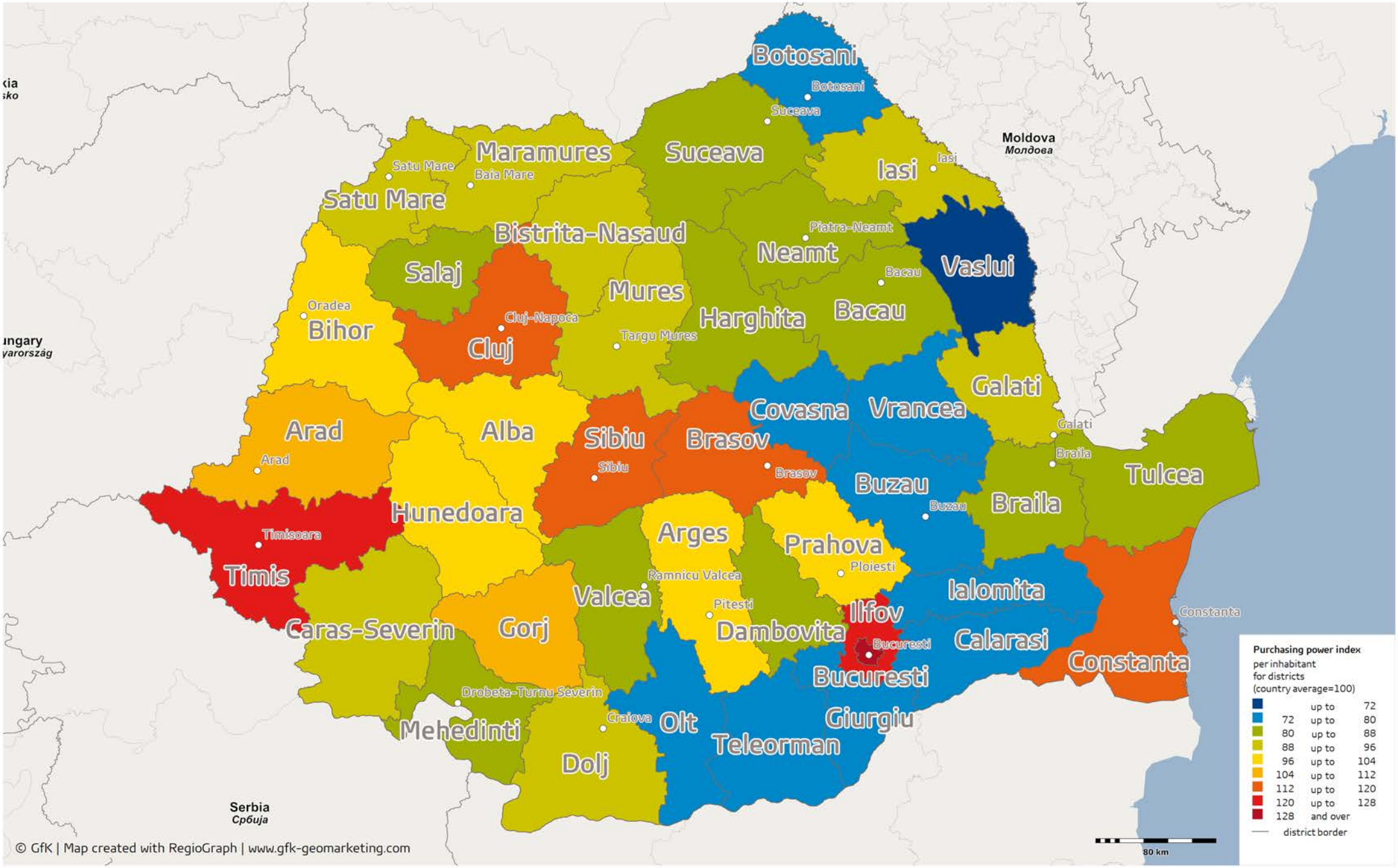
GfK Purchasing Power for clothing Romania



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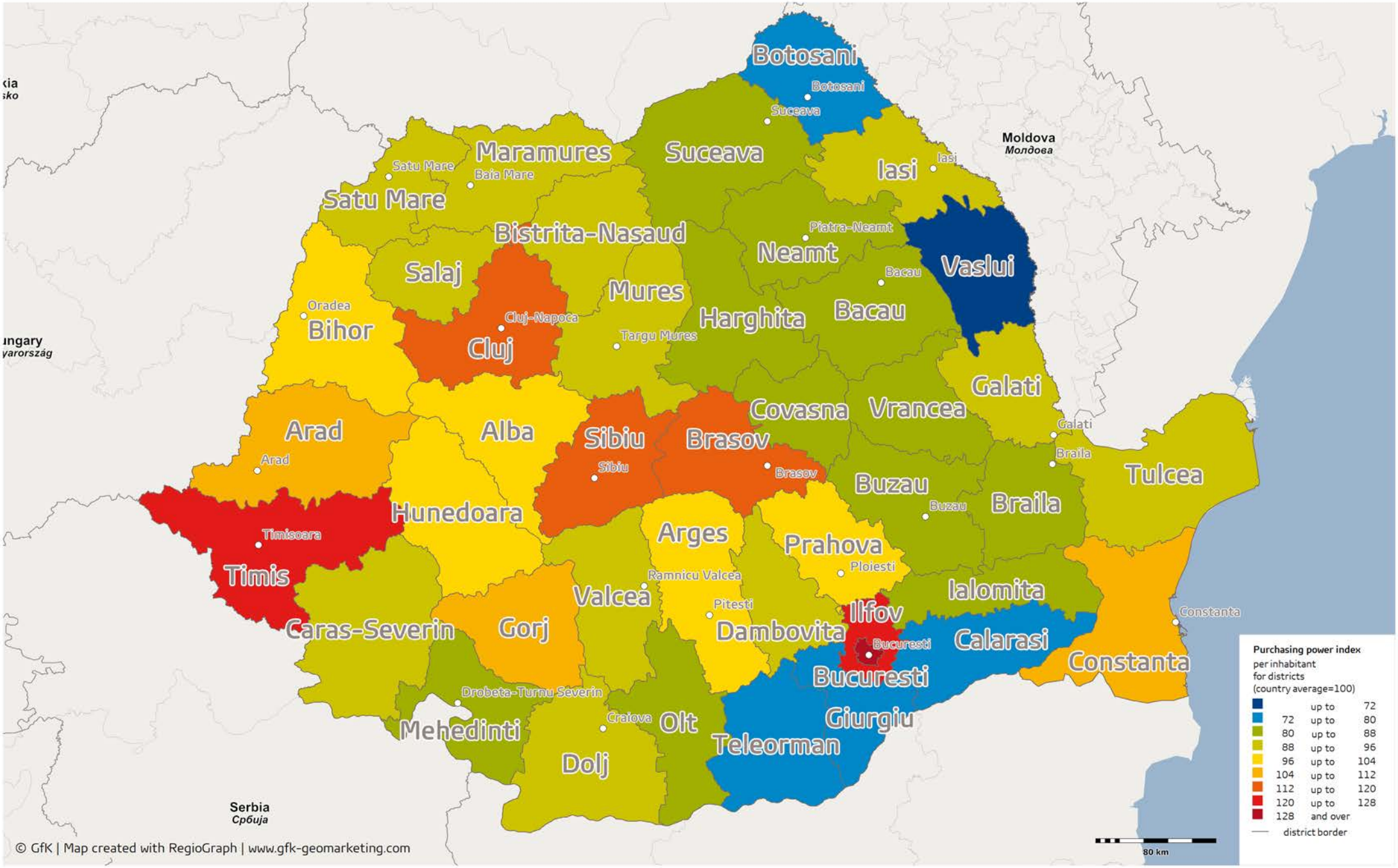
GfK Purchasing Power for shoes, leather goods Romania



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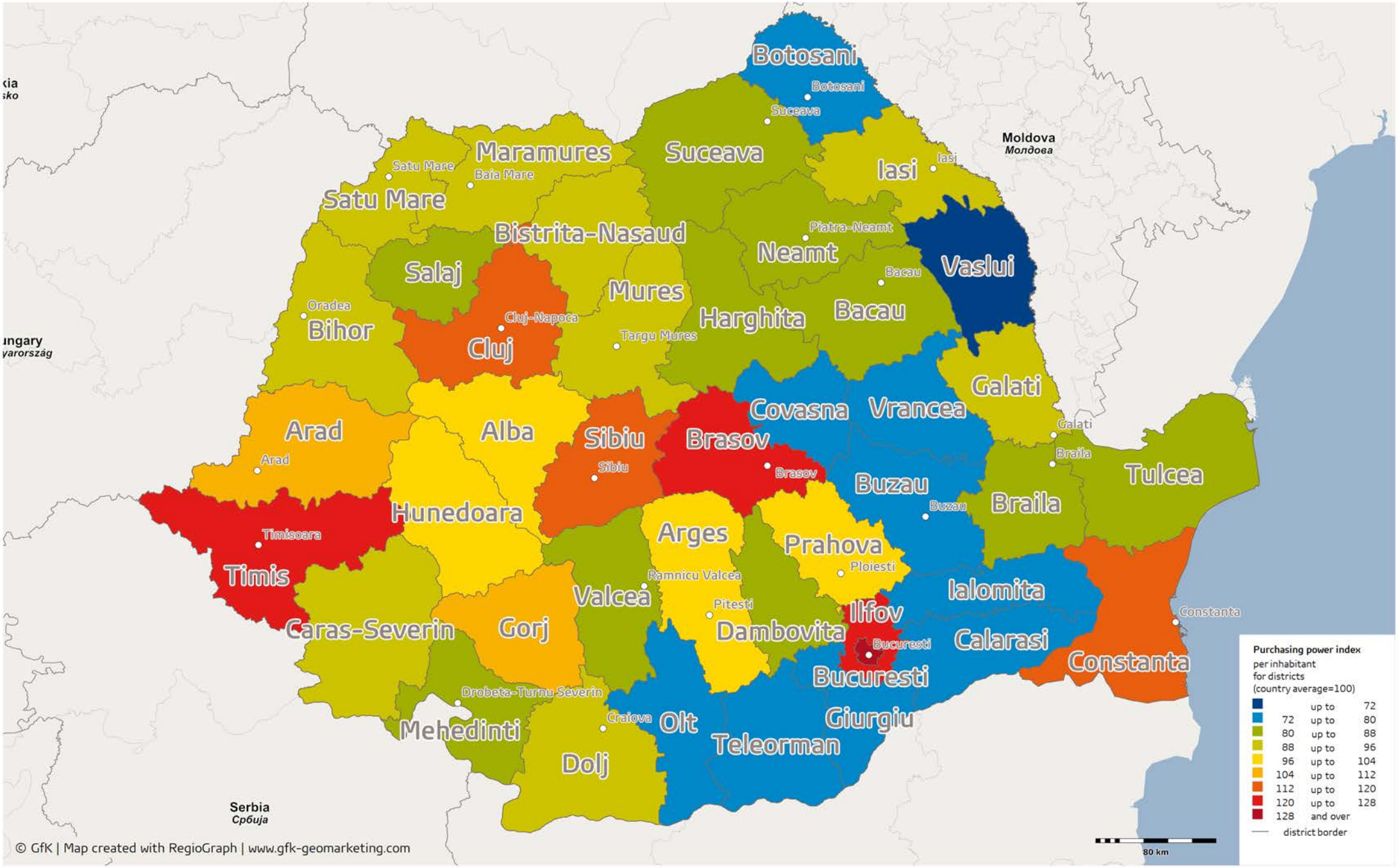
GfK Purchasing Power for furnishings Romania



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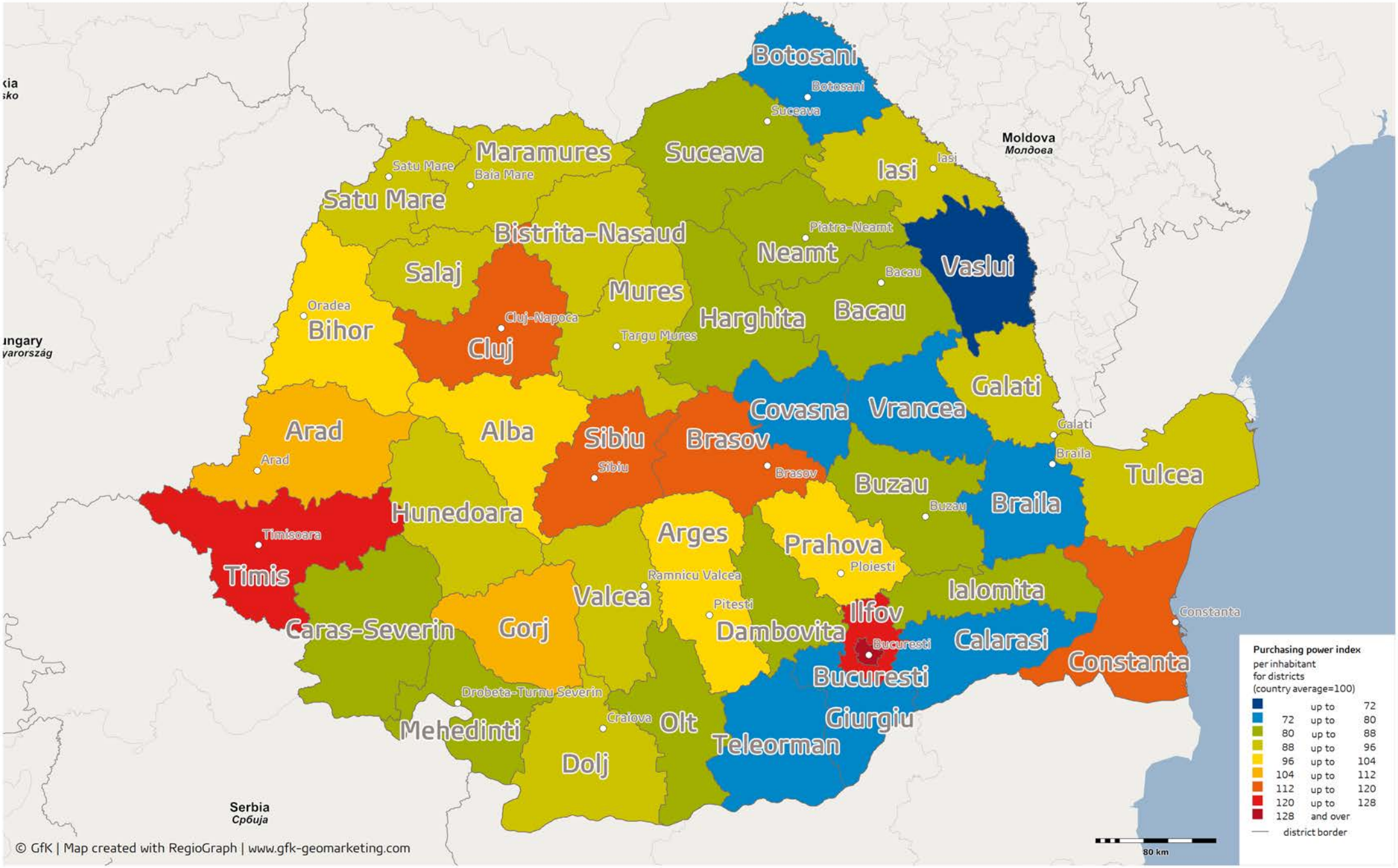
GfK Purchasing Power for household products, glass, porcelain Romania



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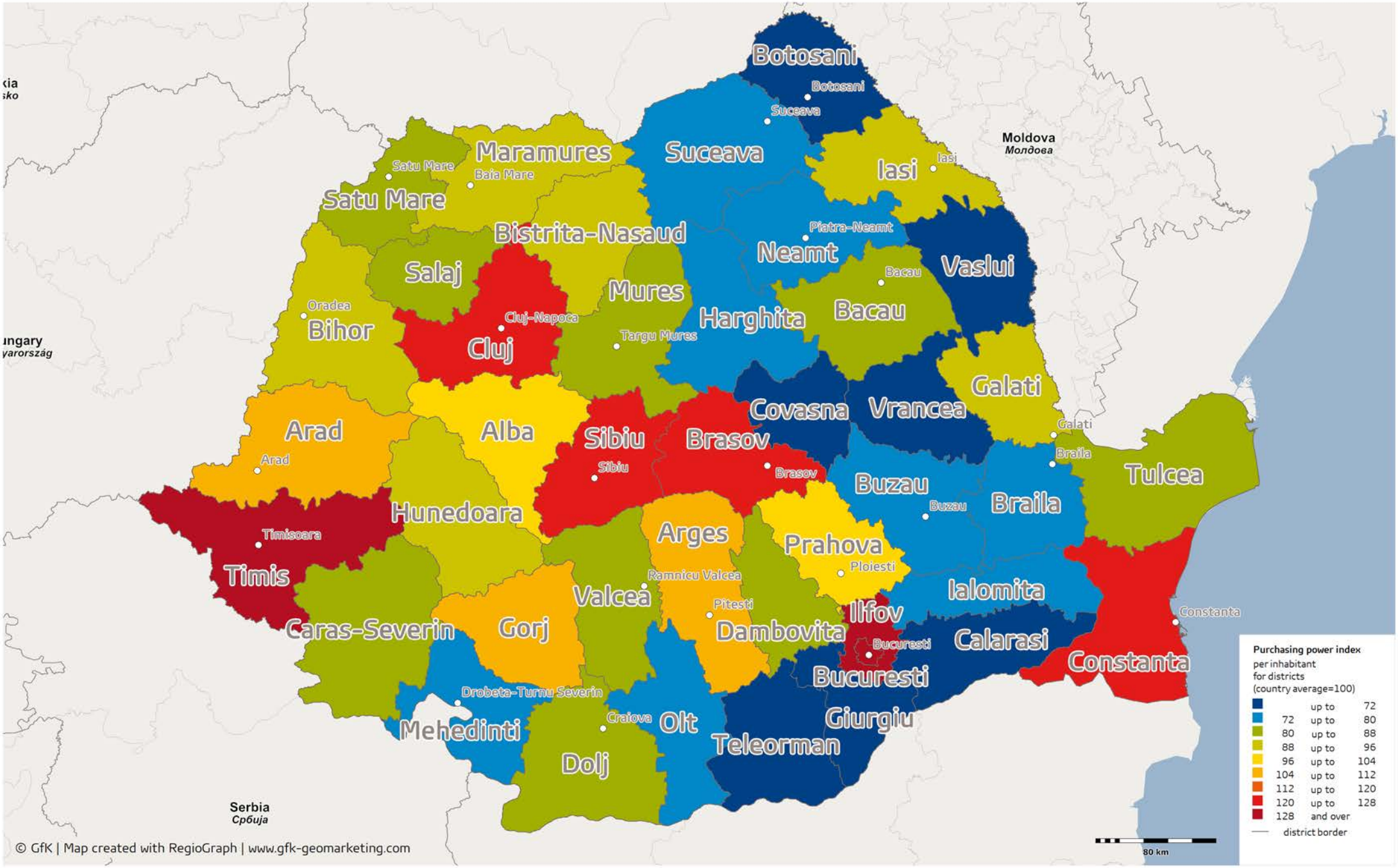
GfK Purchasing Power for electrical household appliances Romania



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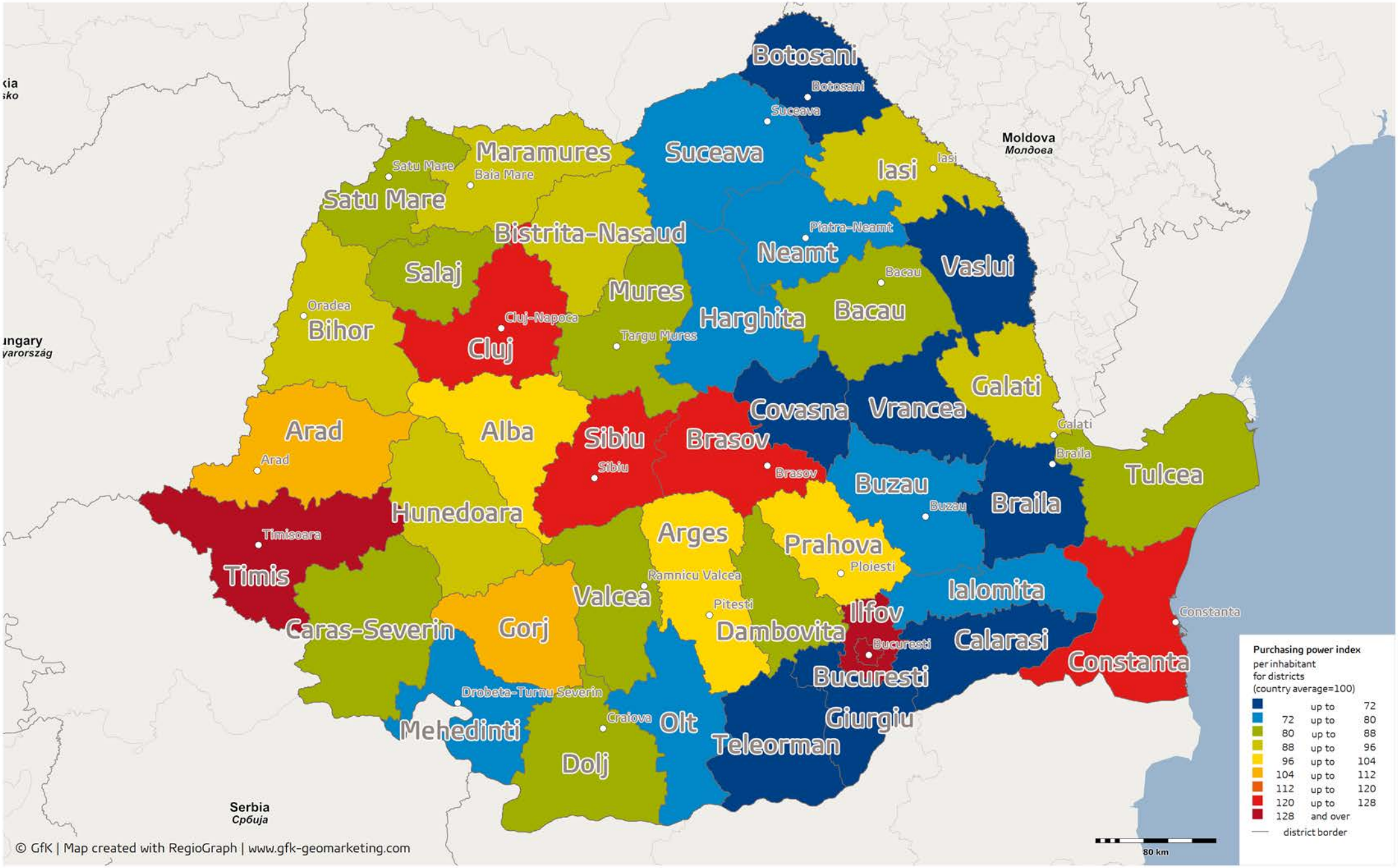
GfK Purchasing Power for consumer electronics, ICT, photography Romania



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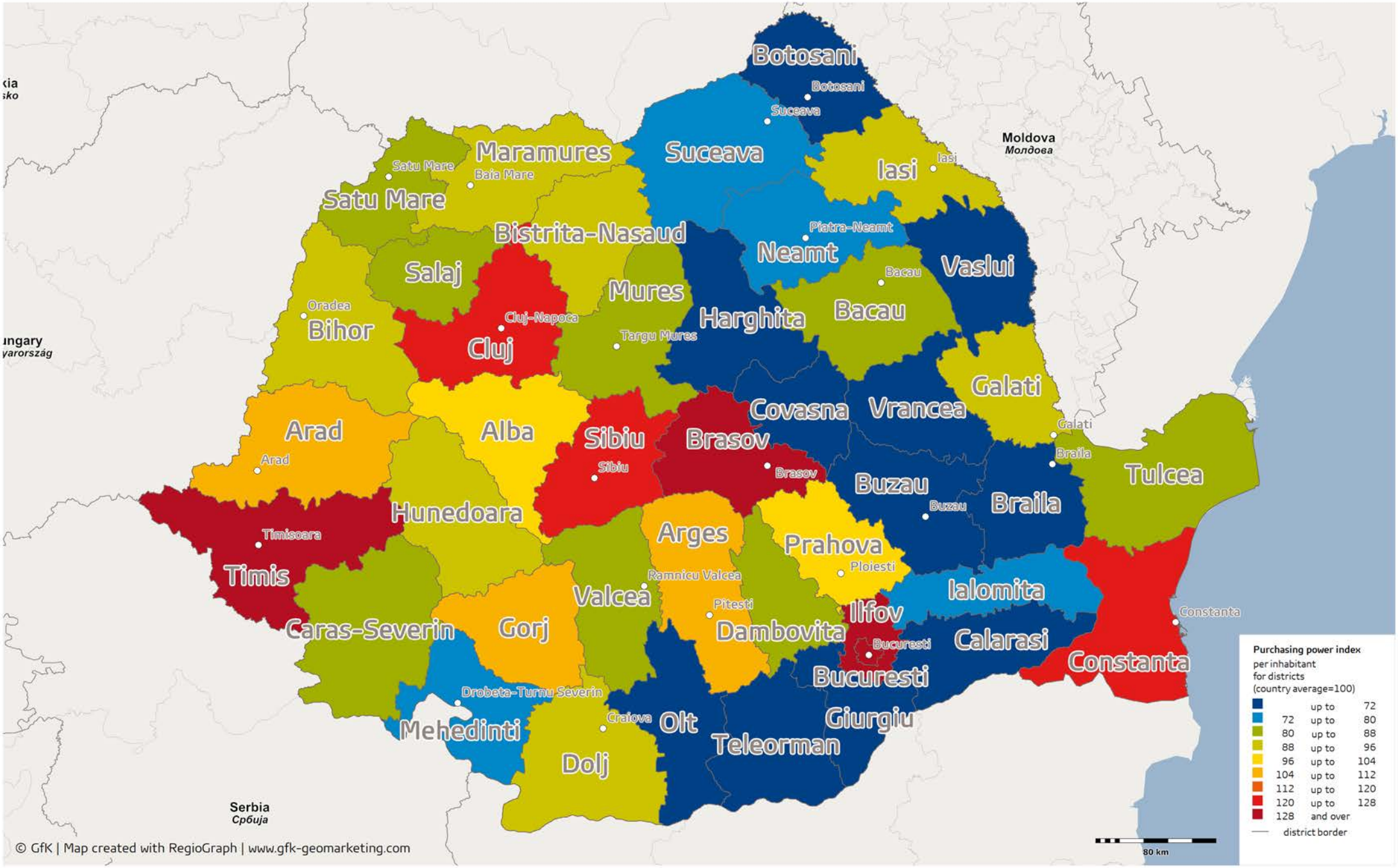
GfK Purchasing Power for watches, jewelry Romania



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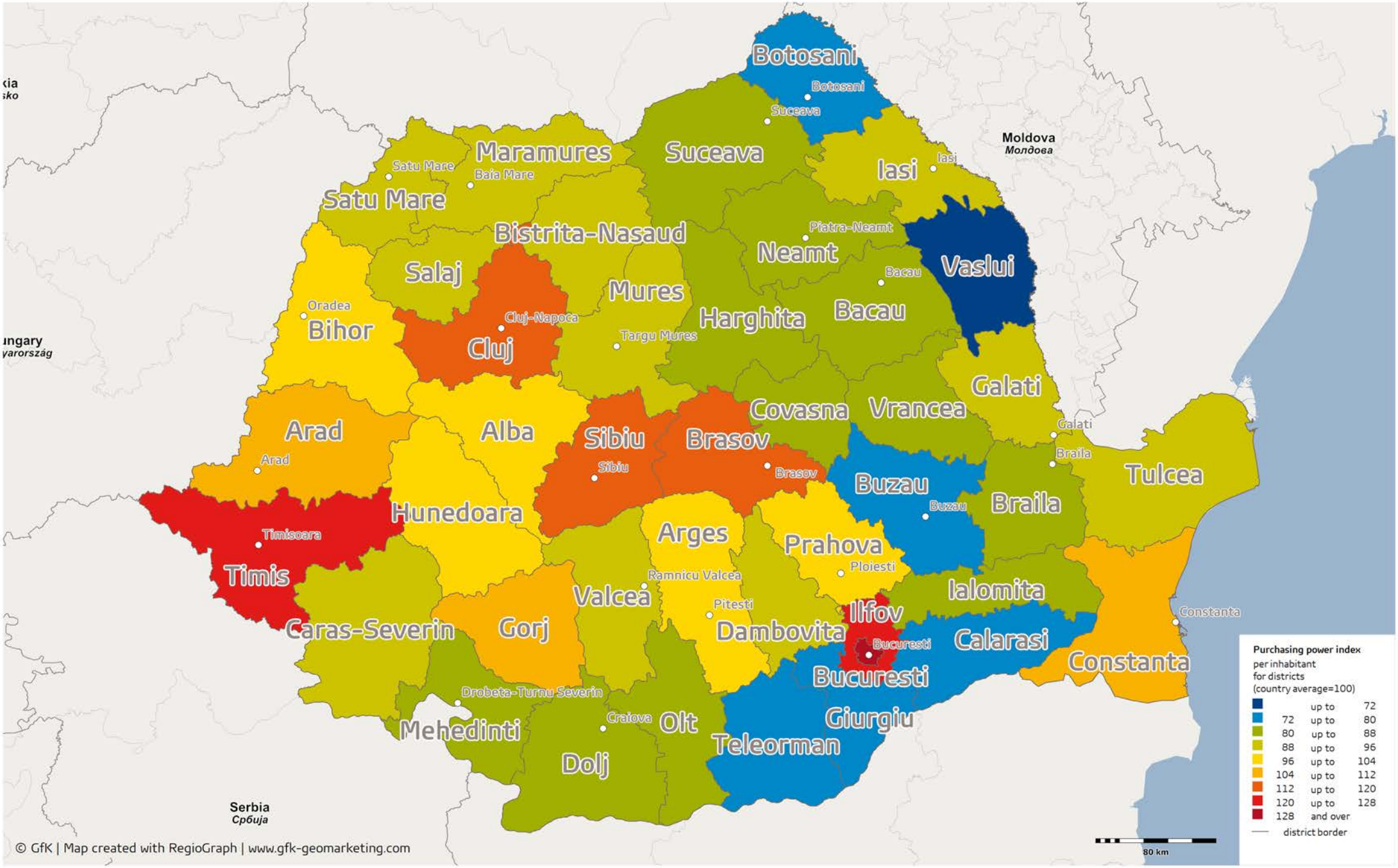
GfK Purchasing Power for books, stationery Romania



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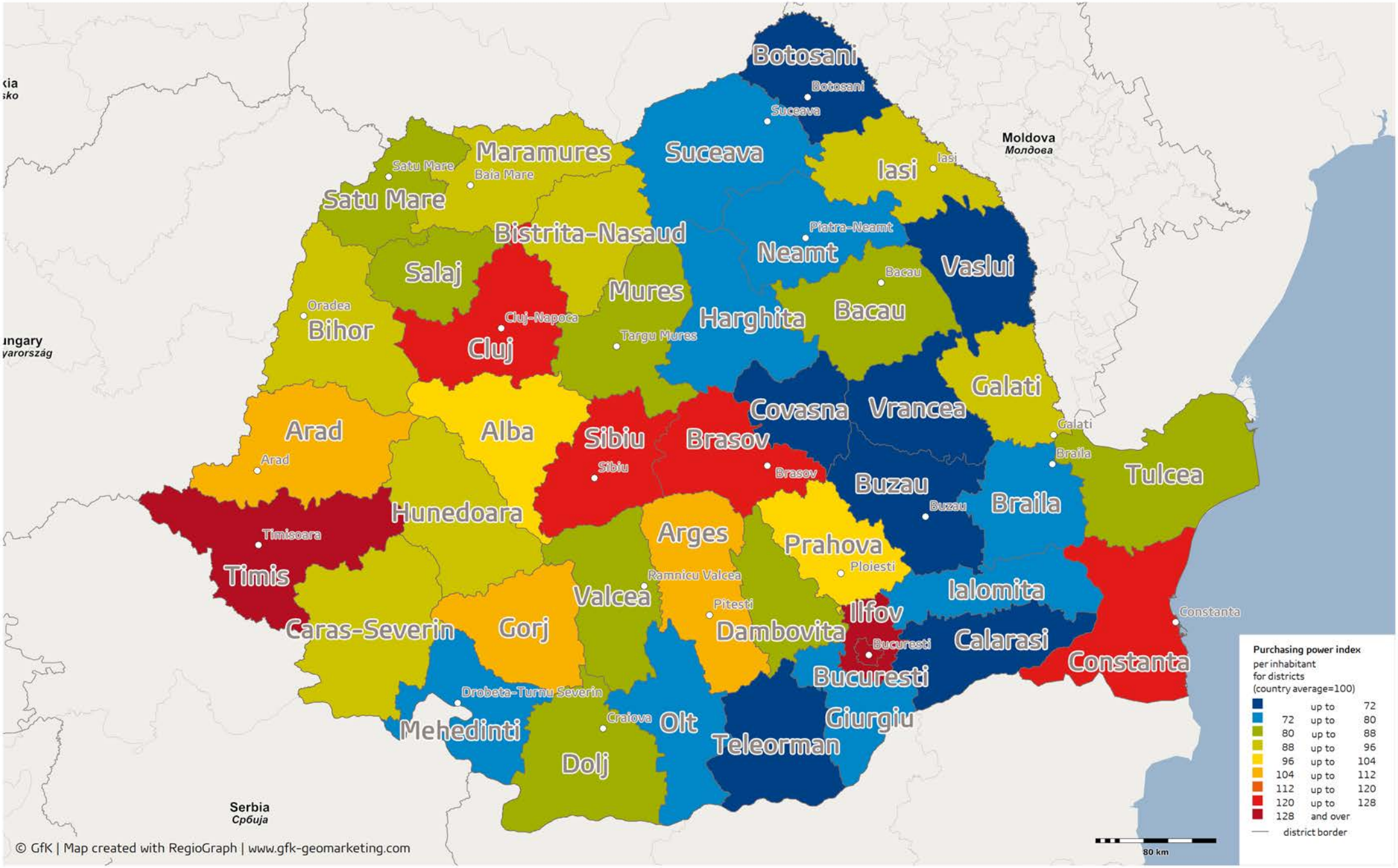
GfK Purchasing Power for sporting goods, hobbies and recreation Romania



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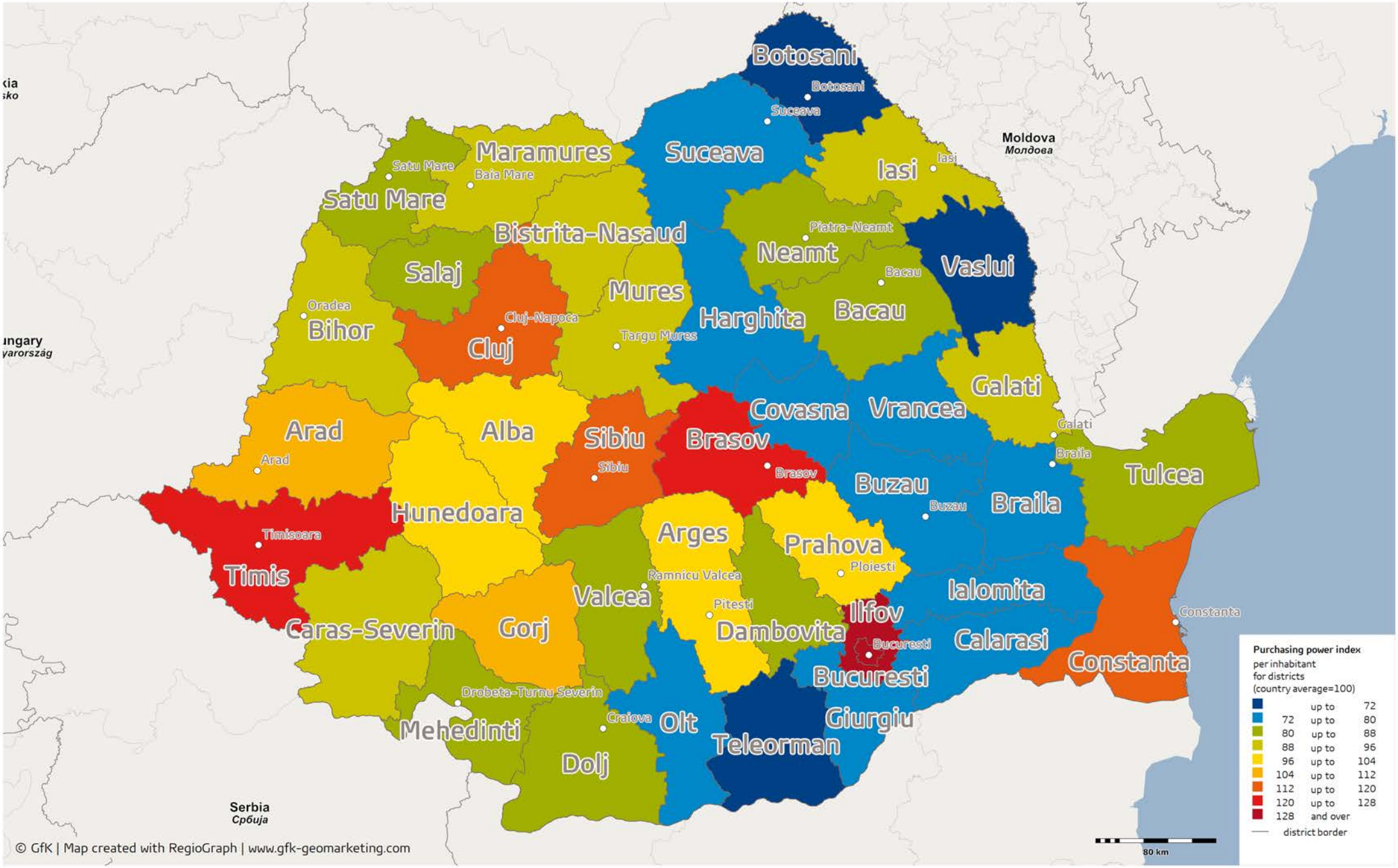
GfK Purchasing Power for home improvement Romania



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Slovenia

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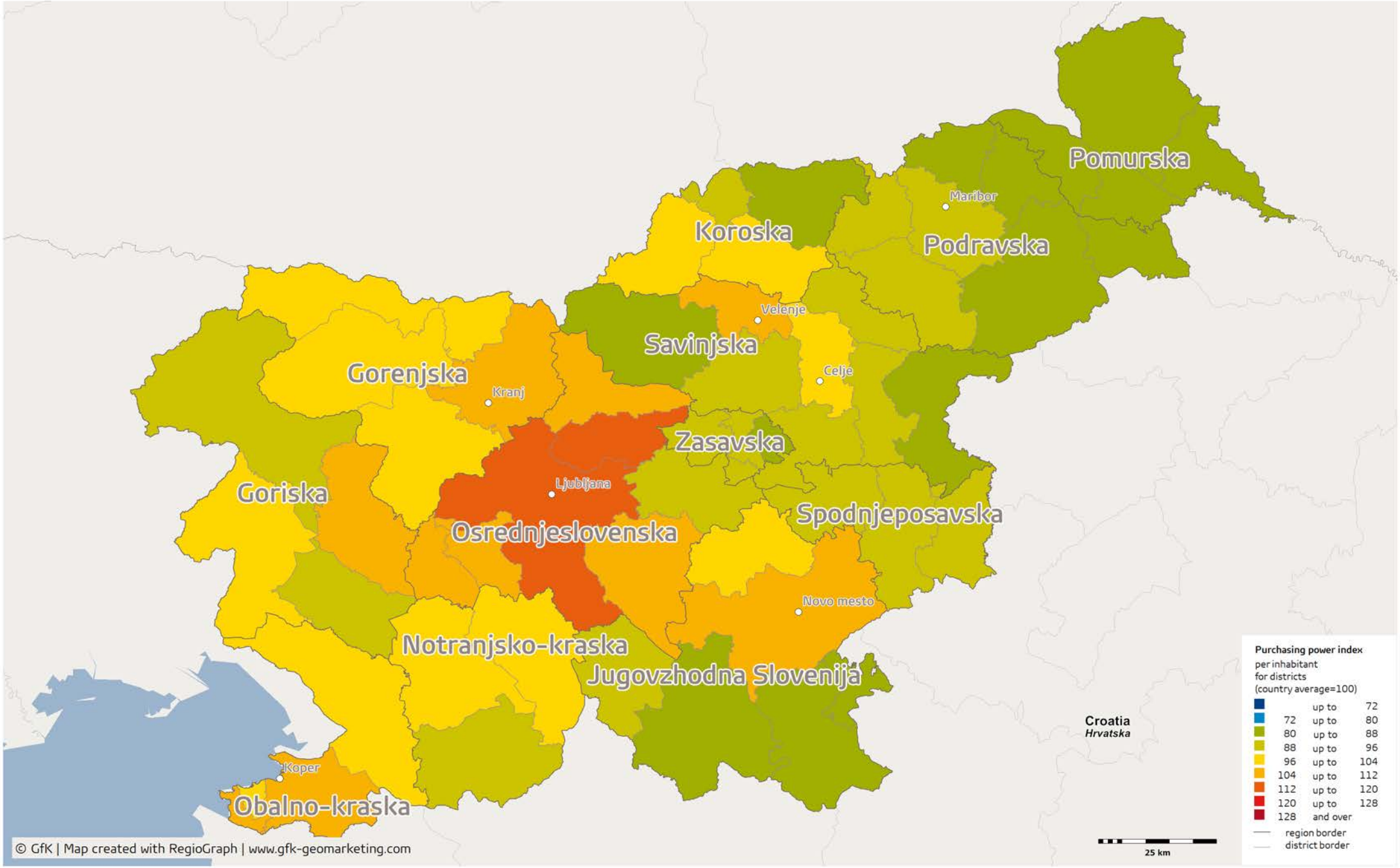

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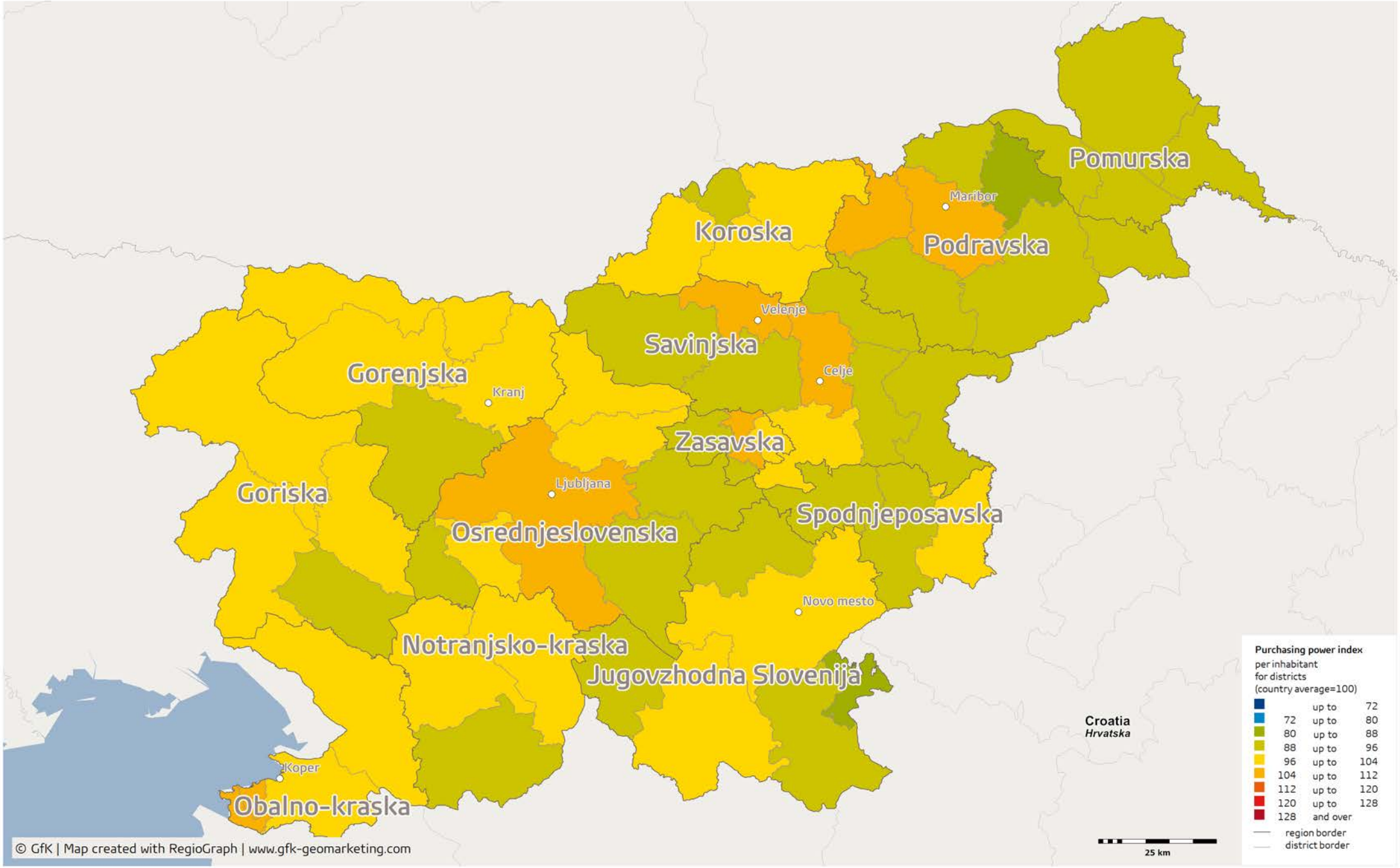
GfK Purchasing Power for food items Slovenia



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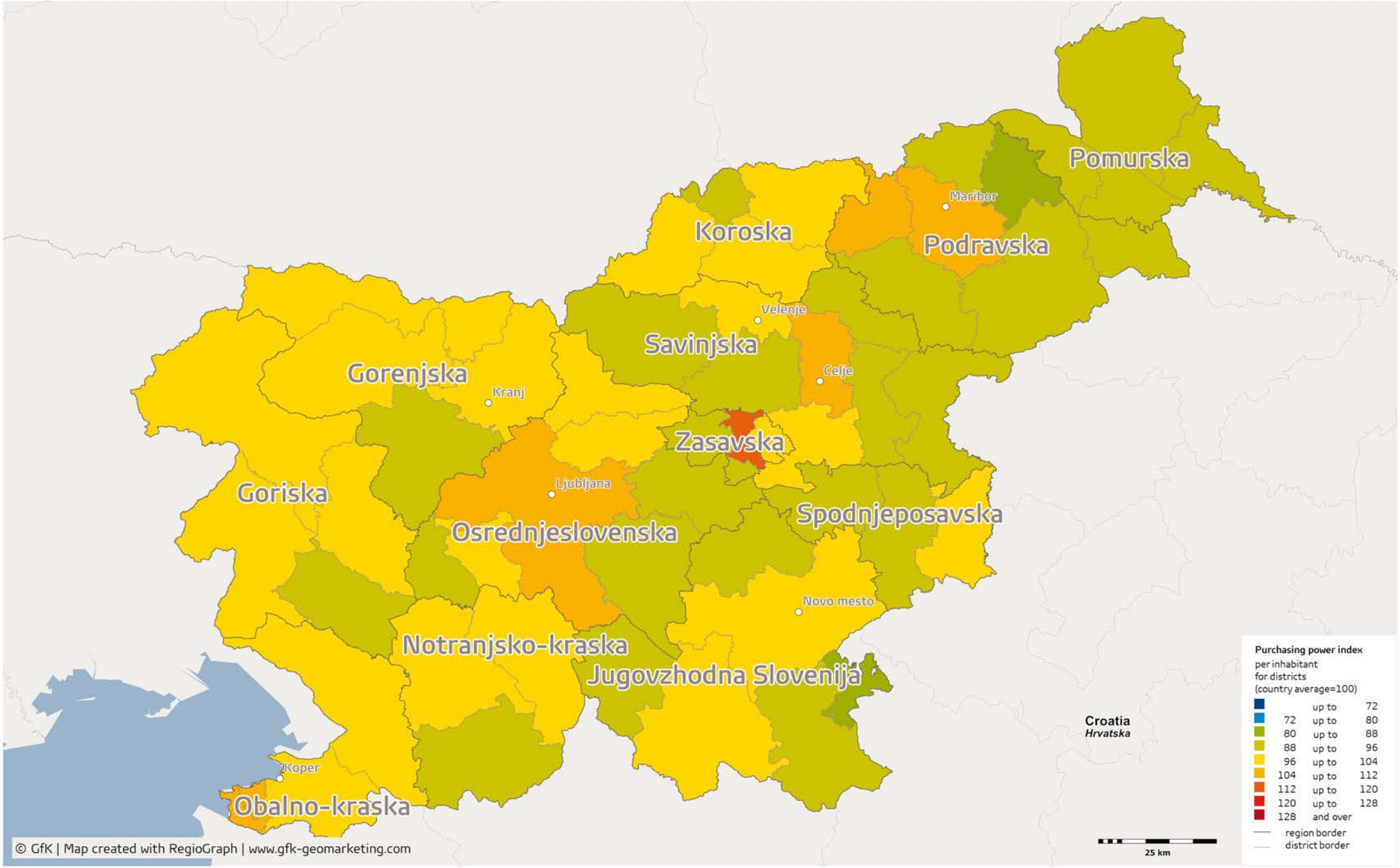
GfK Purchasing Power for food Slovenia



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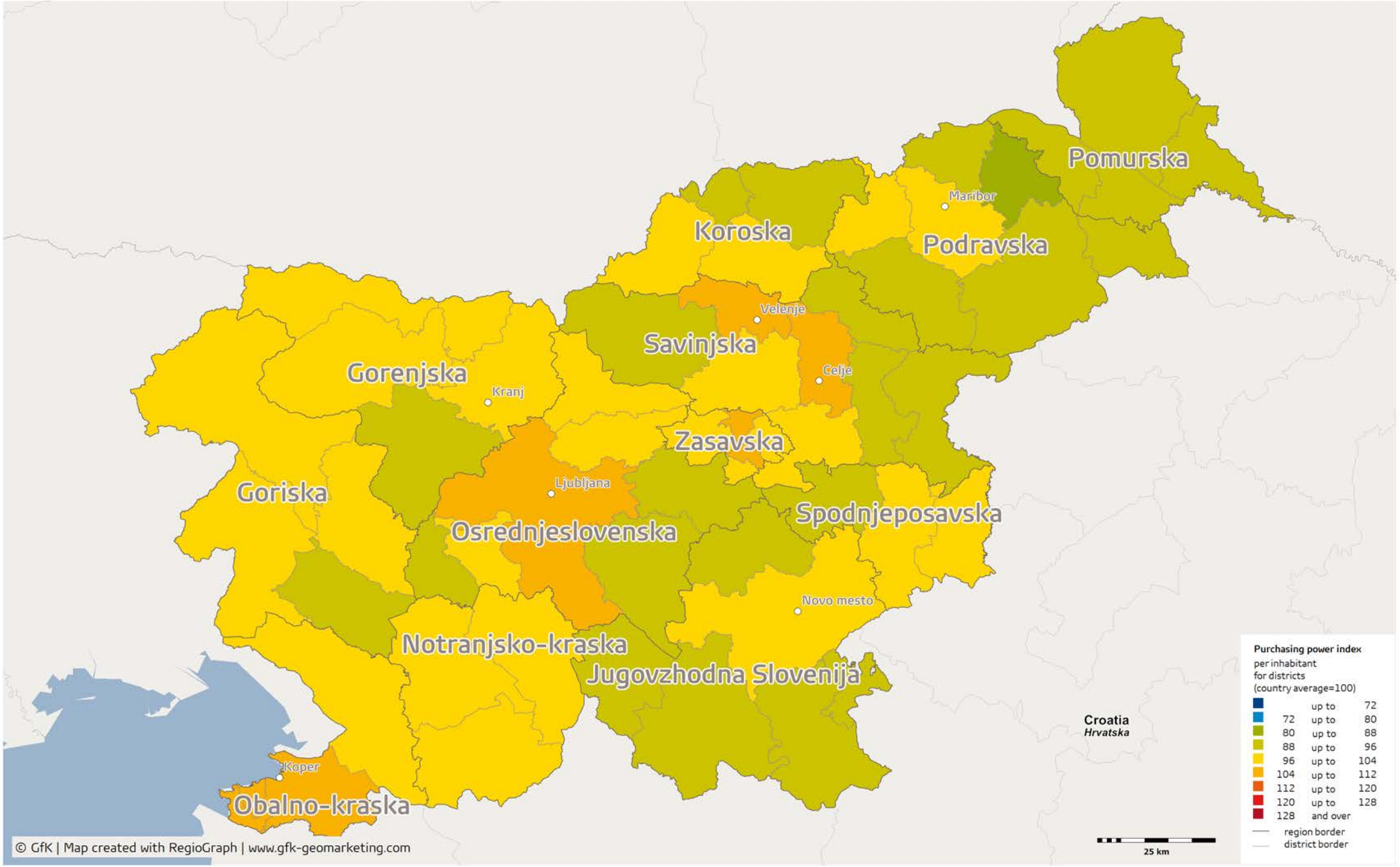
GfK Purchasing Power for alcohol-free beverages Slovenia



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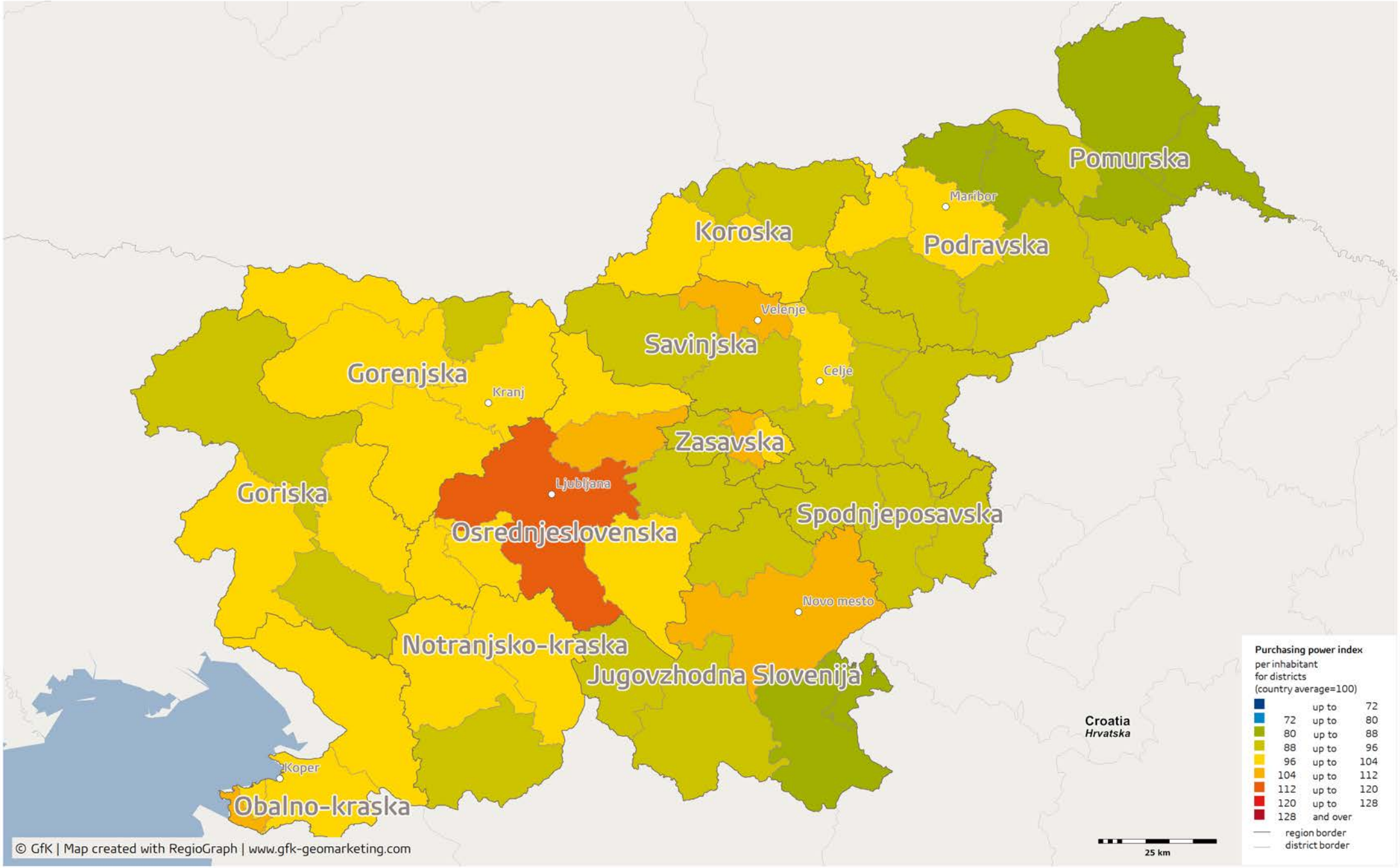
GfK Purchasing Power for alcoholic beverages Slovenia



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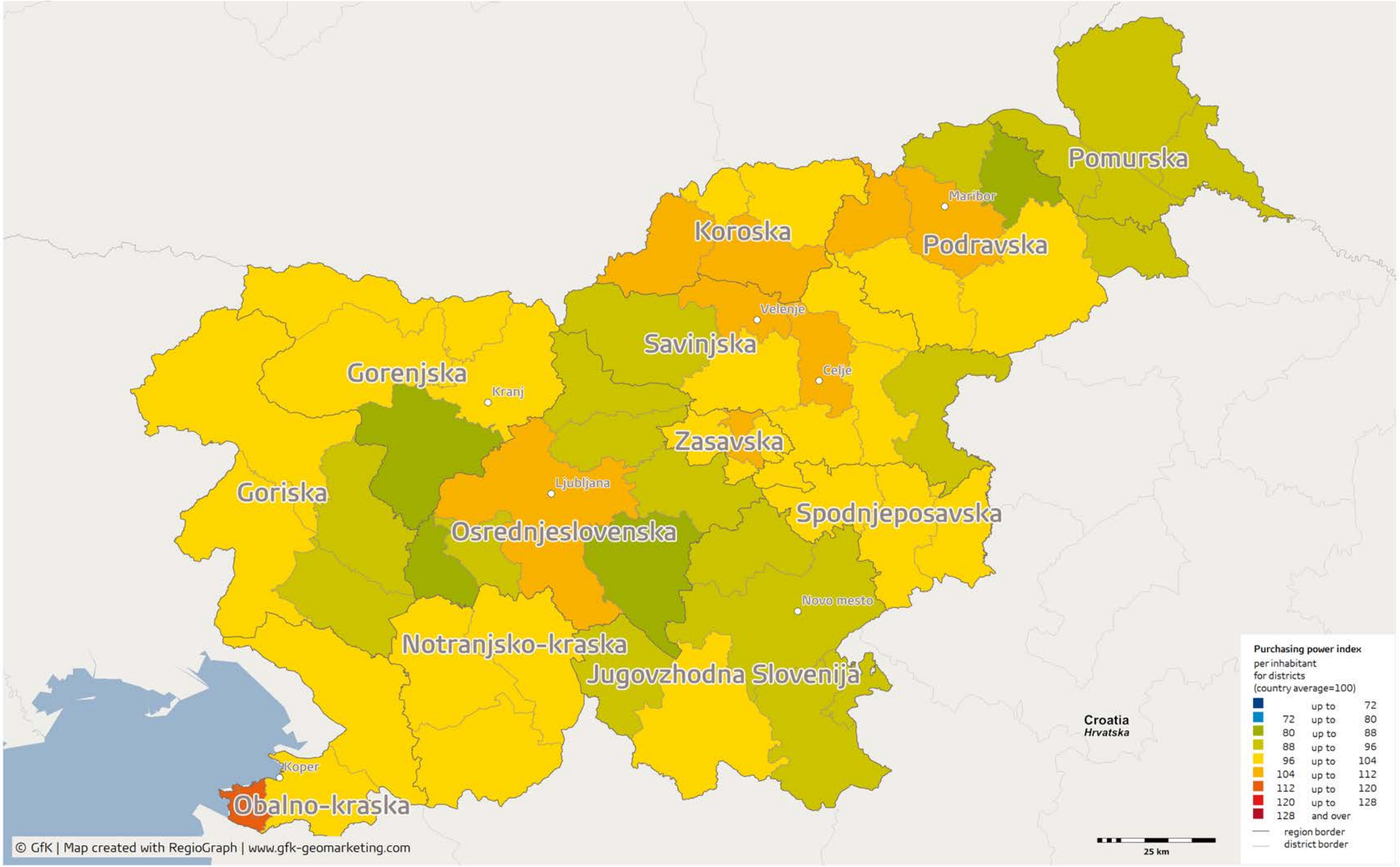
GfK Purchasing Power for tobacco products Slovenia



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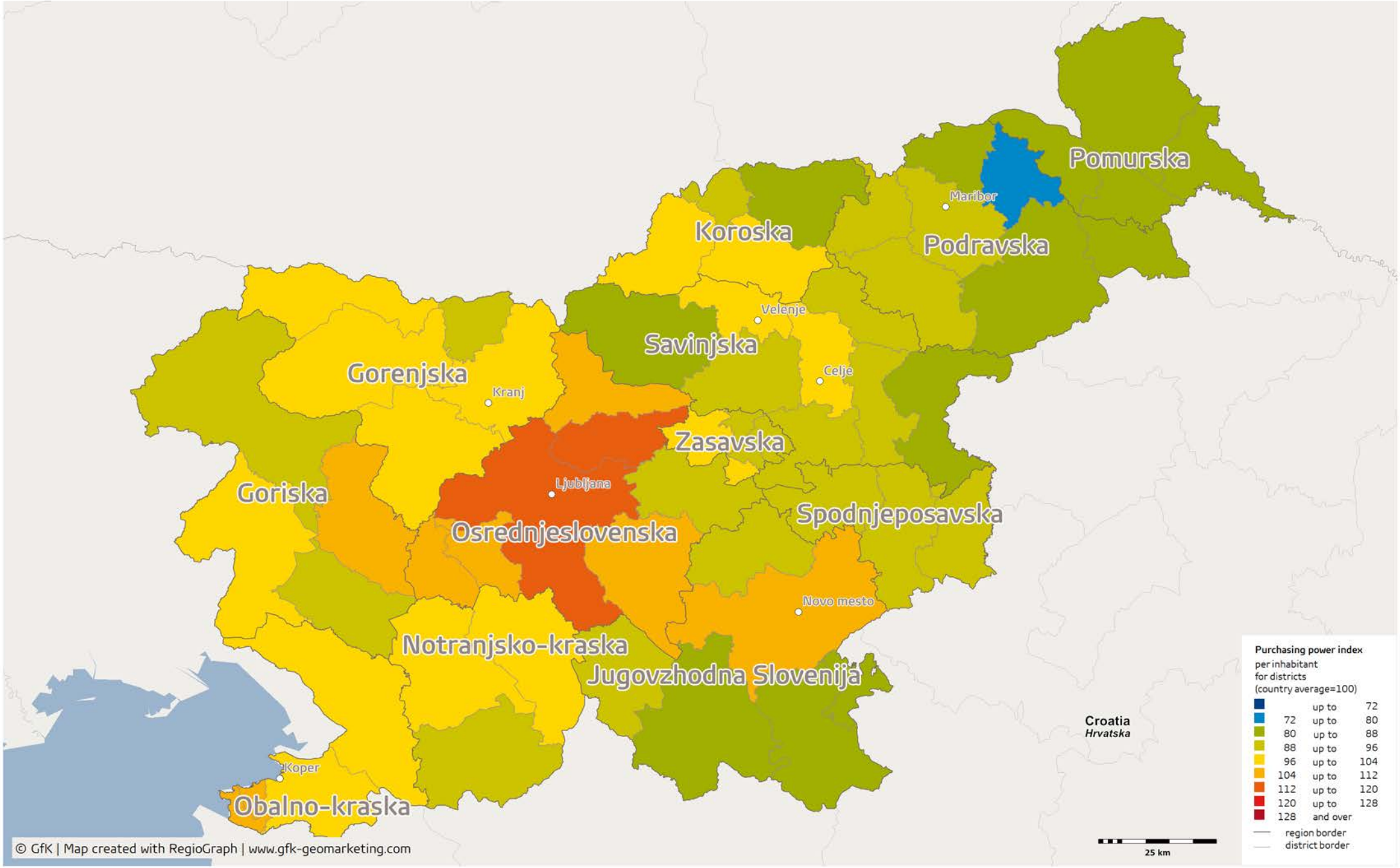
GfK Purchasing Power for health and hygiene products Slovenia



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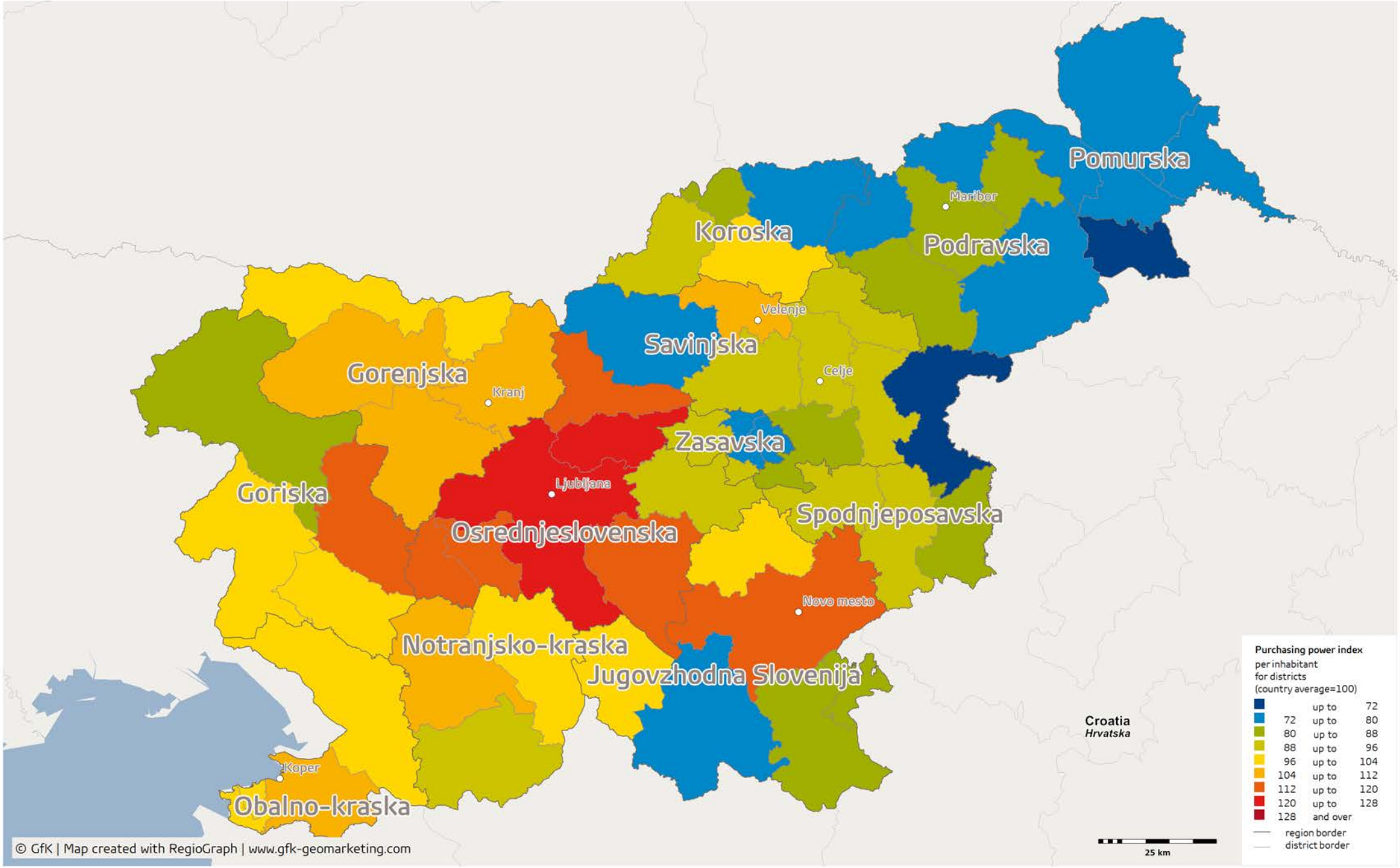
GfK Purchasing Power for non-food items Slovenia



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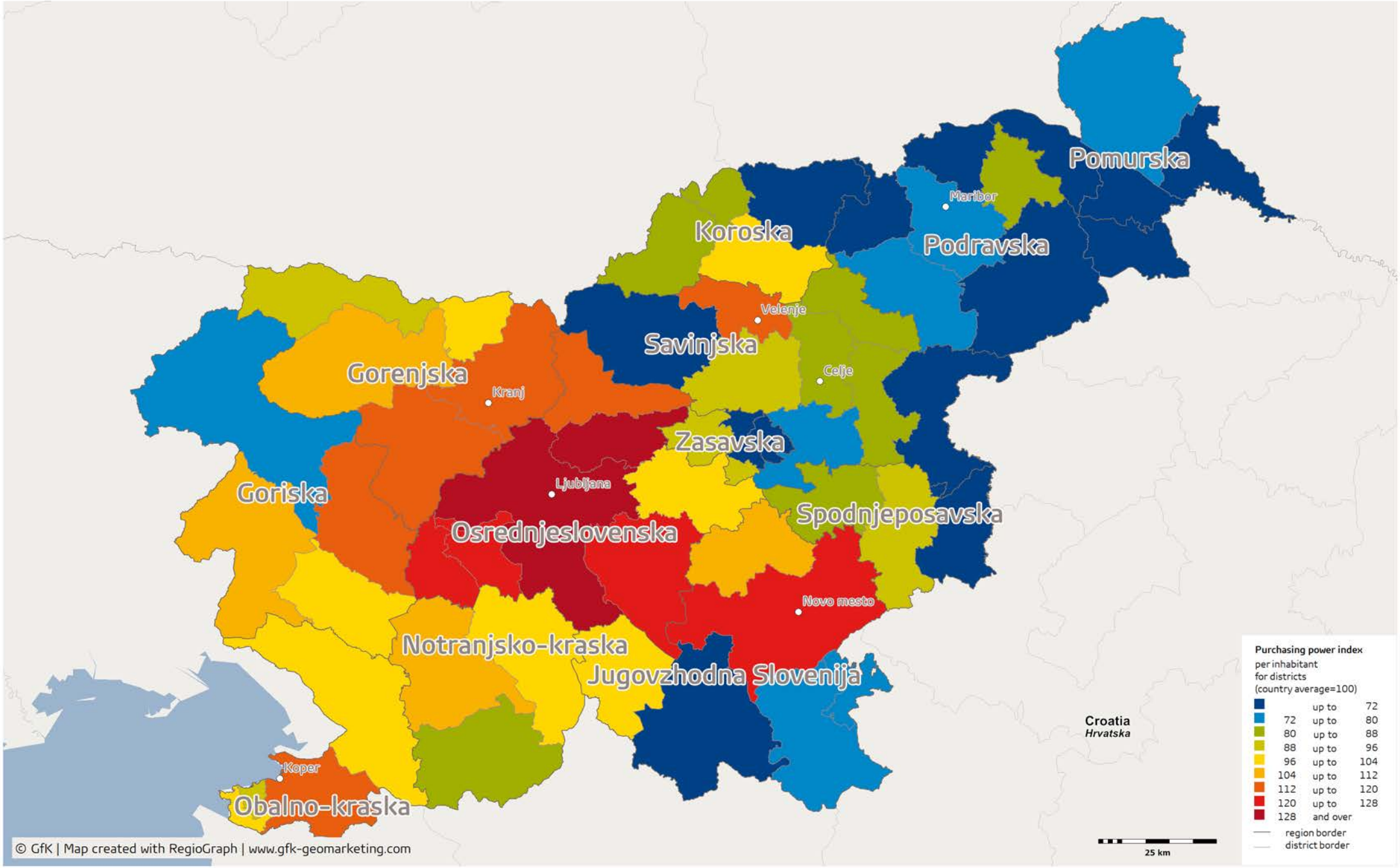
GfK Purchasing Power for clothing Slovenia



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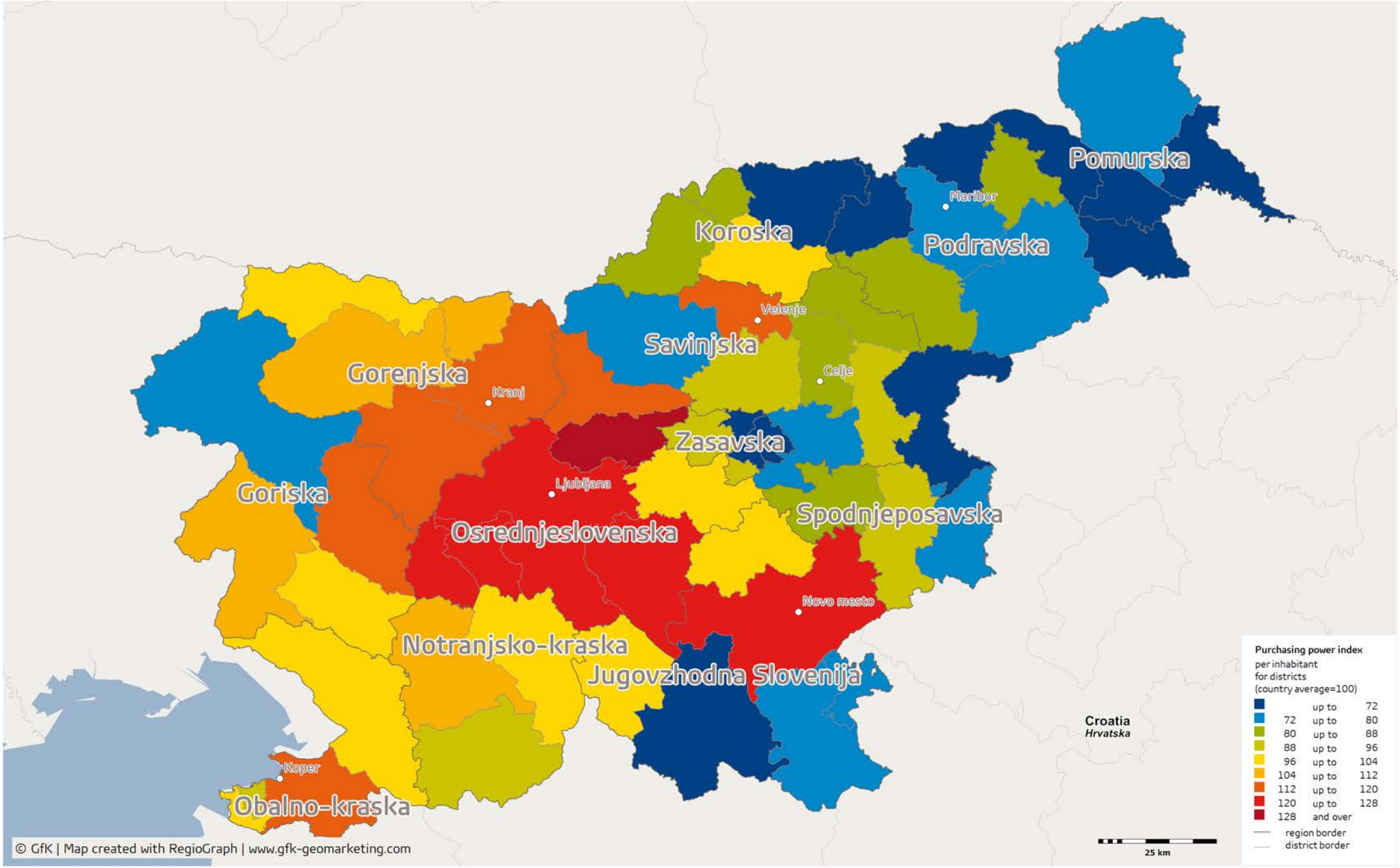
GfK Purchasing Power for shoes, leather goods Slovenia



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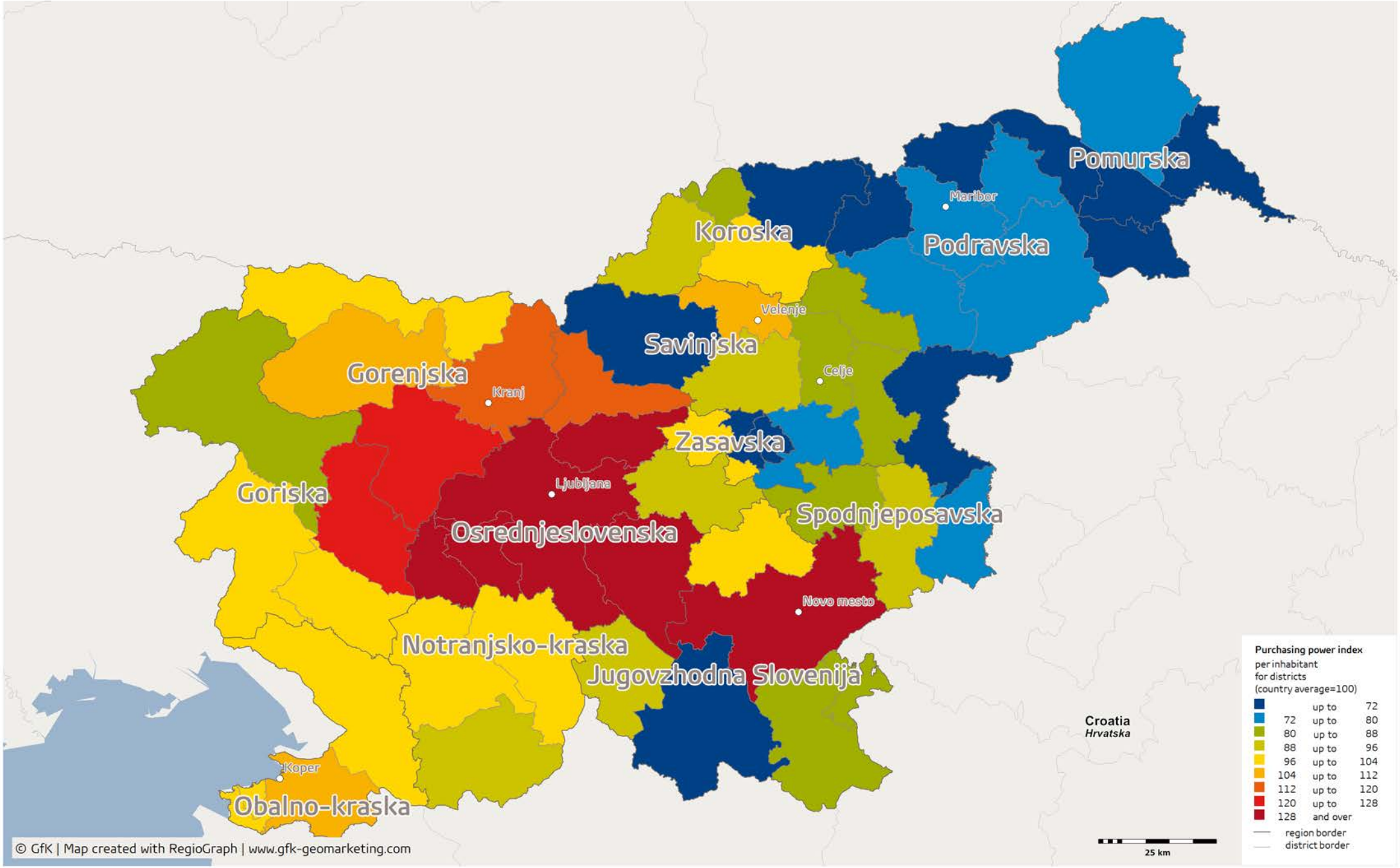
GfK Purchasing Power for furnishings Slovenia



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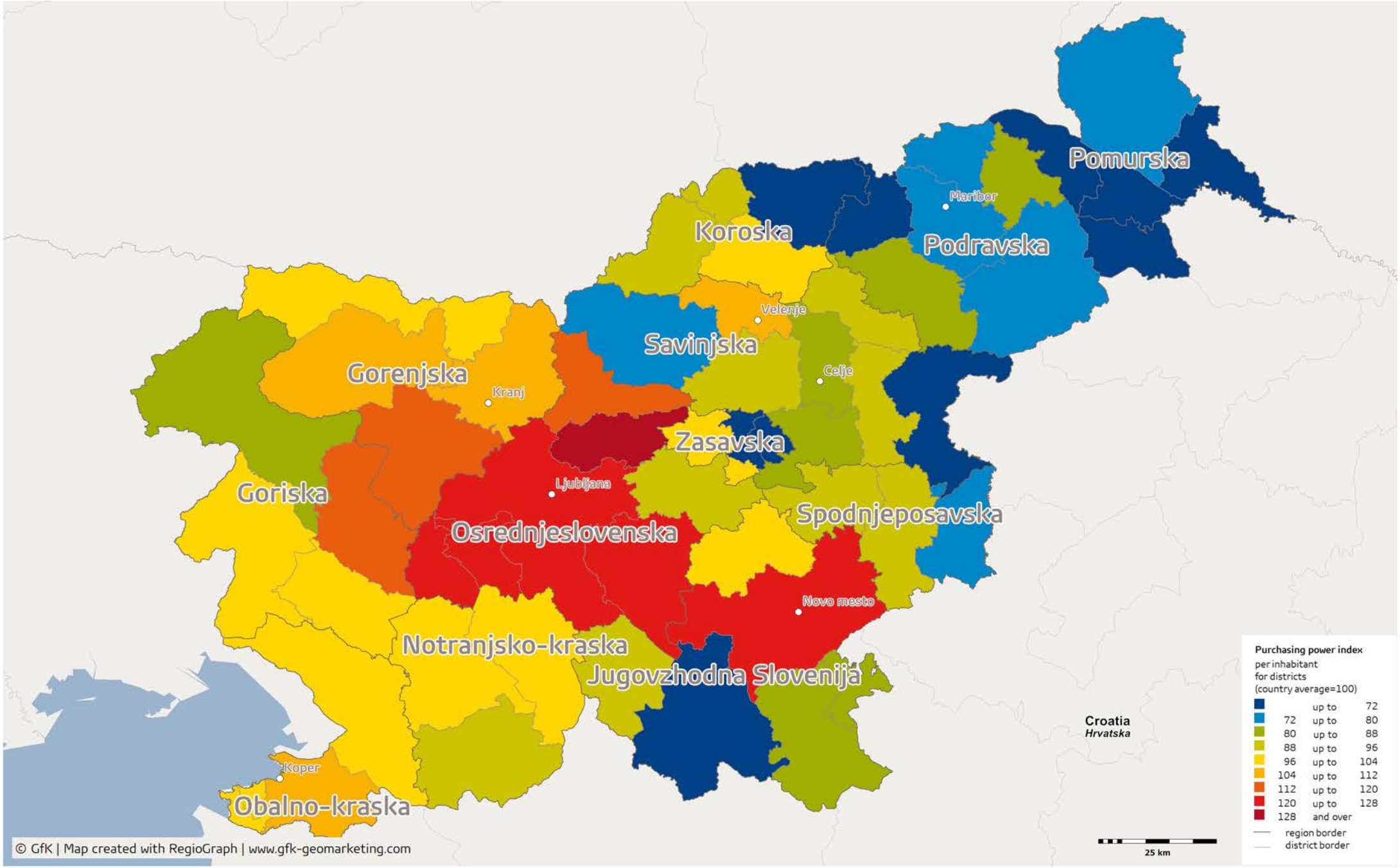
GfK Purchasing Power for household products, glass, porcelain Slovenia



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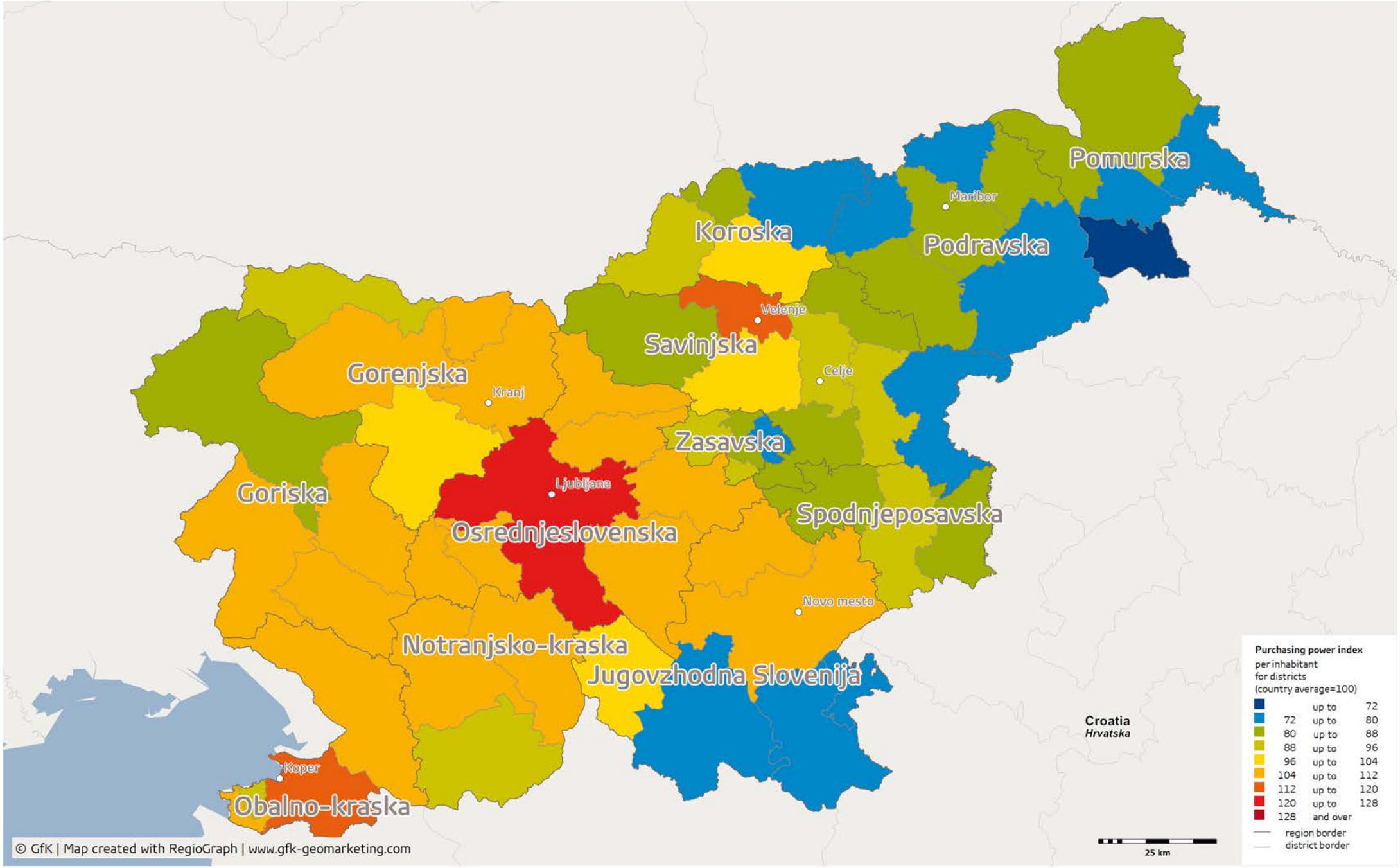
GfK Purchasing Power for electrical household appliances Slovenia



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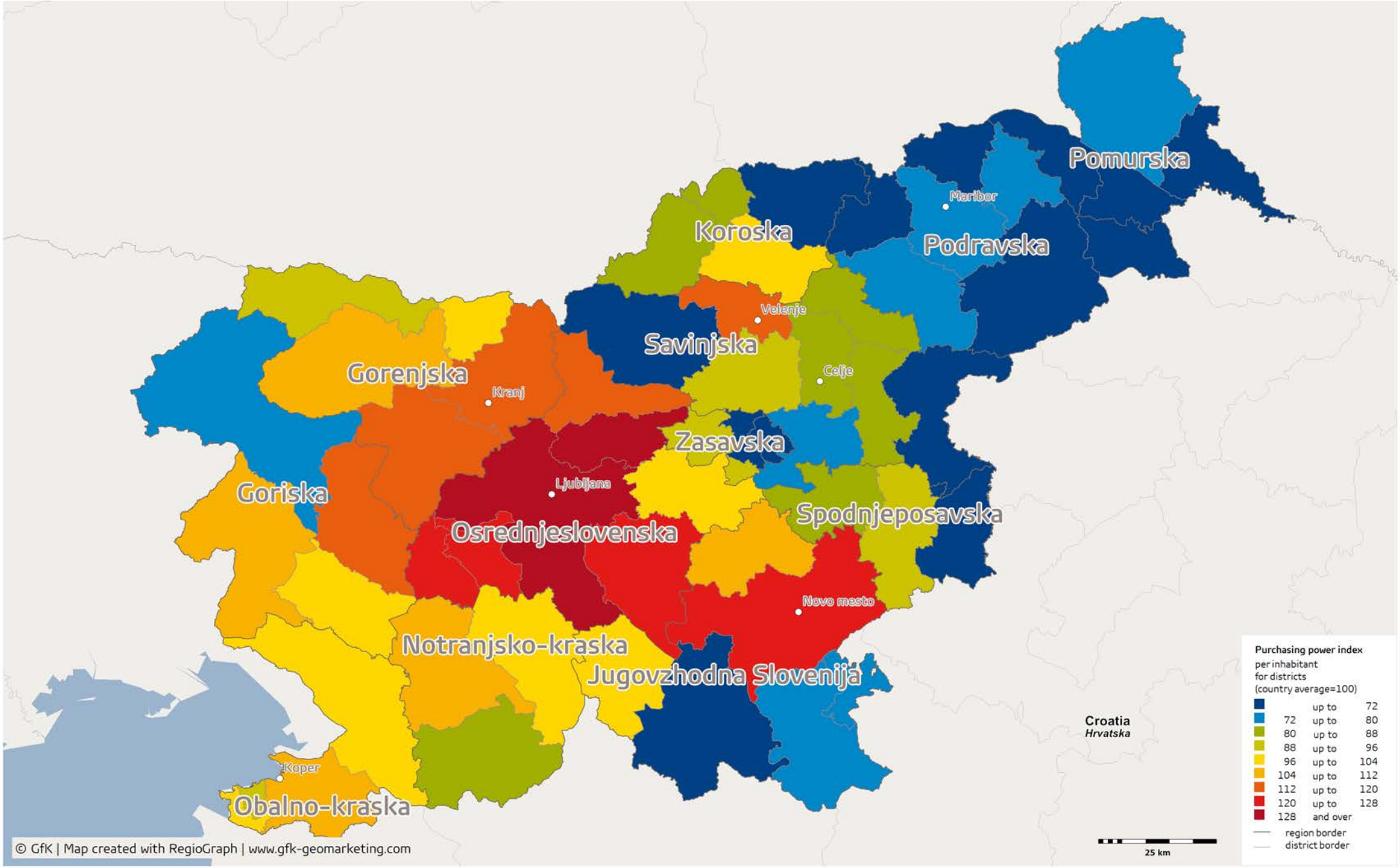
GfK Purchasing Power for consumer electronics, ICT, photography Slovenia



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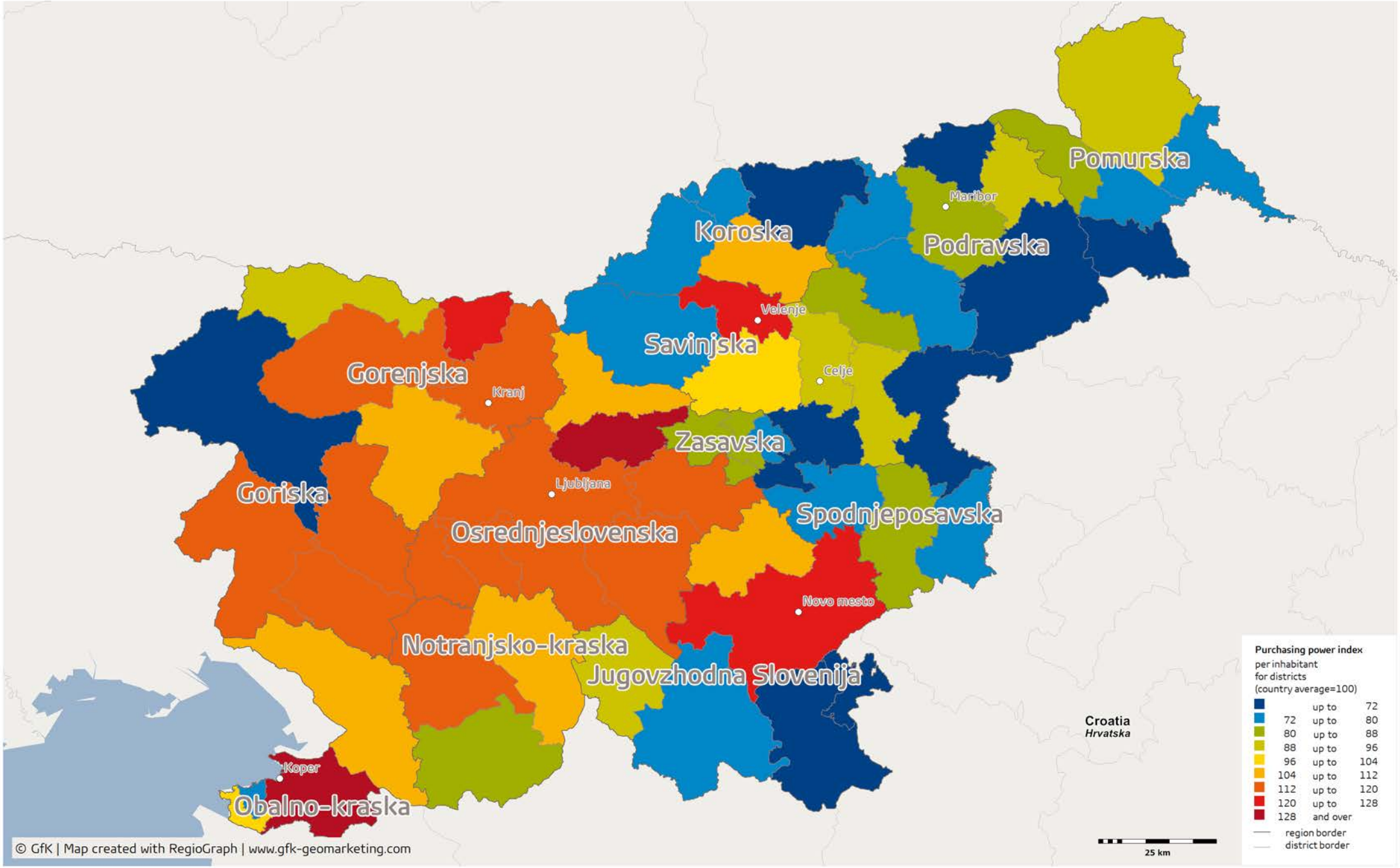
GfK Purchasing Power for watches, jewelry Slovenia



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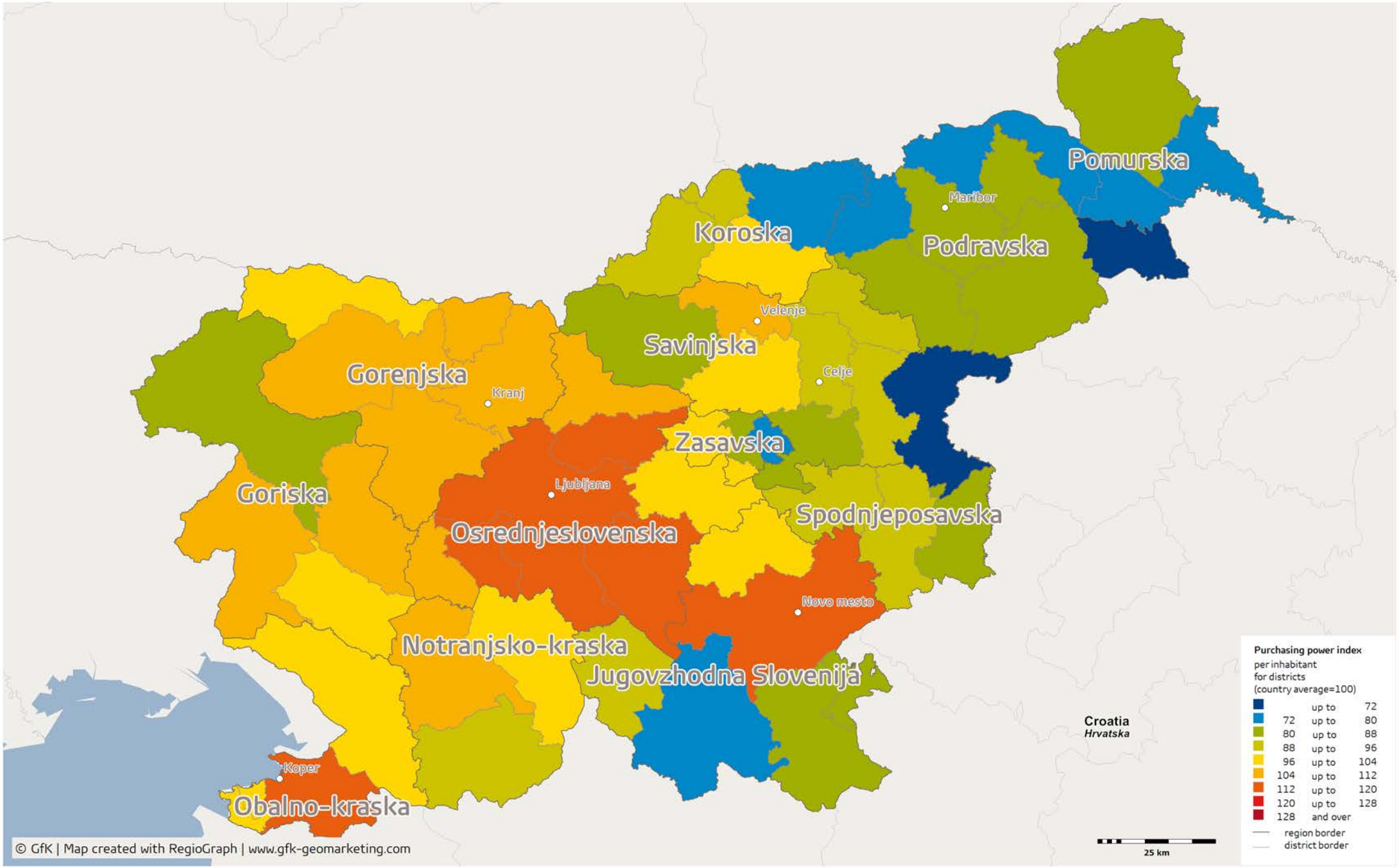
GfK Purchasing Power for books, stationery Slovenia



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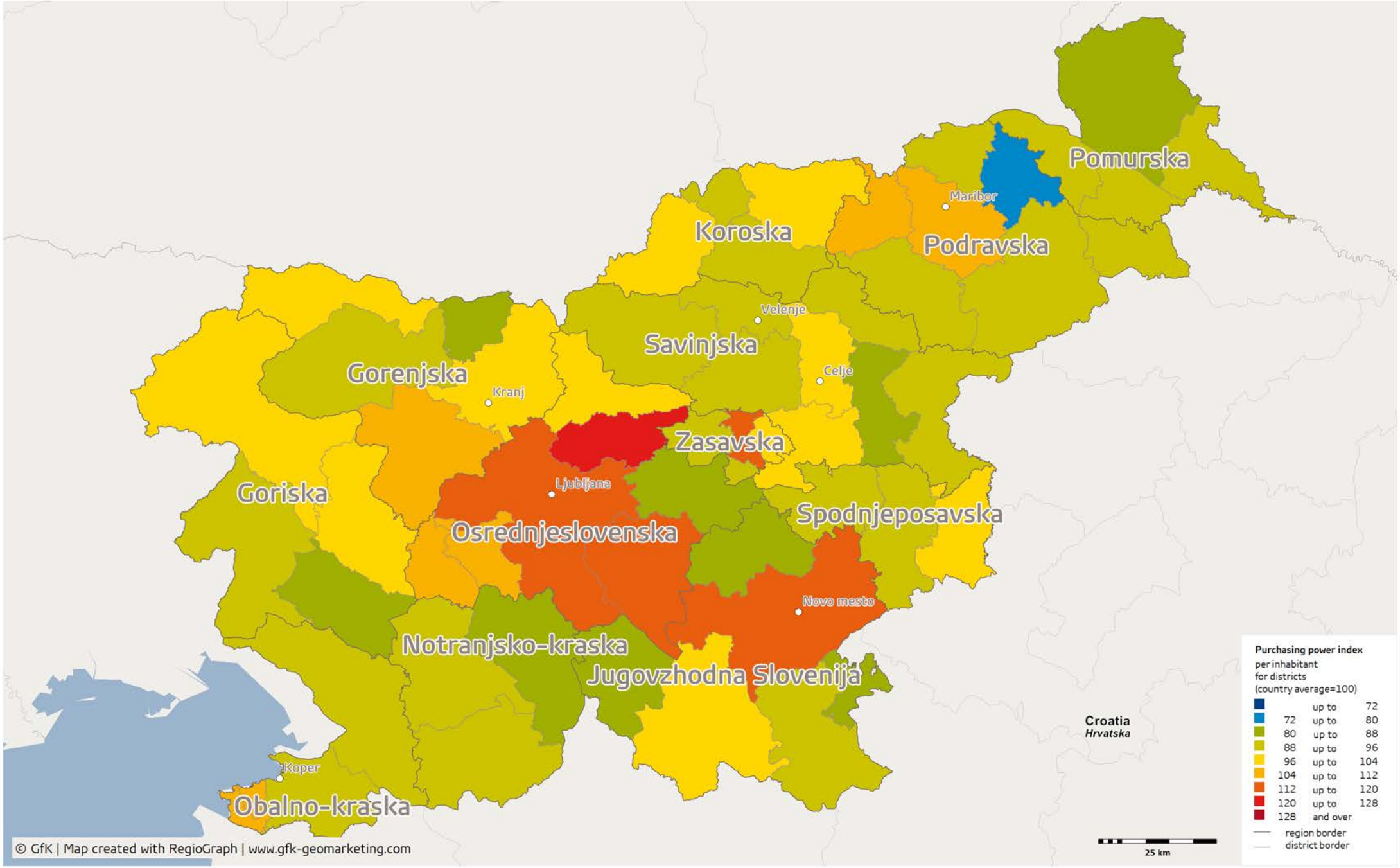
GfK Purchasing Power for sporting goods, hobbies and recreation Slovenia



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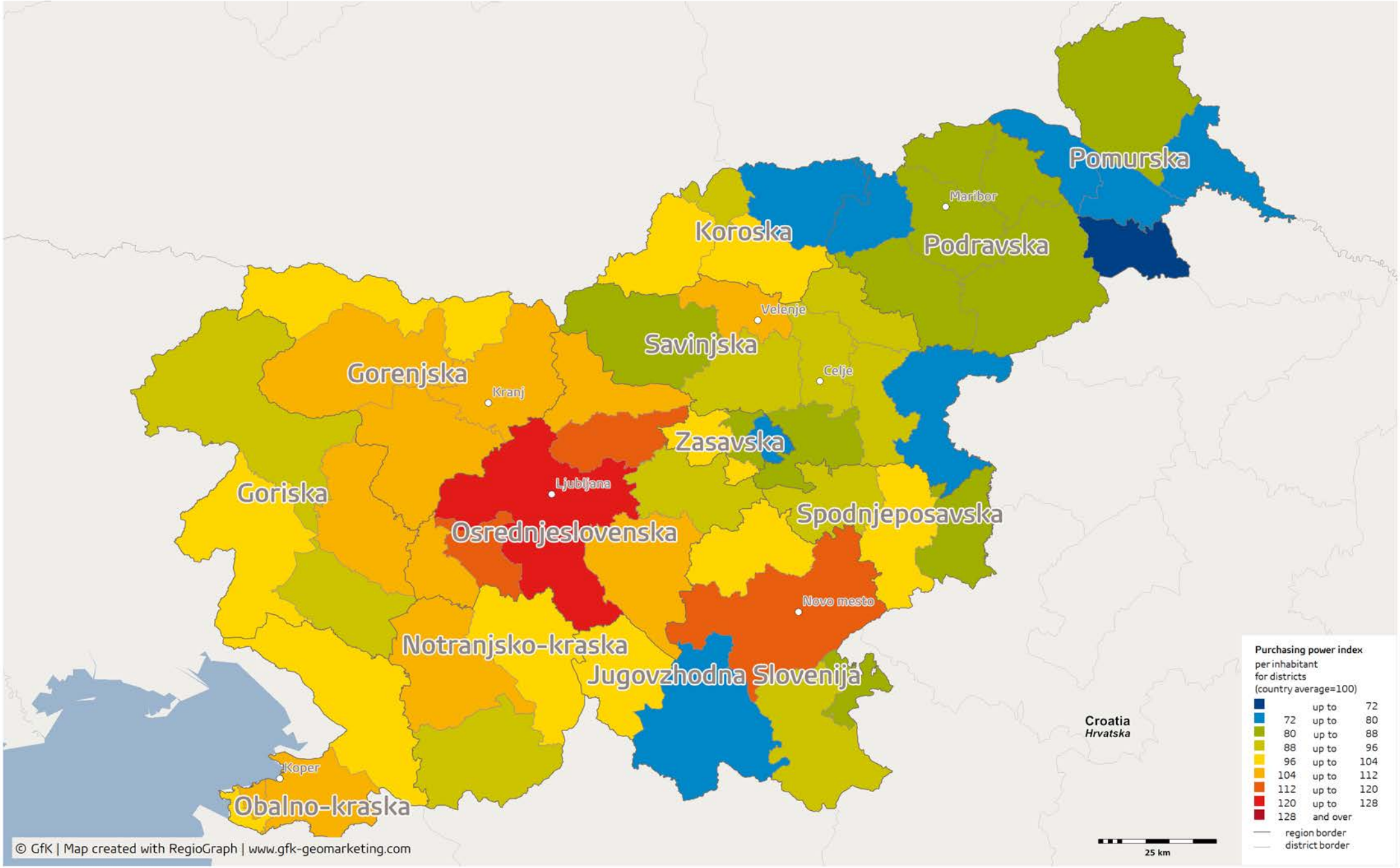
GfK Purchasing Power for home improvement items Slovenia



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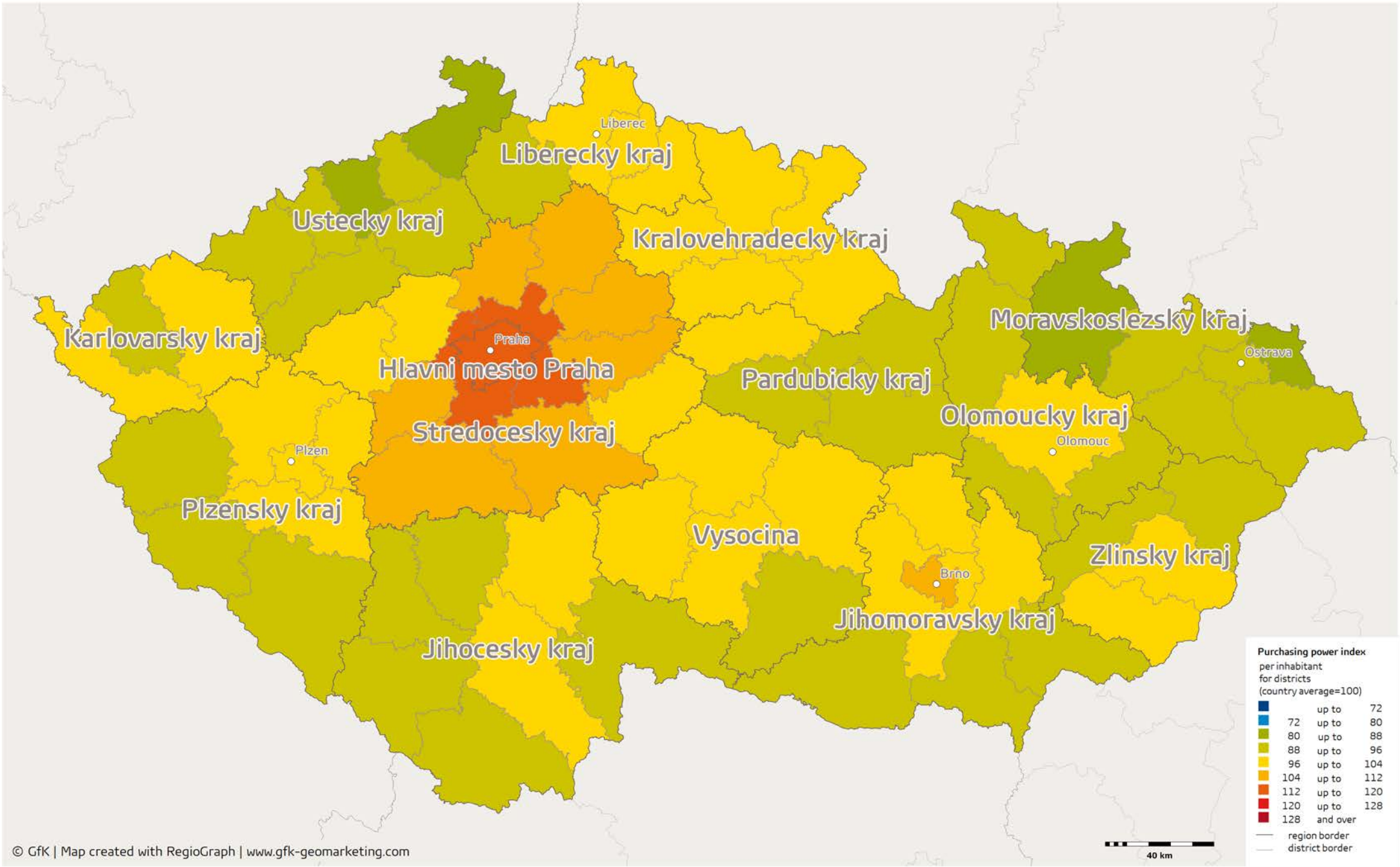
Czech Republic

GfK Retail Purchasing Power Czech Republic



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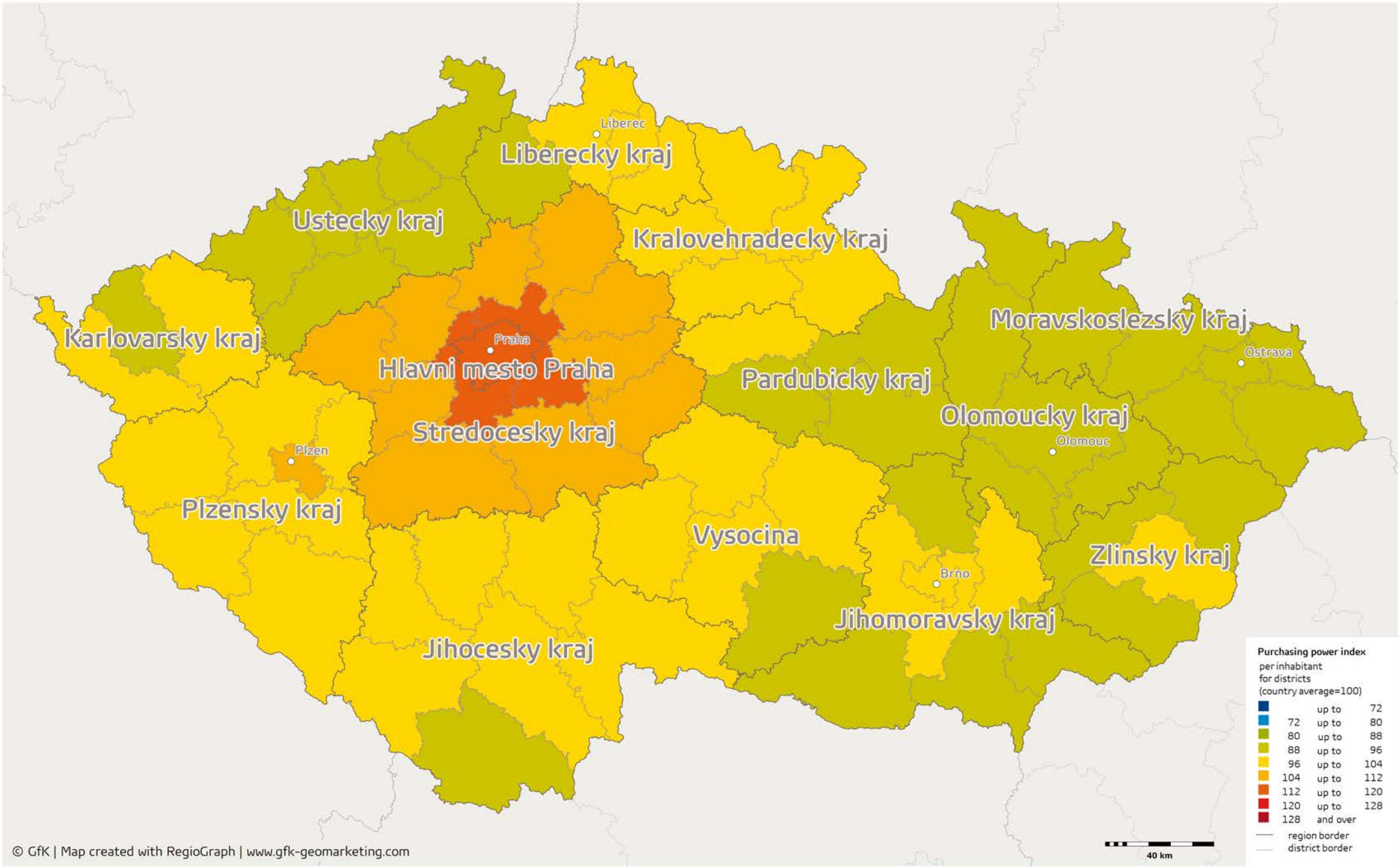
GfK Purchasing Power for food items Czech Republic



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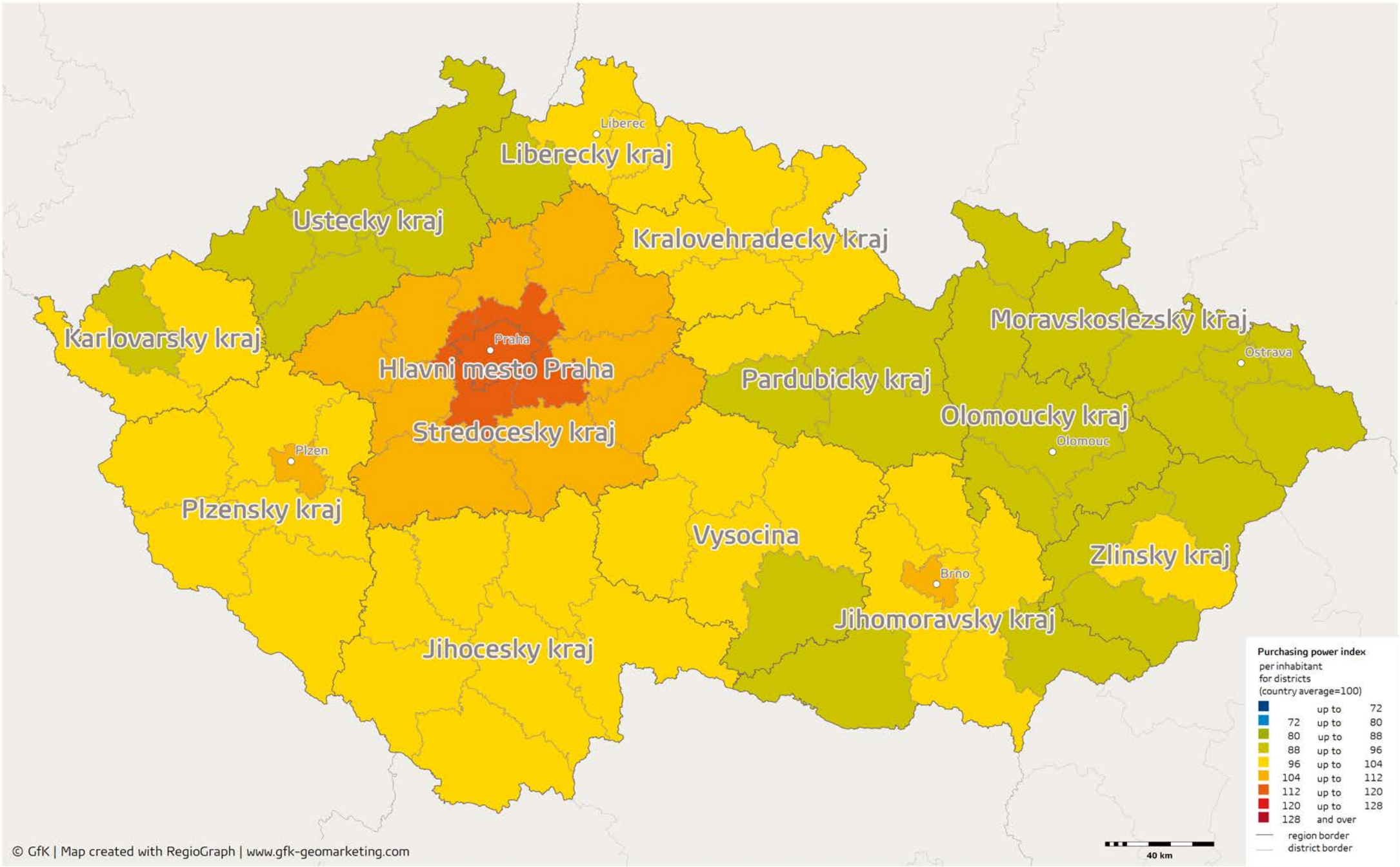
GfK Purchasing Power for food Czech Republic



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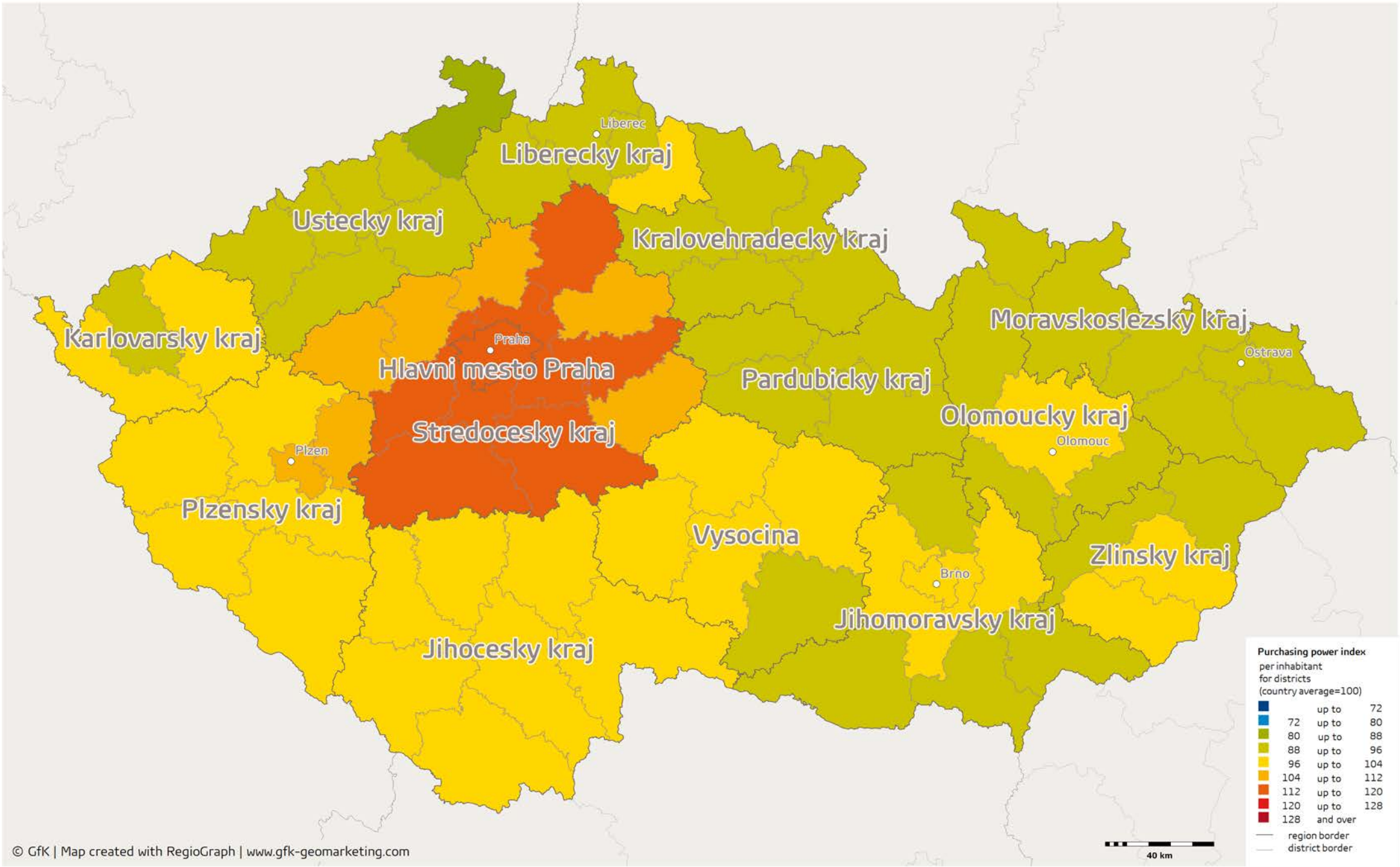
GfK Purchasing Power for alcohol-free beverages Czech Republic



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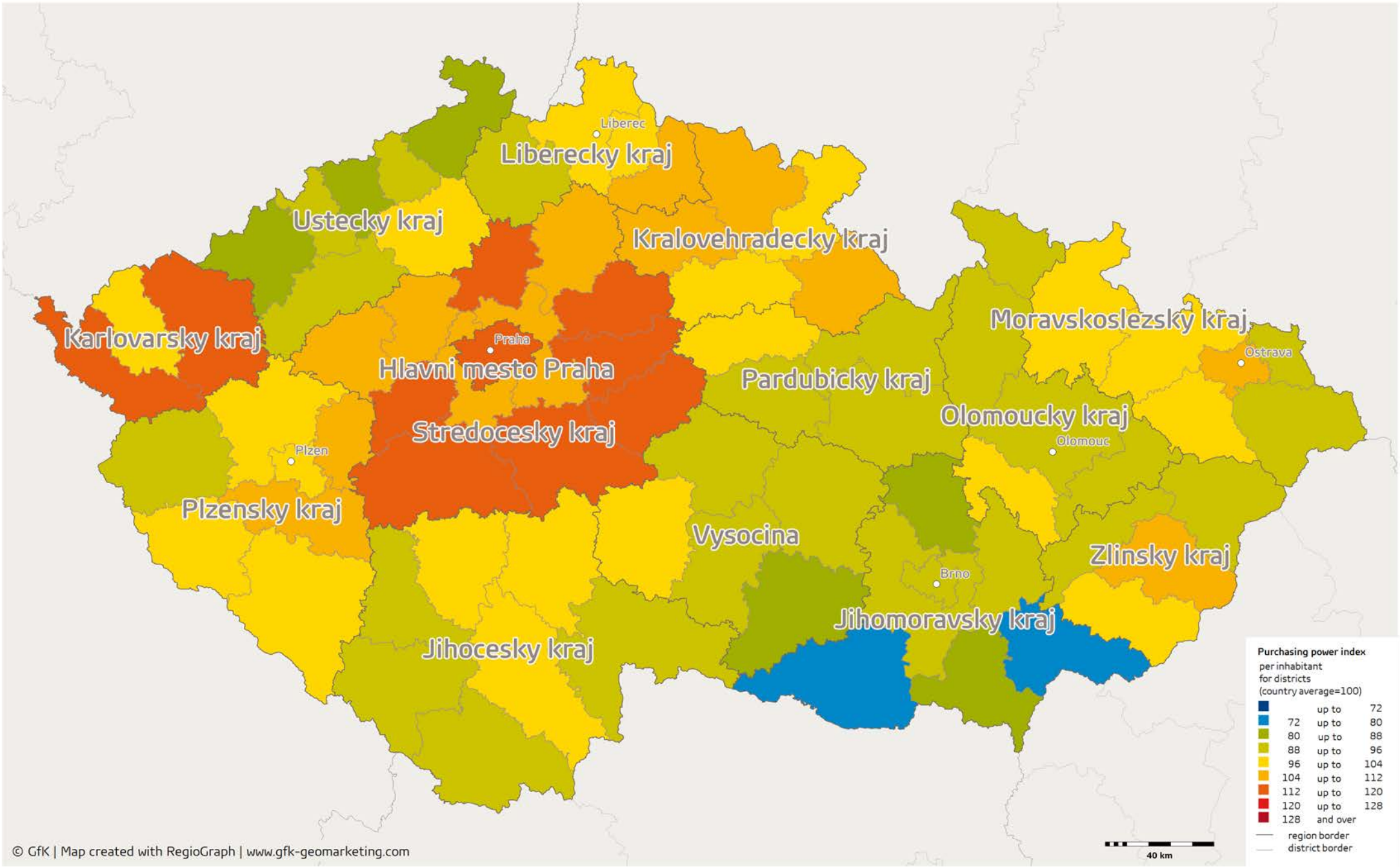
GfK Purchasing Power for alcoholic beverages Czech Republic



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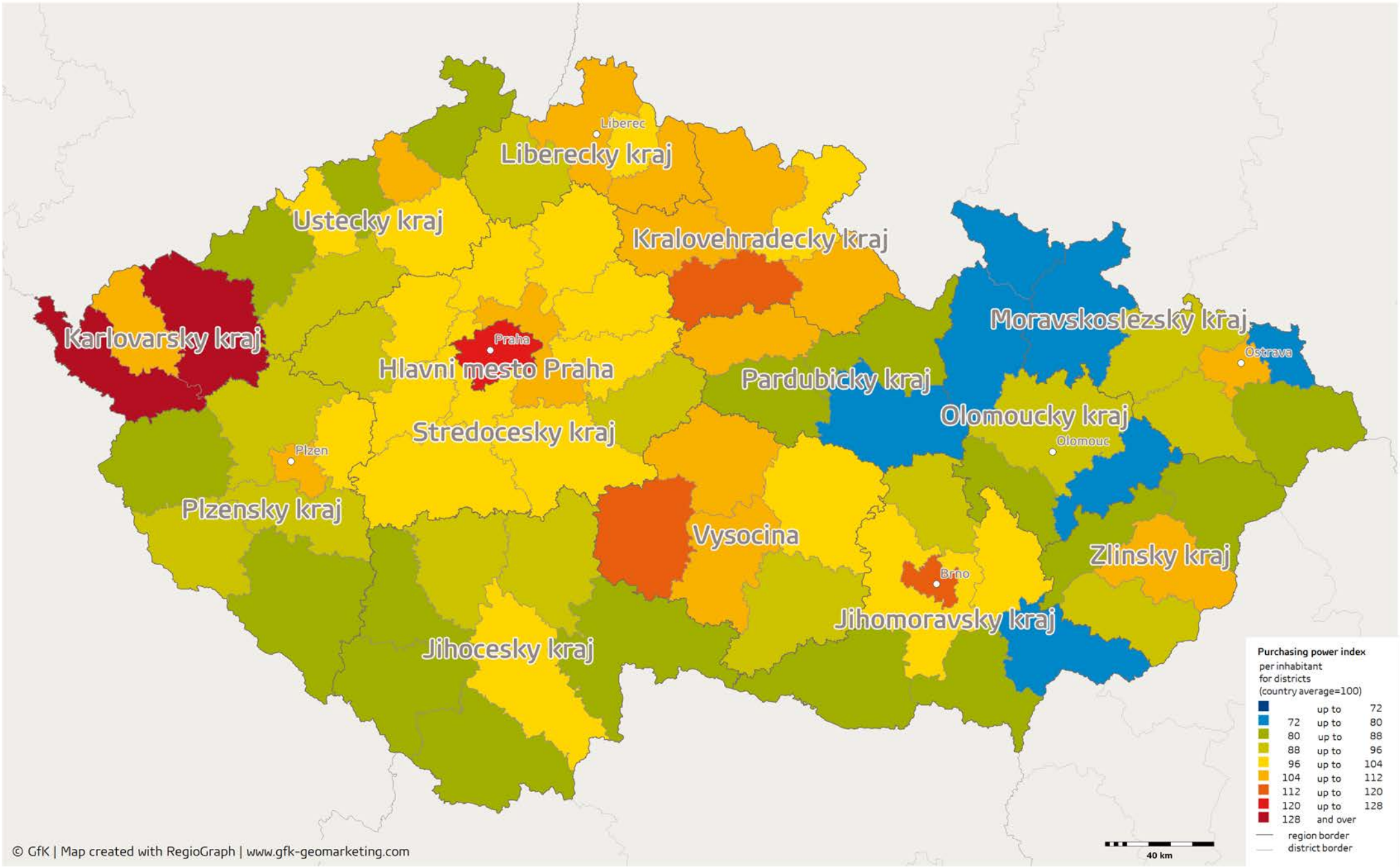
GfK Purchasing Power for tobacco products Czech Republic



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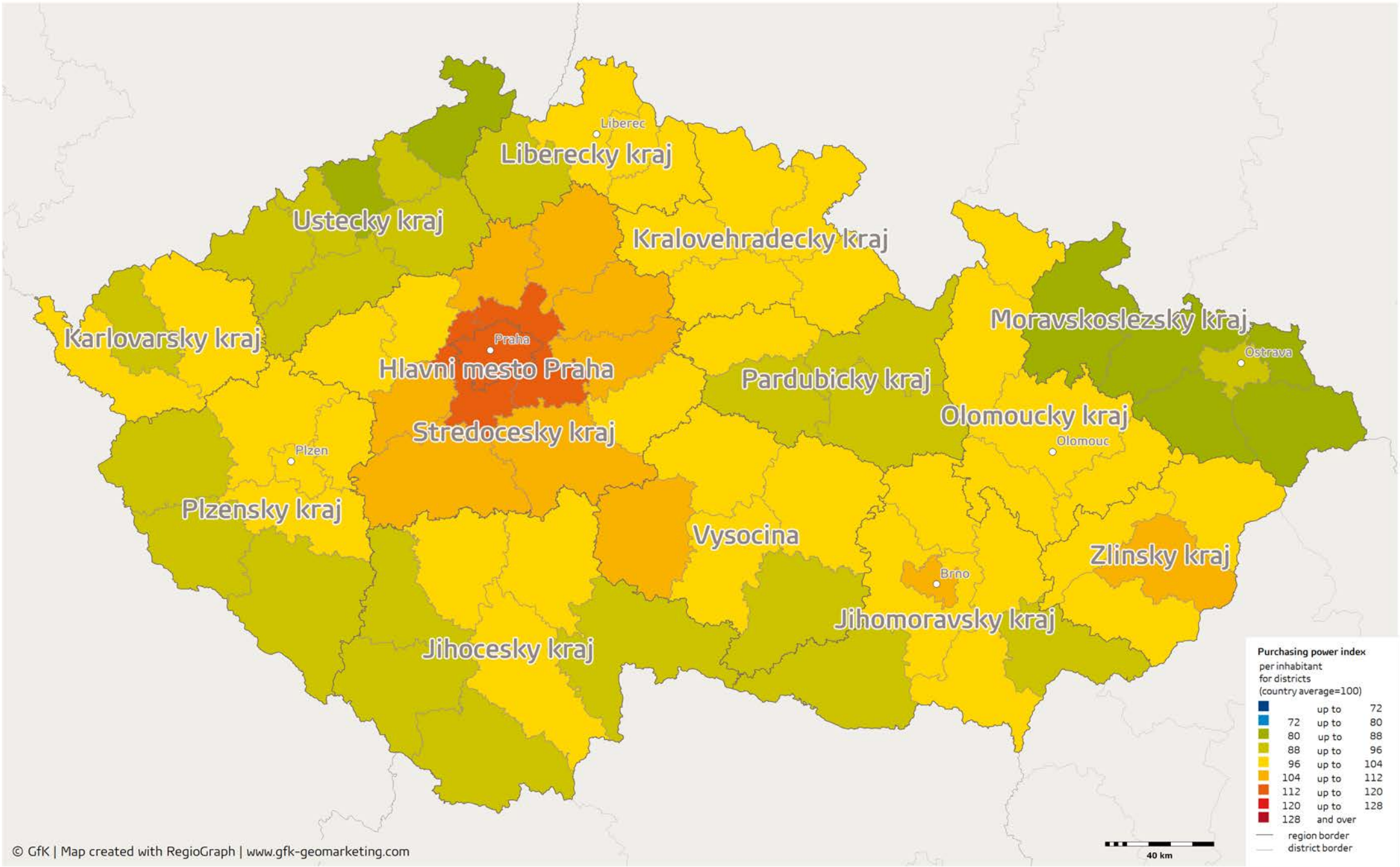
GfK Purchasing Power for health and hygiene products Czech Republic



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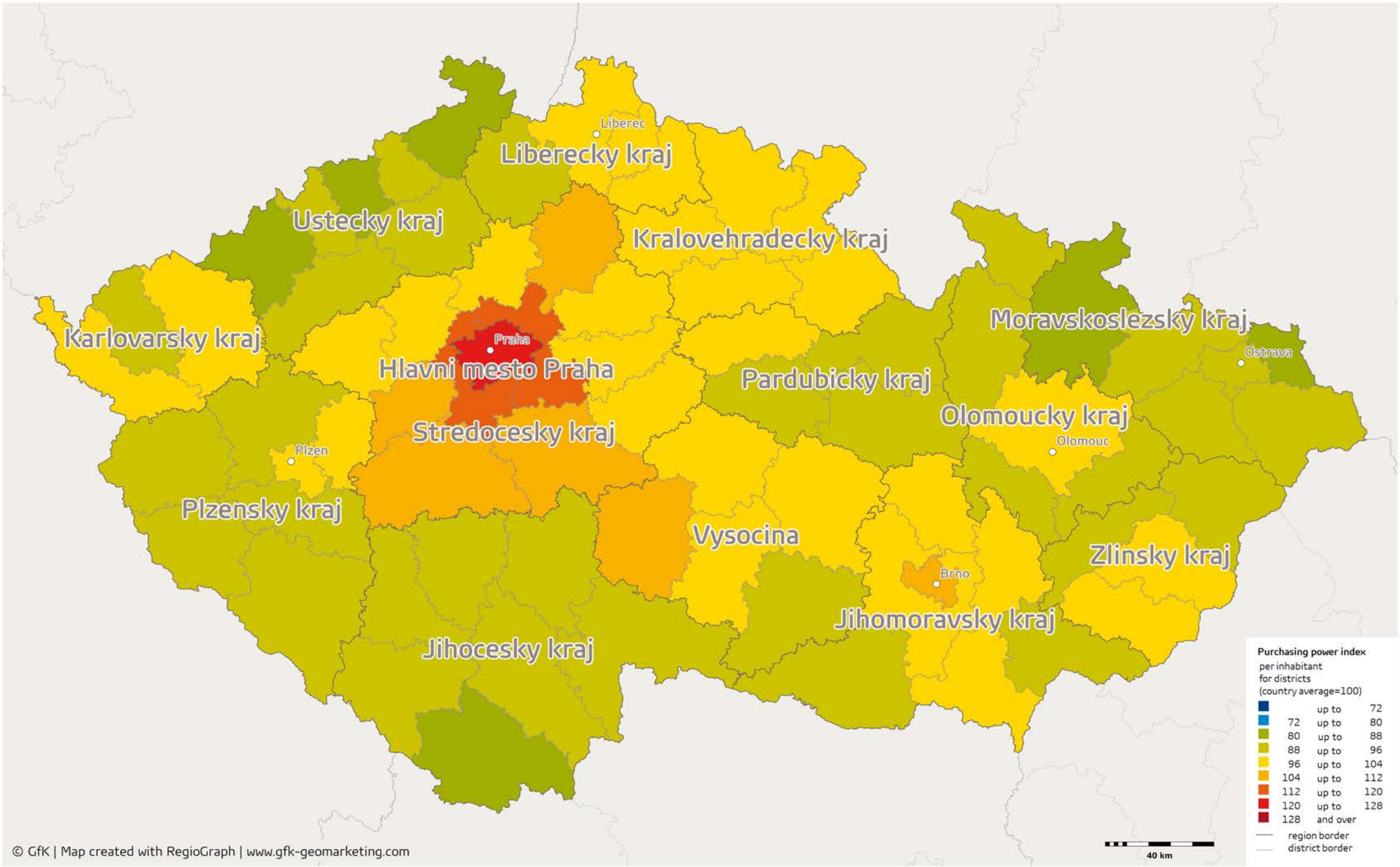
GfK Purchasing Power for non-food items Czech Republic



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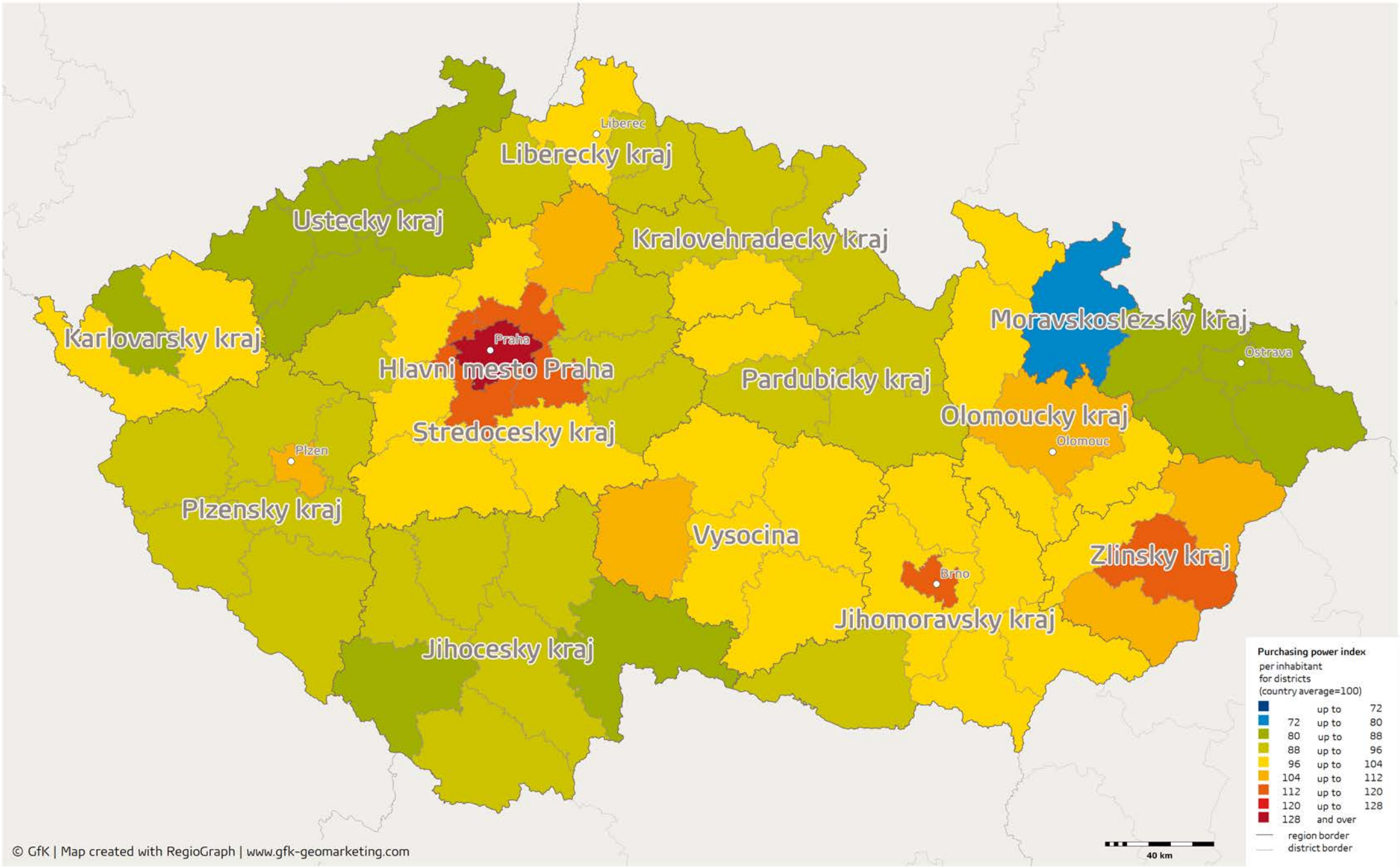
GfK Purchasing Power for clothing Czech Republic



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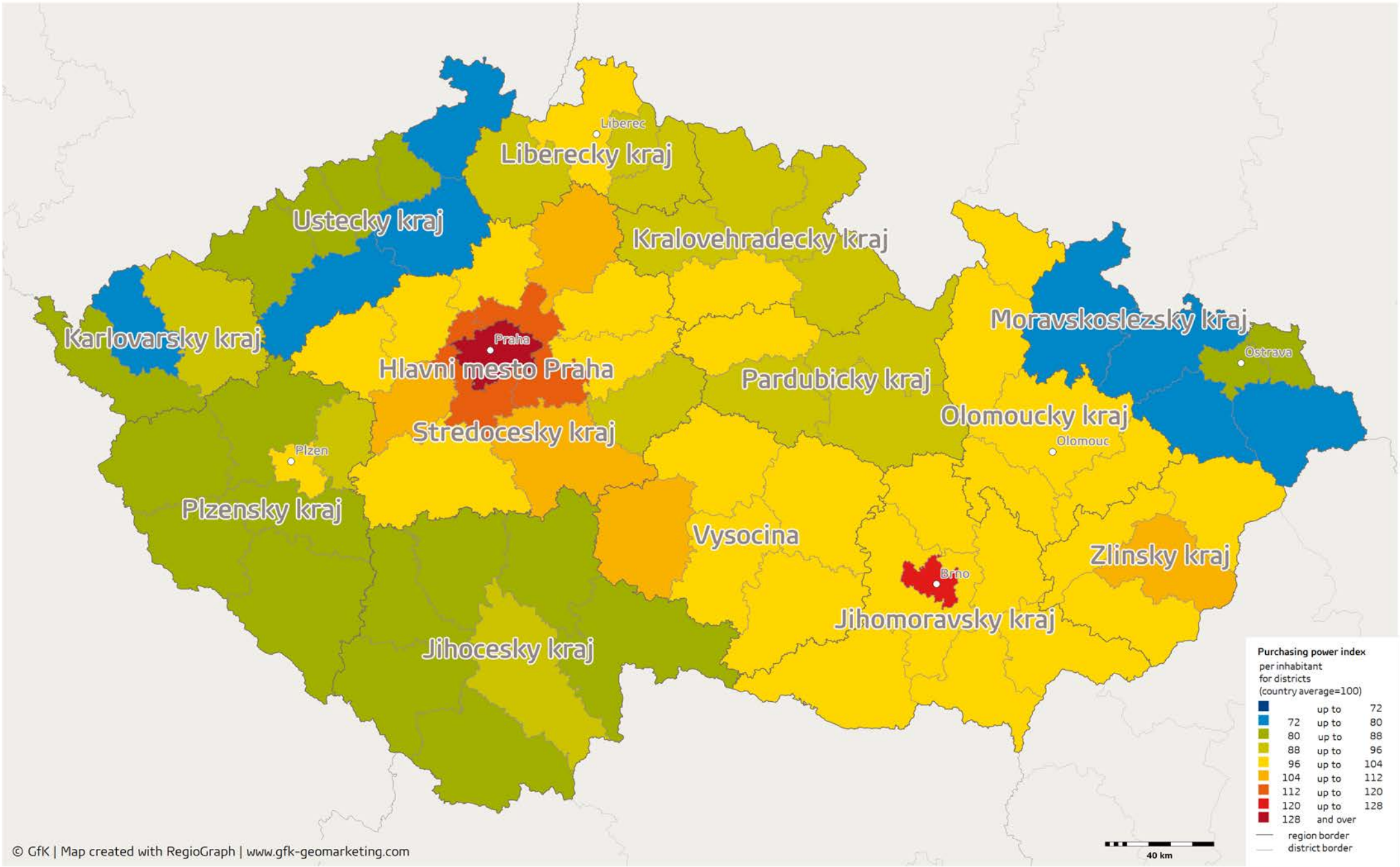
GfK Purchasing Power for shoes, leather goods Czech Republic



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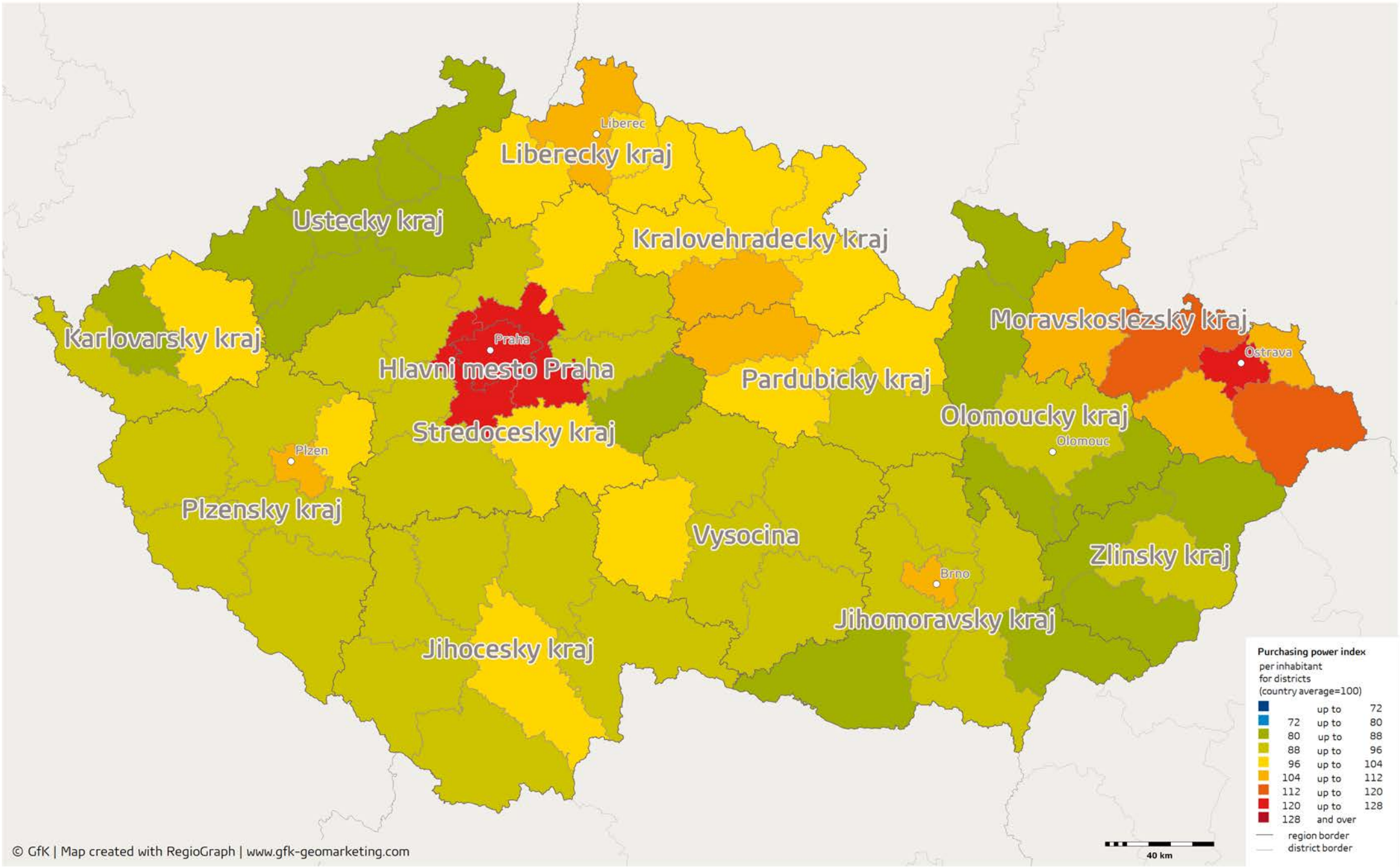
GfK Purchasing Power for furnishings Czech Republic



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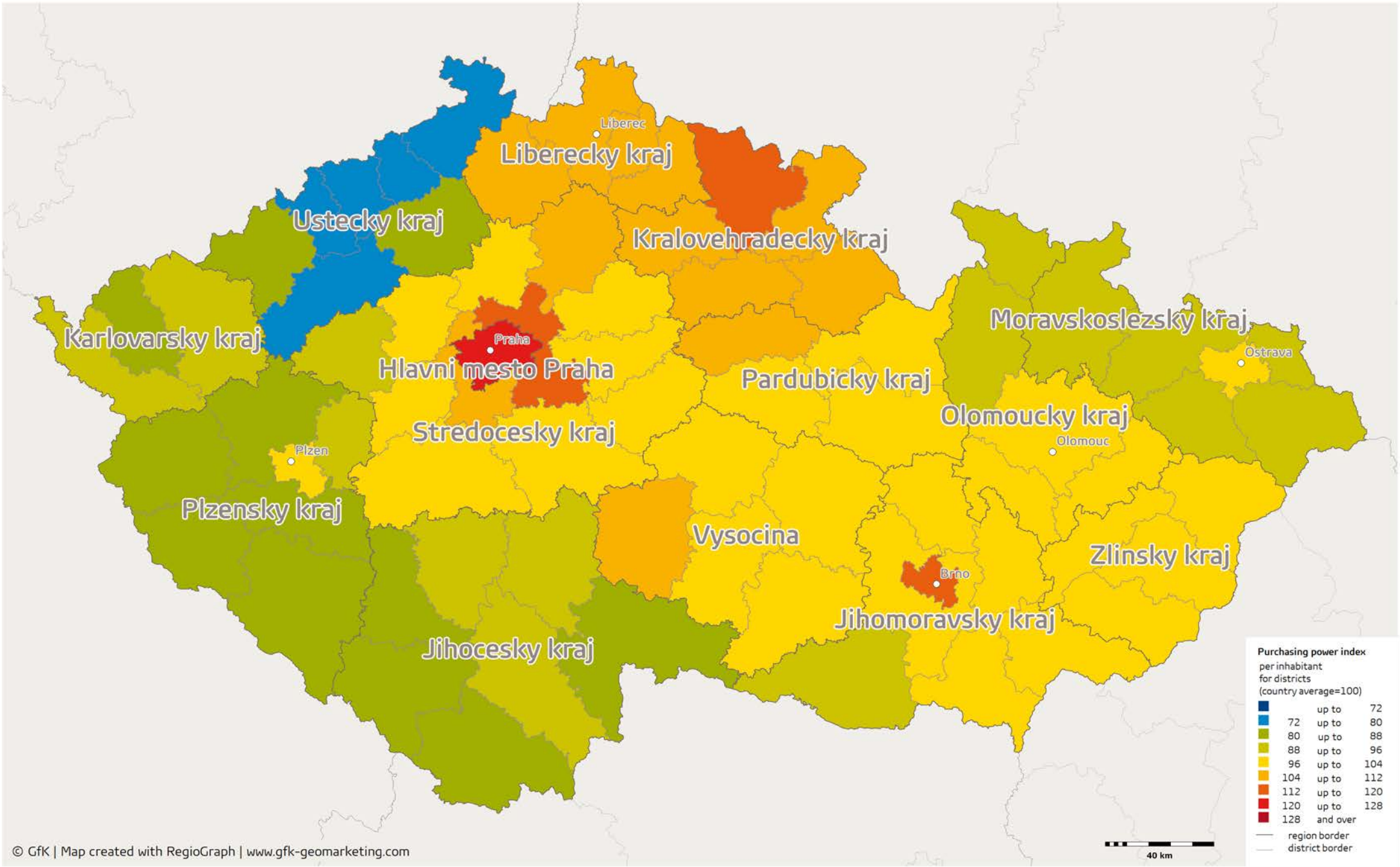
GfK Purchasing Power for household products, glass, porcelain Czech Republic



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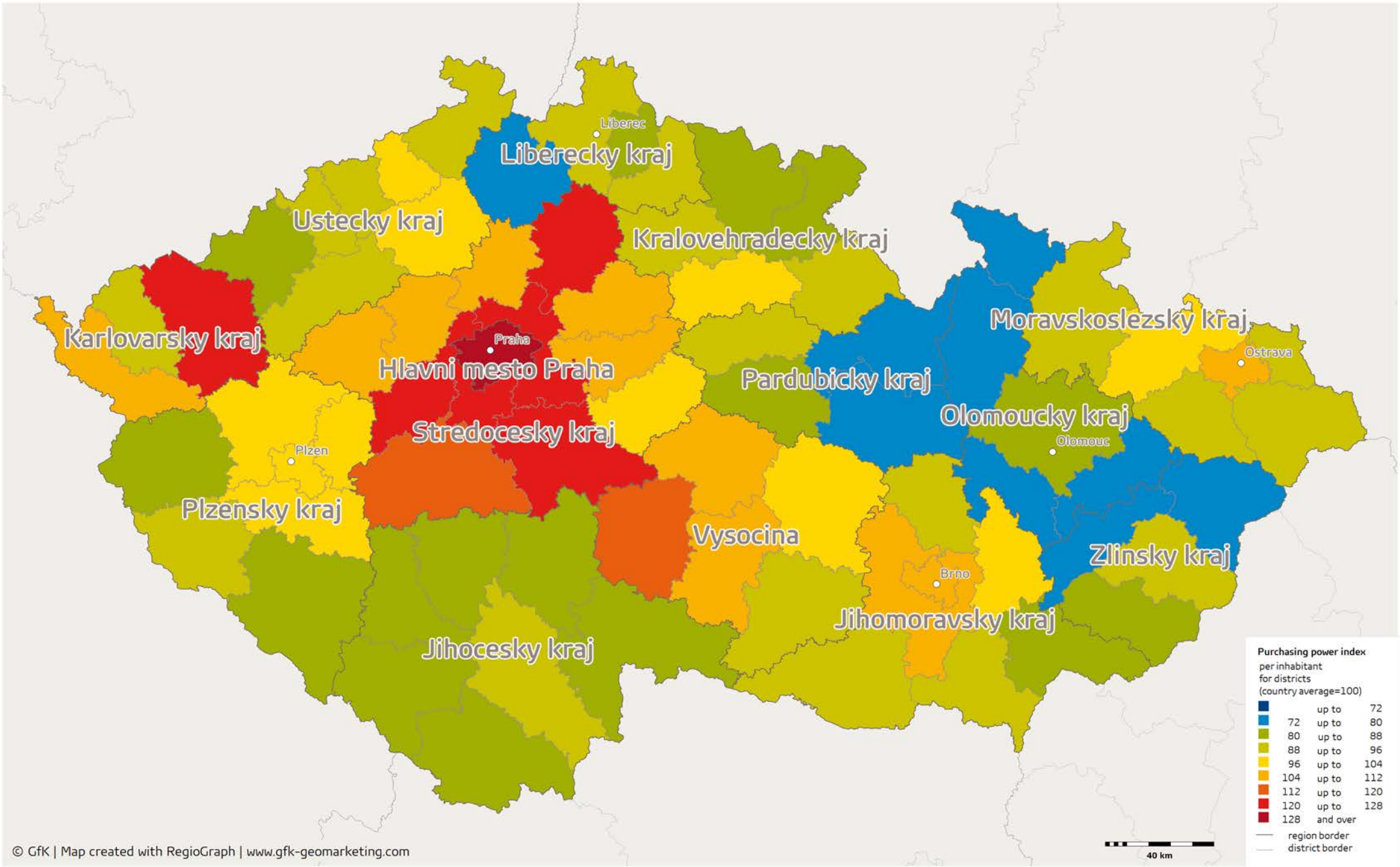
GfK Purchasing Power for electrical household appliances Czech Republic



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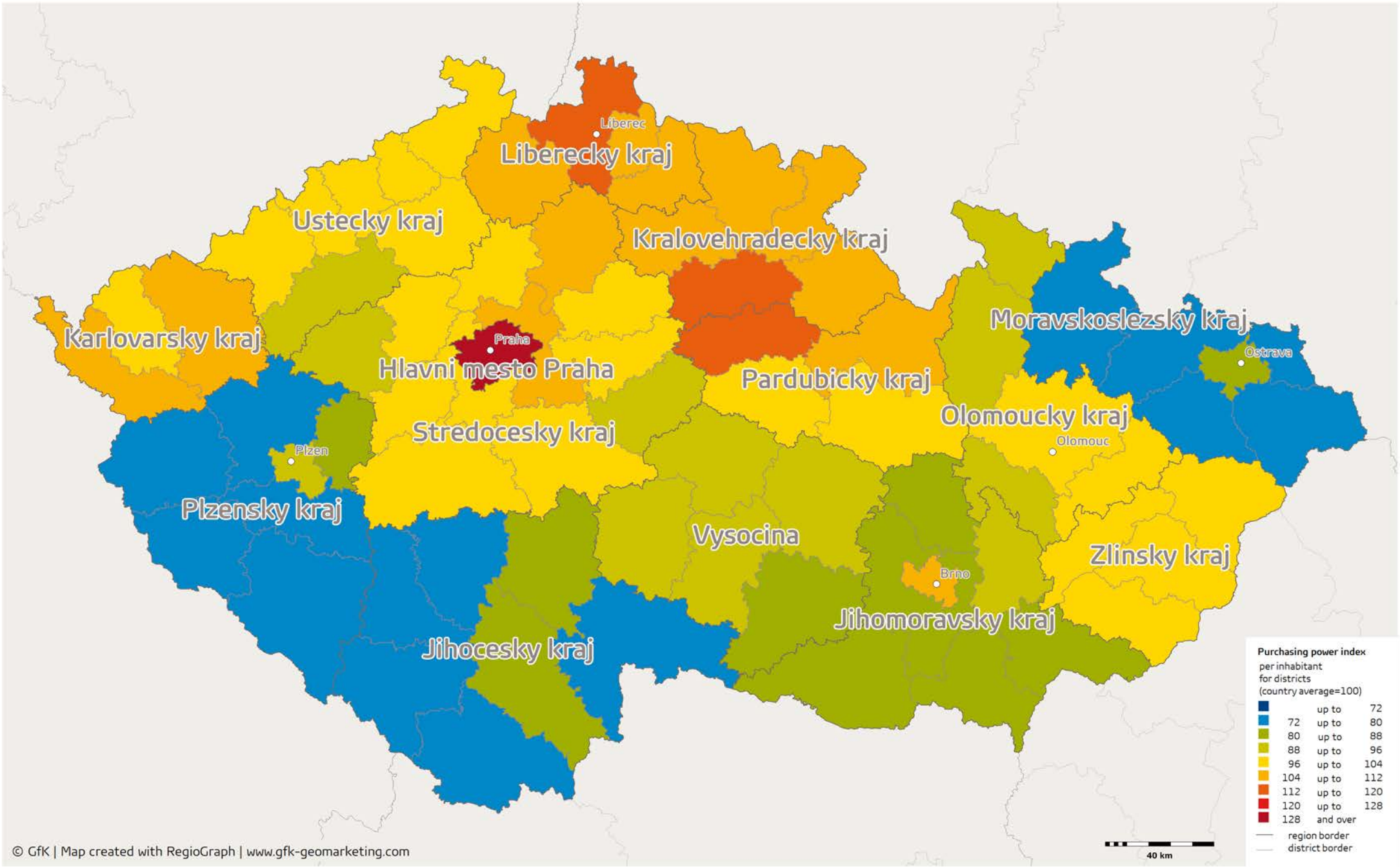
GfK Purchasing Power for consumer electronics, ICT, photography Czech Republic



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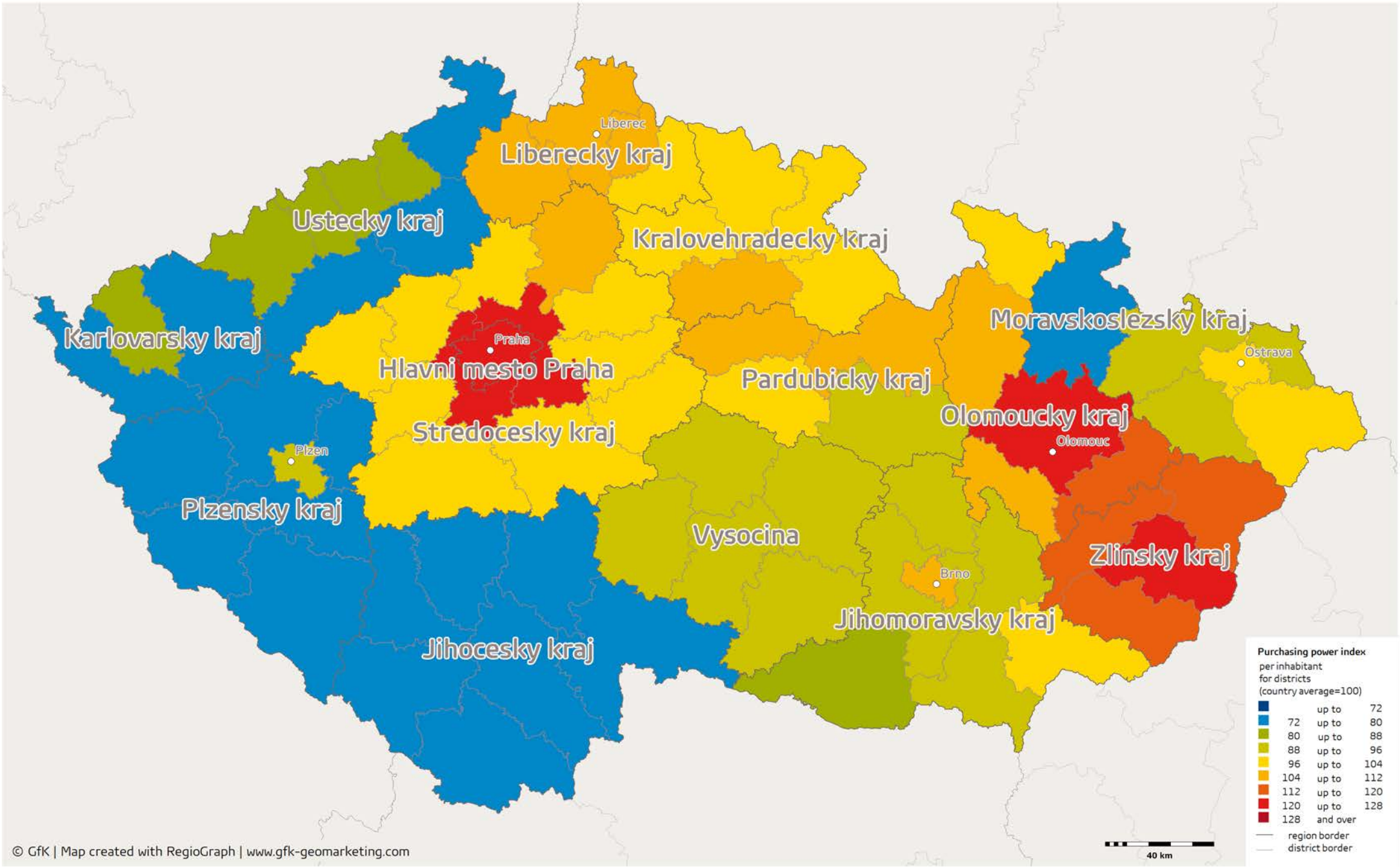
GfK Purchasing Power for watches, jewelry Czech Republic



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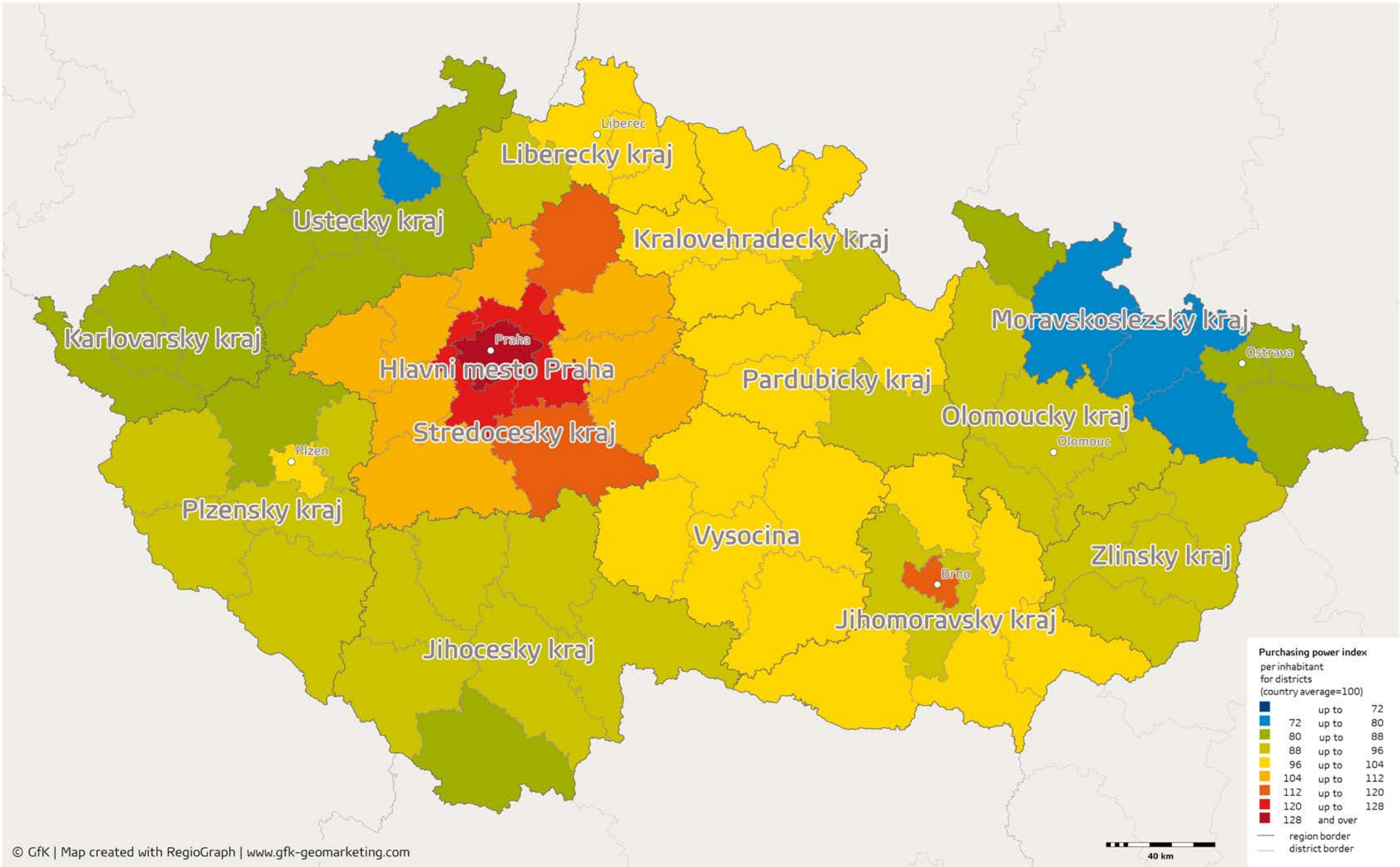
GfK Purchasing Power for books, stationery Czech Republic



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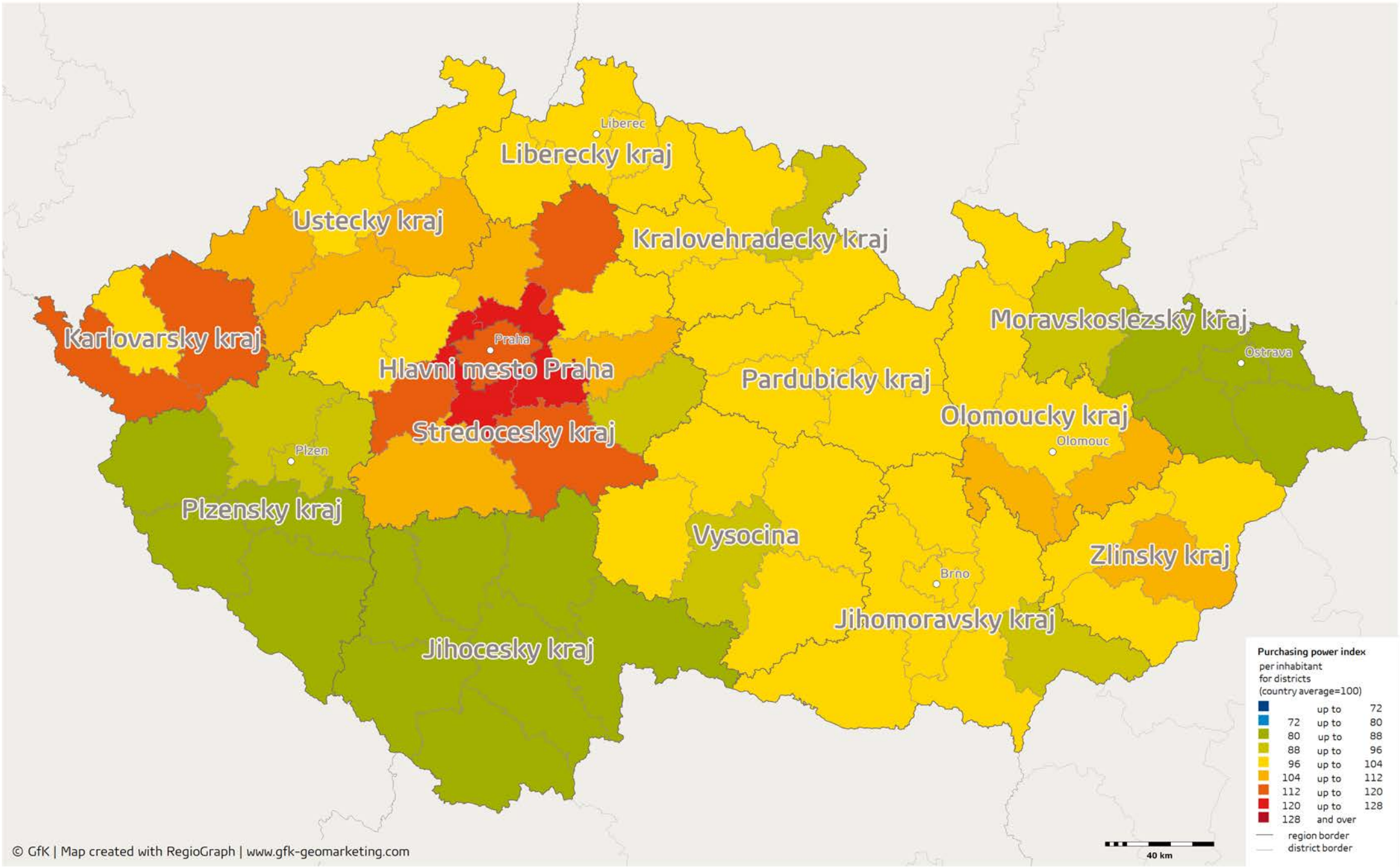
GfK Purchasing Power for sporting goods, hobbies and recreation Czech Republic



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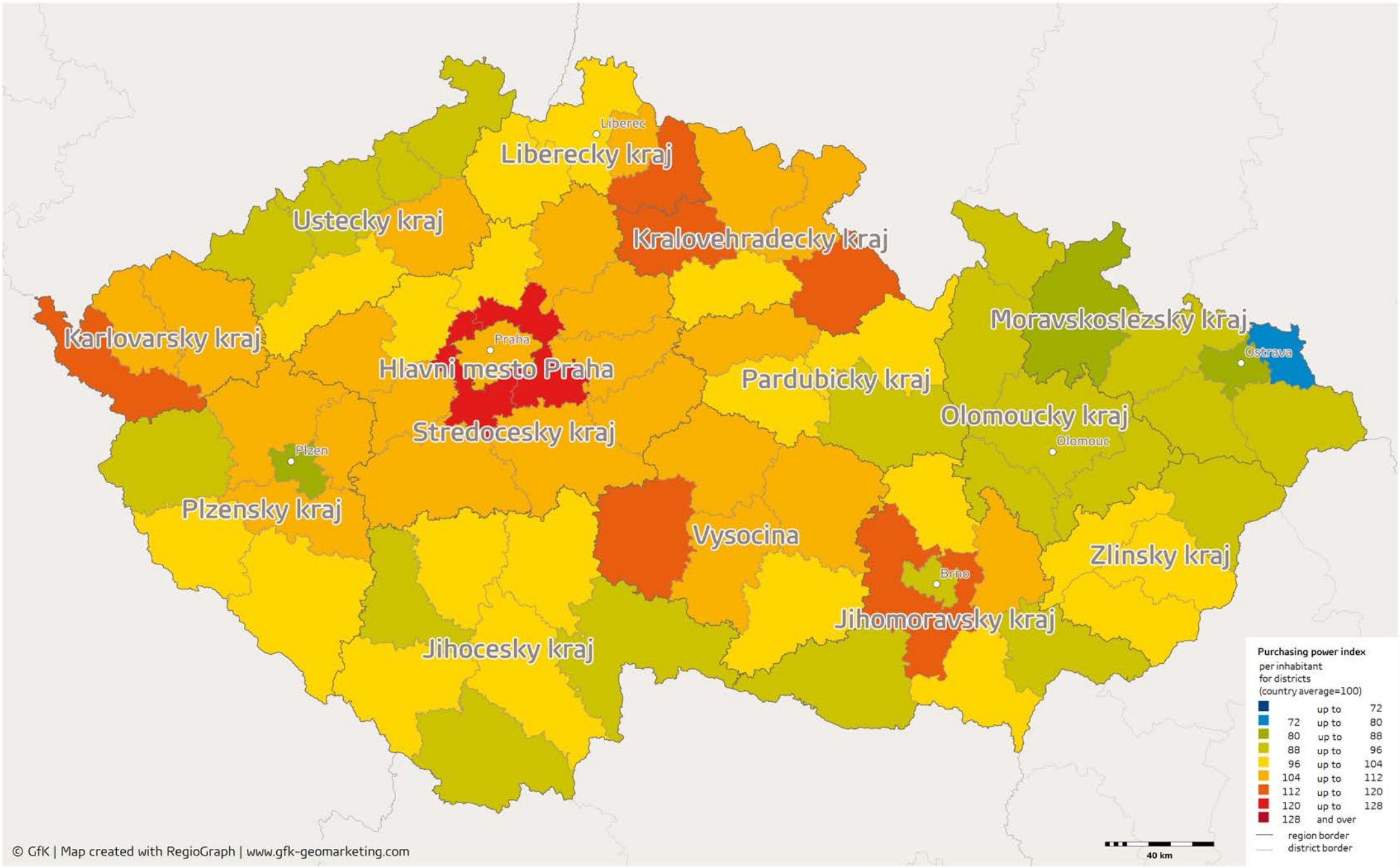
GfK Purchasing Power for home improvement items Czech Republic



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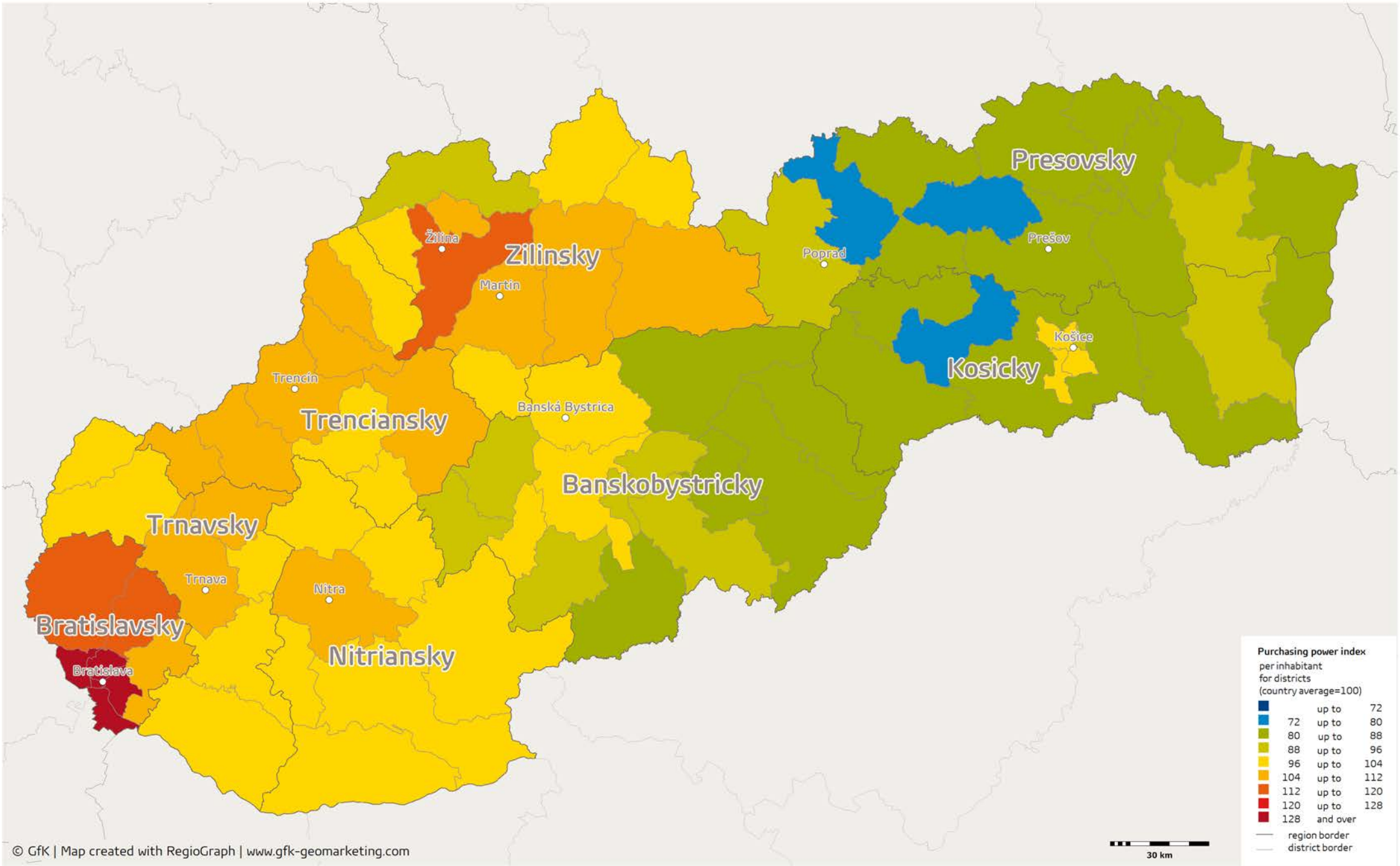
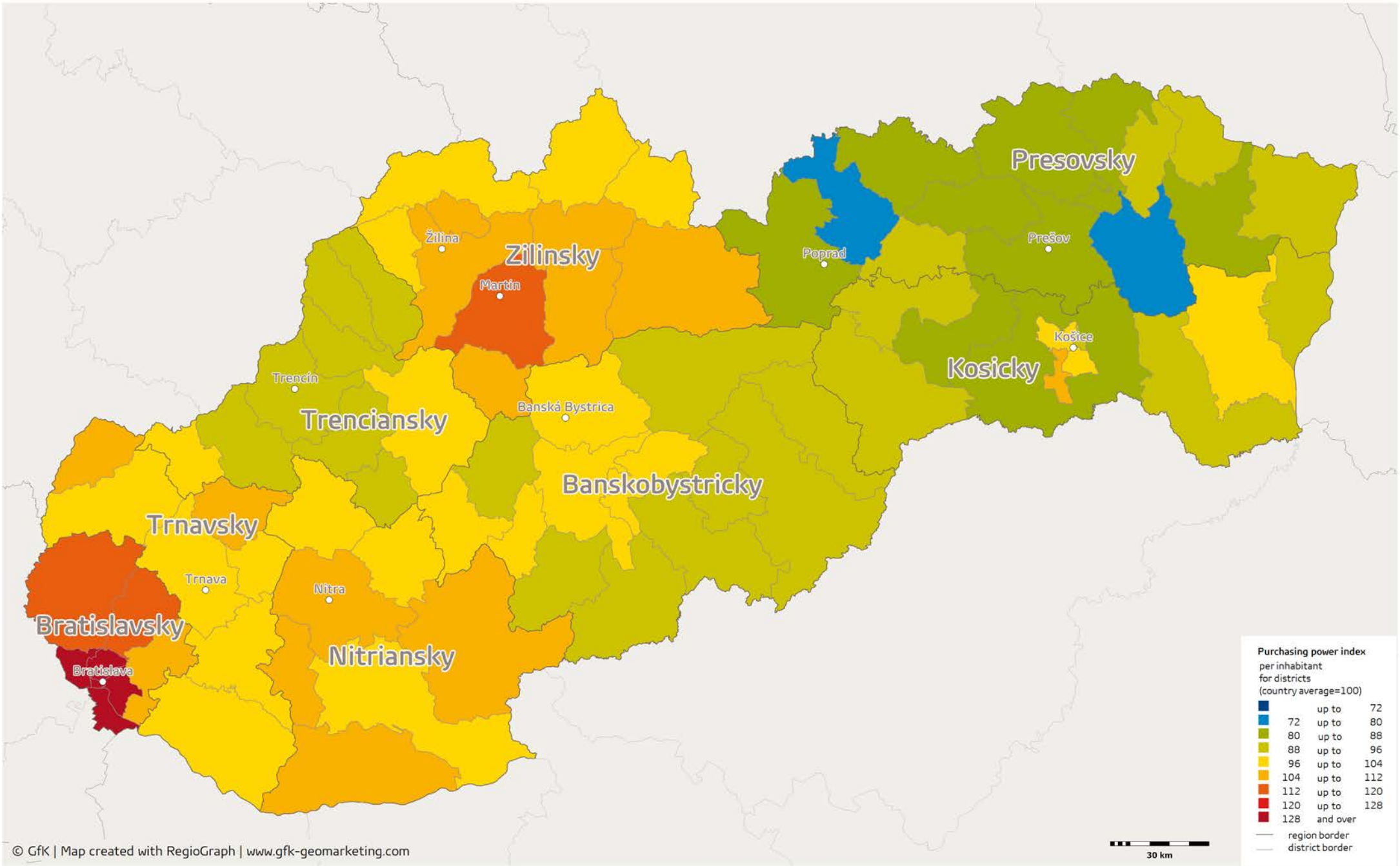
Slovakia

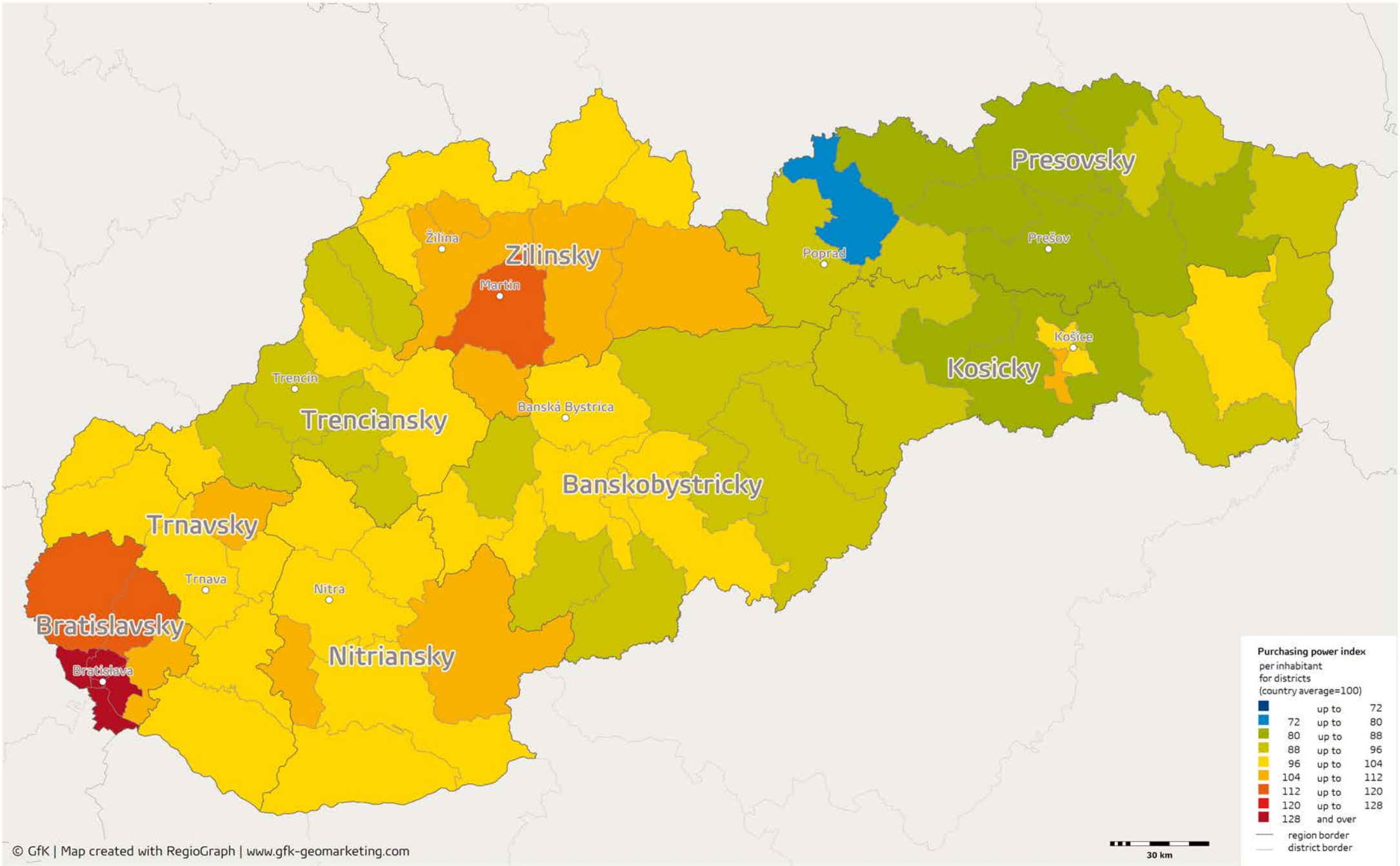
GfK Retail Purchasing Power Slovakia



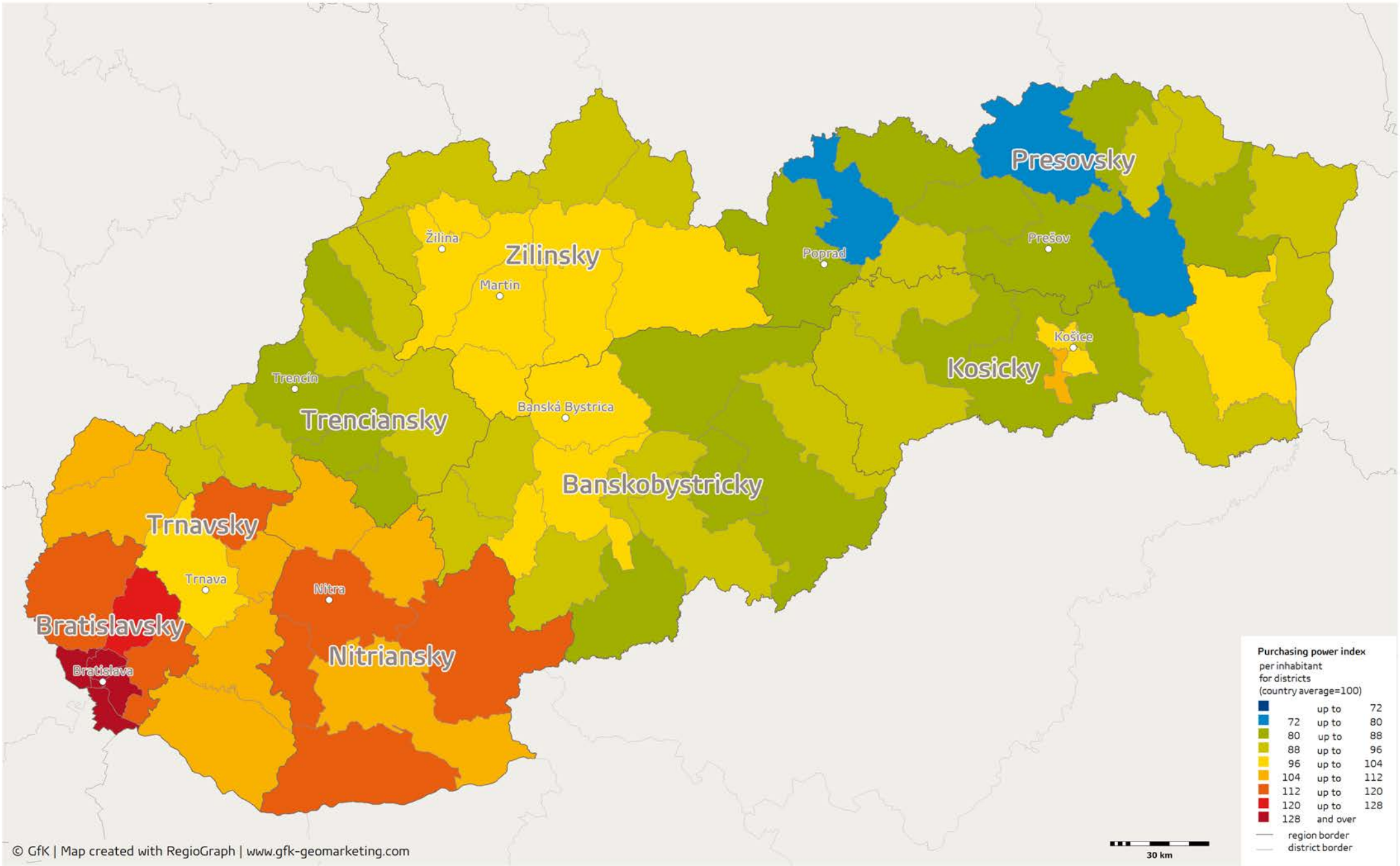
GfK Purchasing Power for food items Slovakia



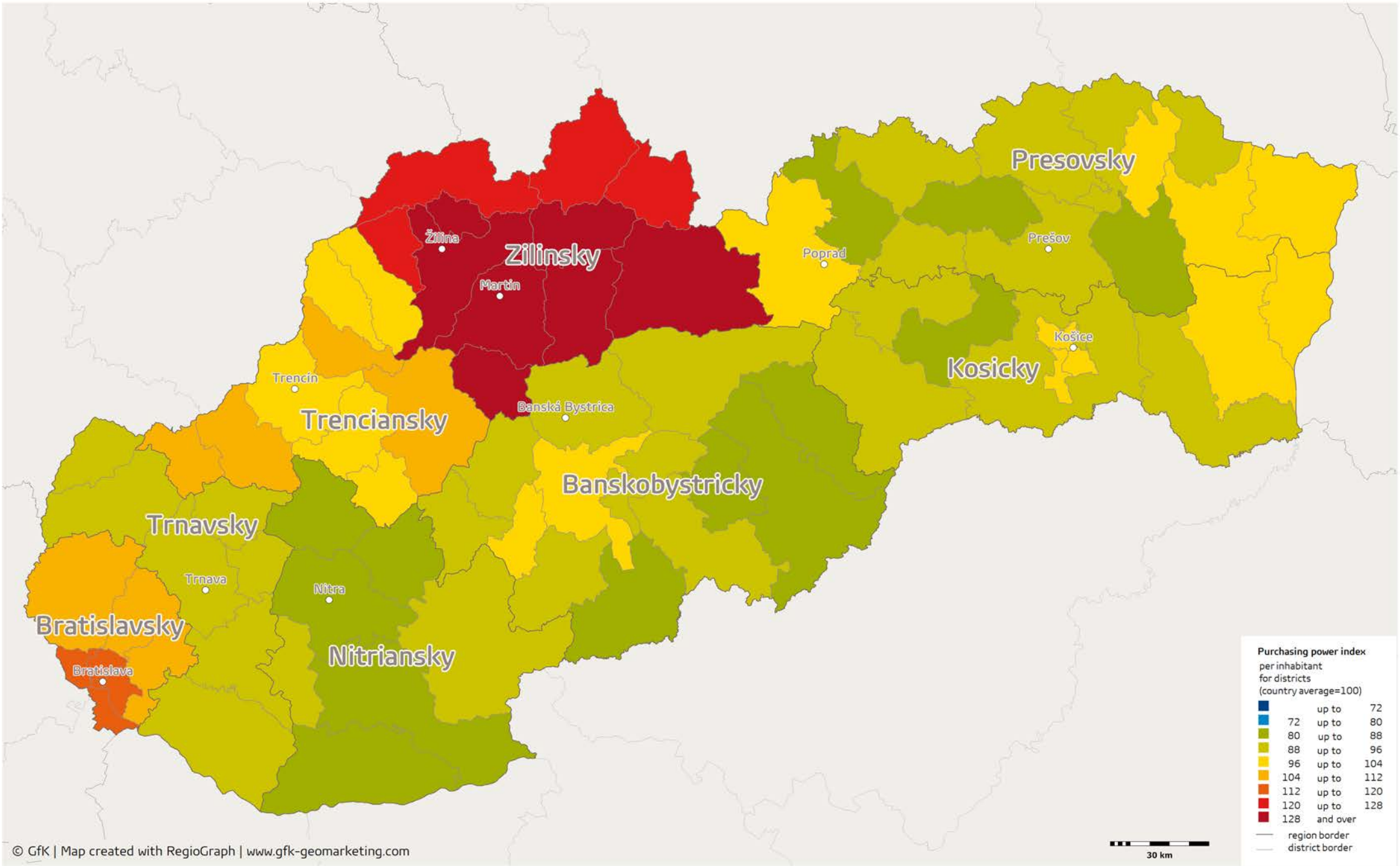
GfK Purchasing Power for food Slovakia



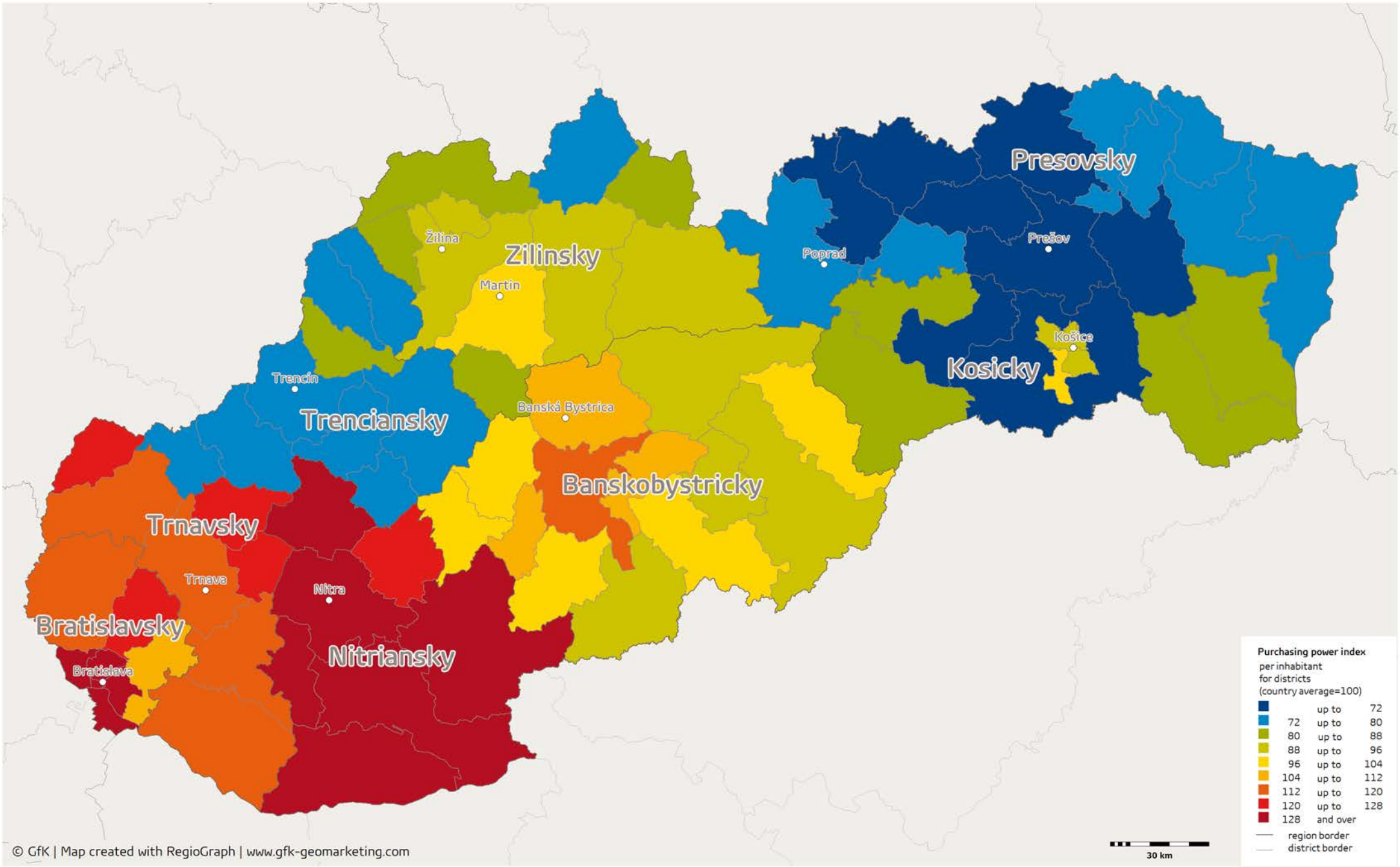
GfK Purchasing Power for alcohol-free beverages Slovakia



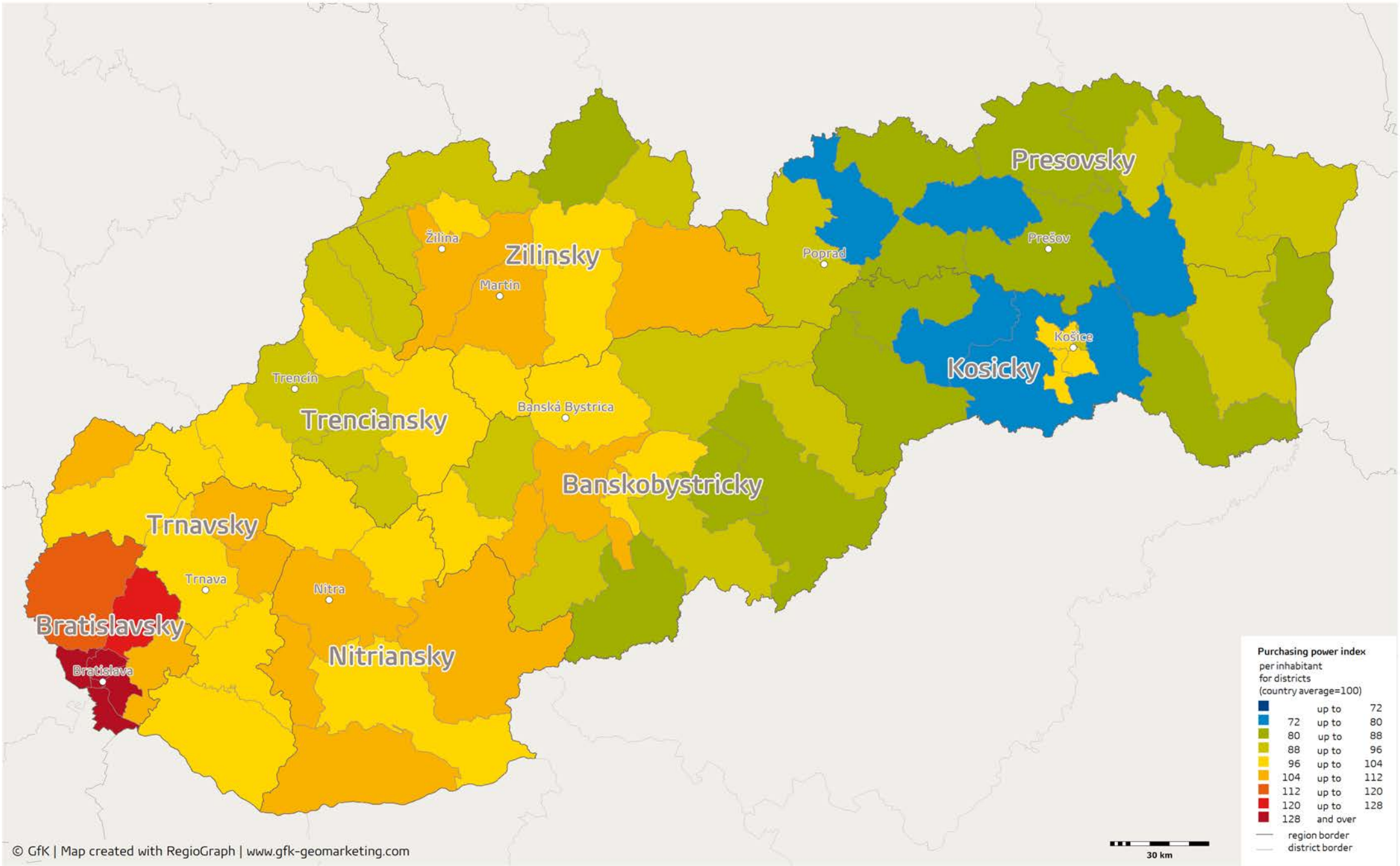
GfK Purchasing Power for alcoholic beverages Slovakia



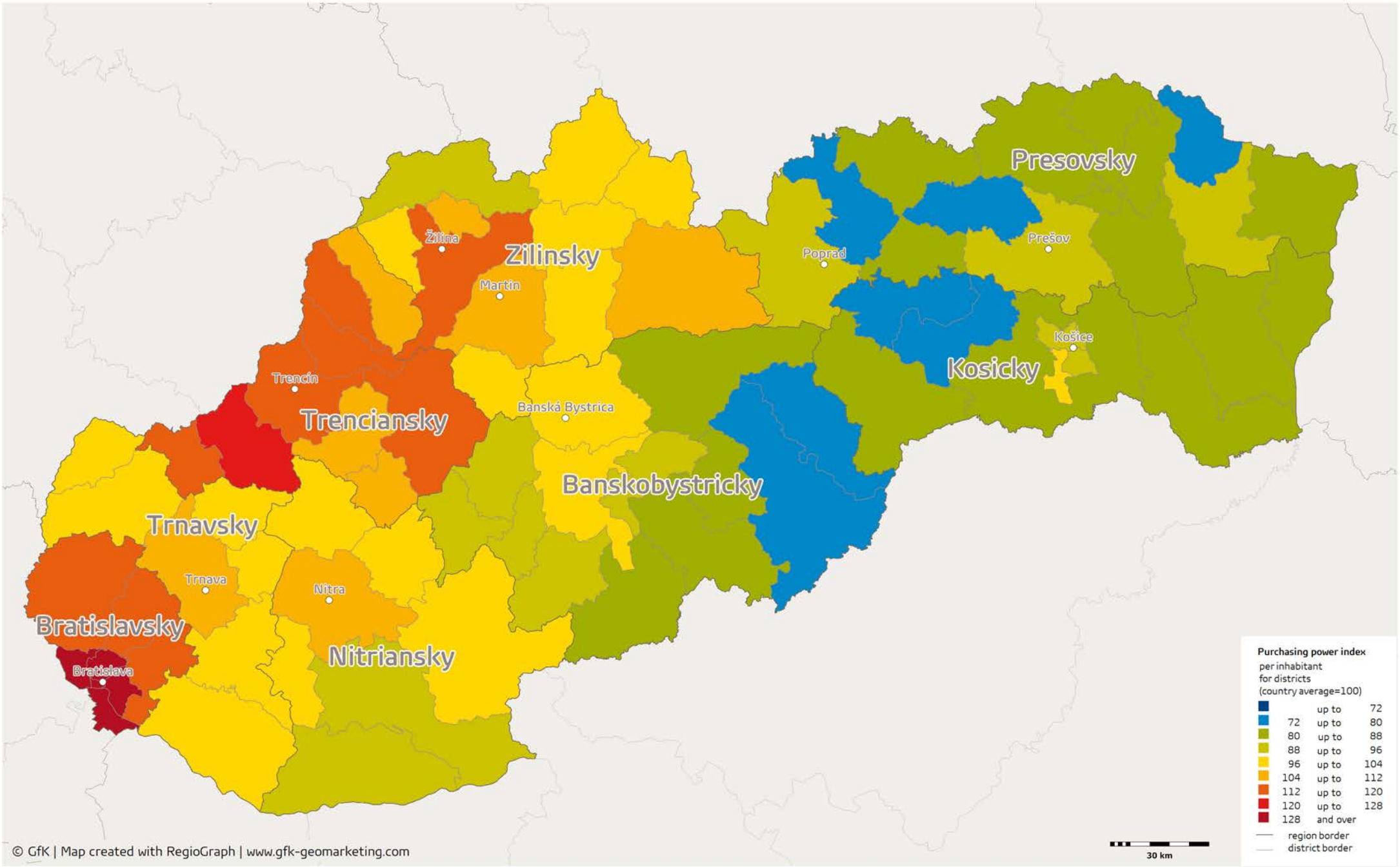
GfK Purchasing Power for tobacco products Slovakia



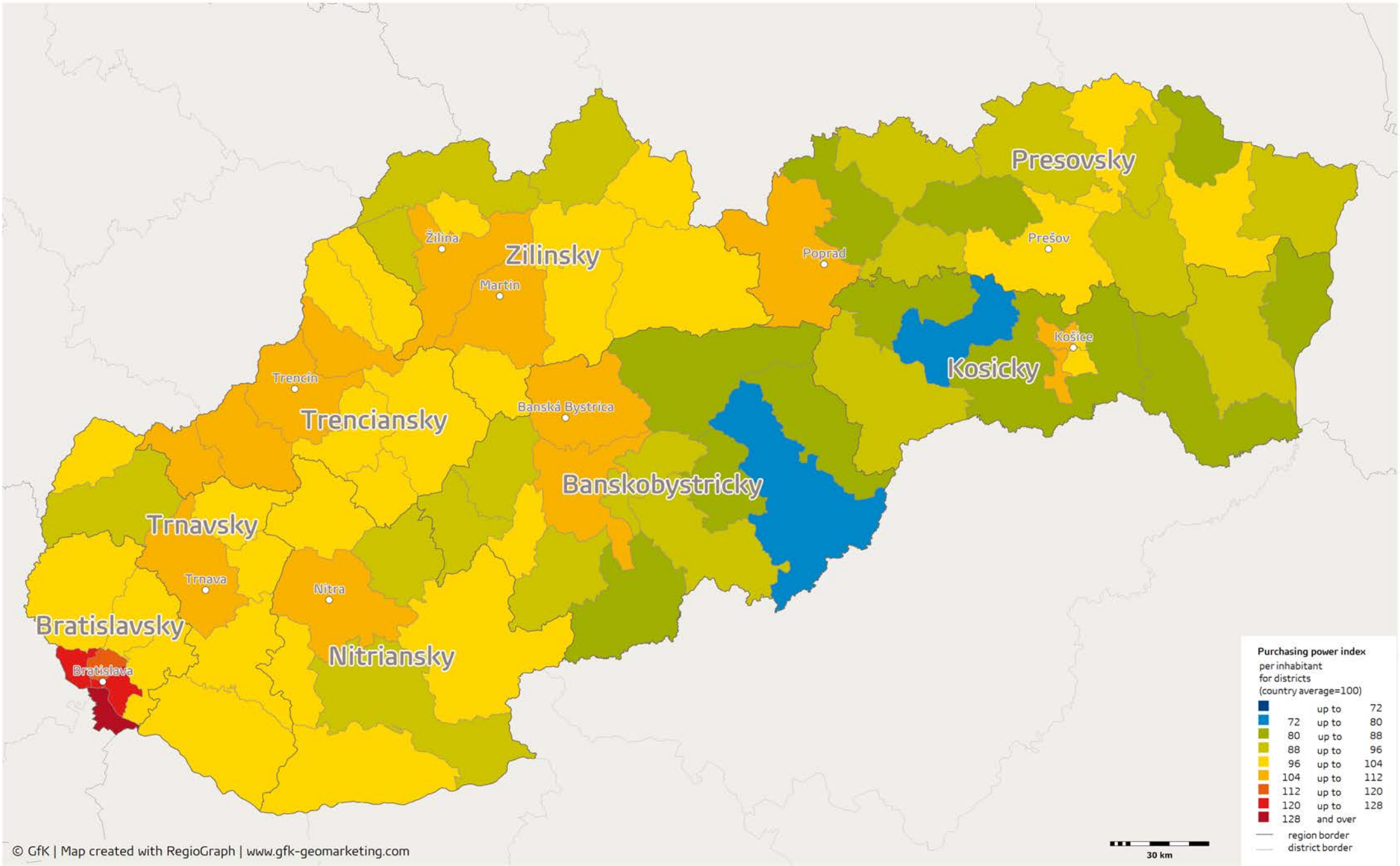
GfK Purchasing Power for health and hygiene products Slovakia



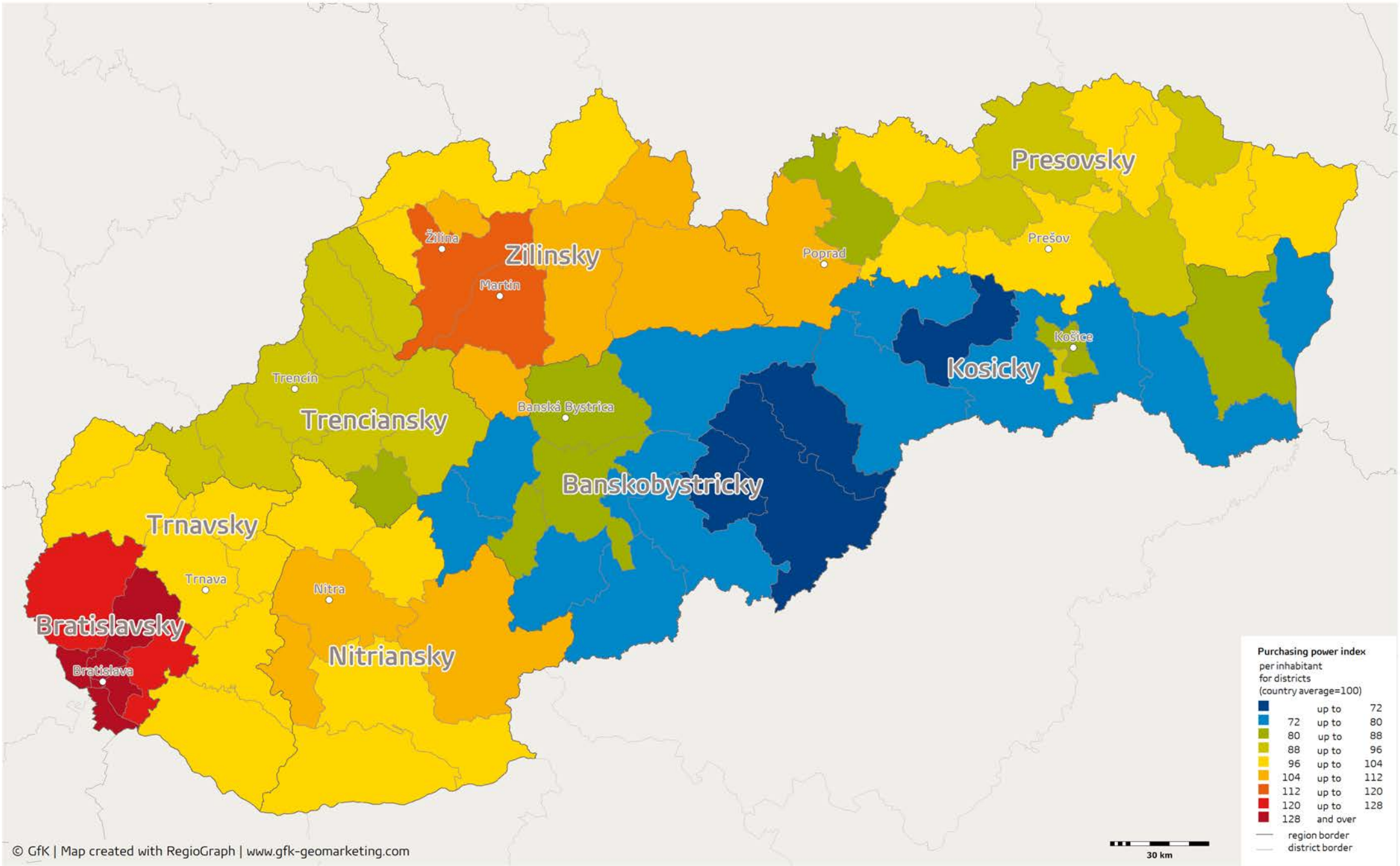
GfK Purchasing Power for non-food items Slovakia



GfK Purchasing Power for clothing Slovakia



GfK Purchasing Power for shoes, leather goods Slovakia



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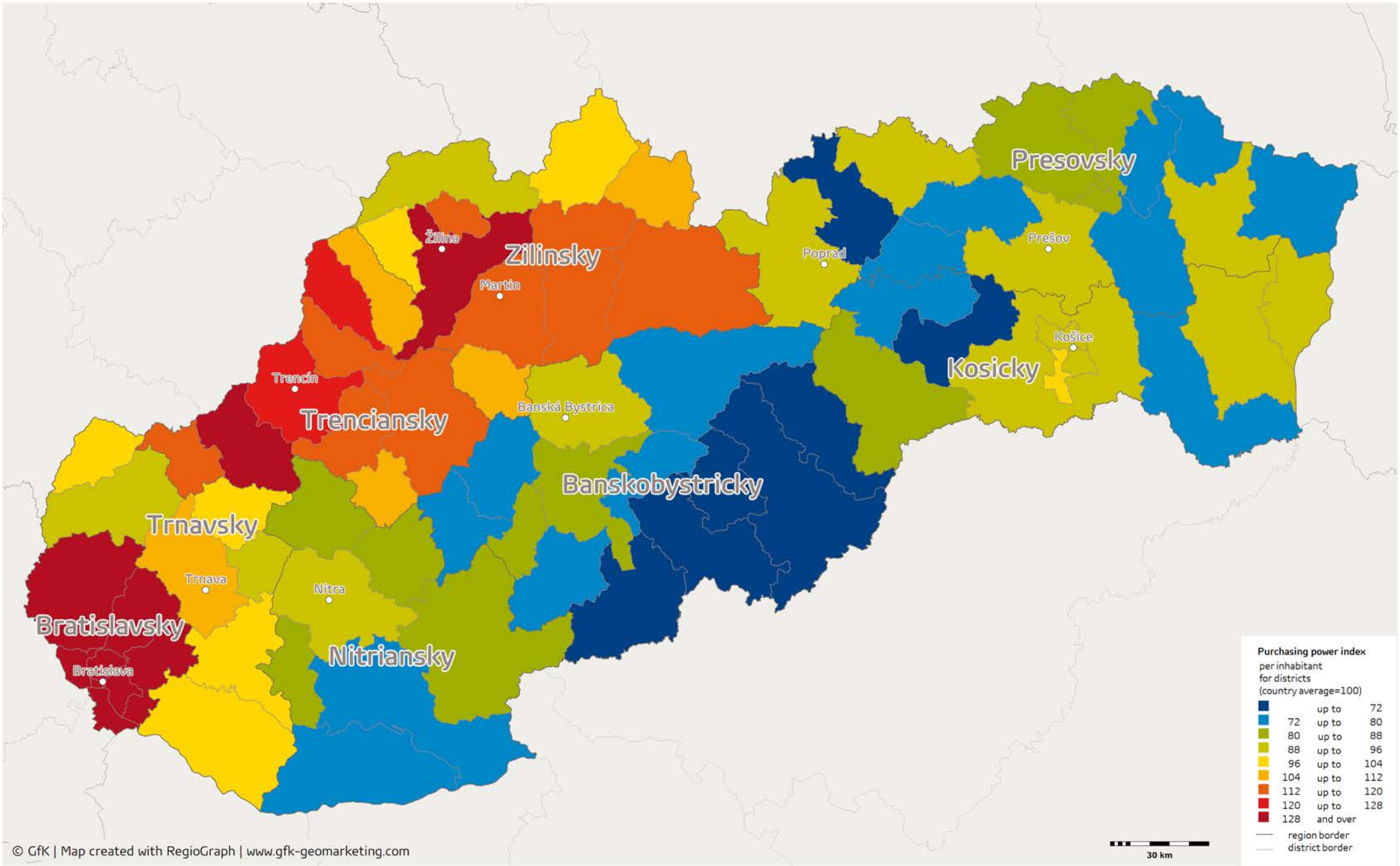
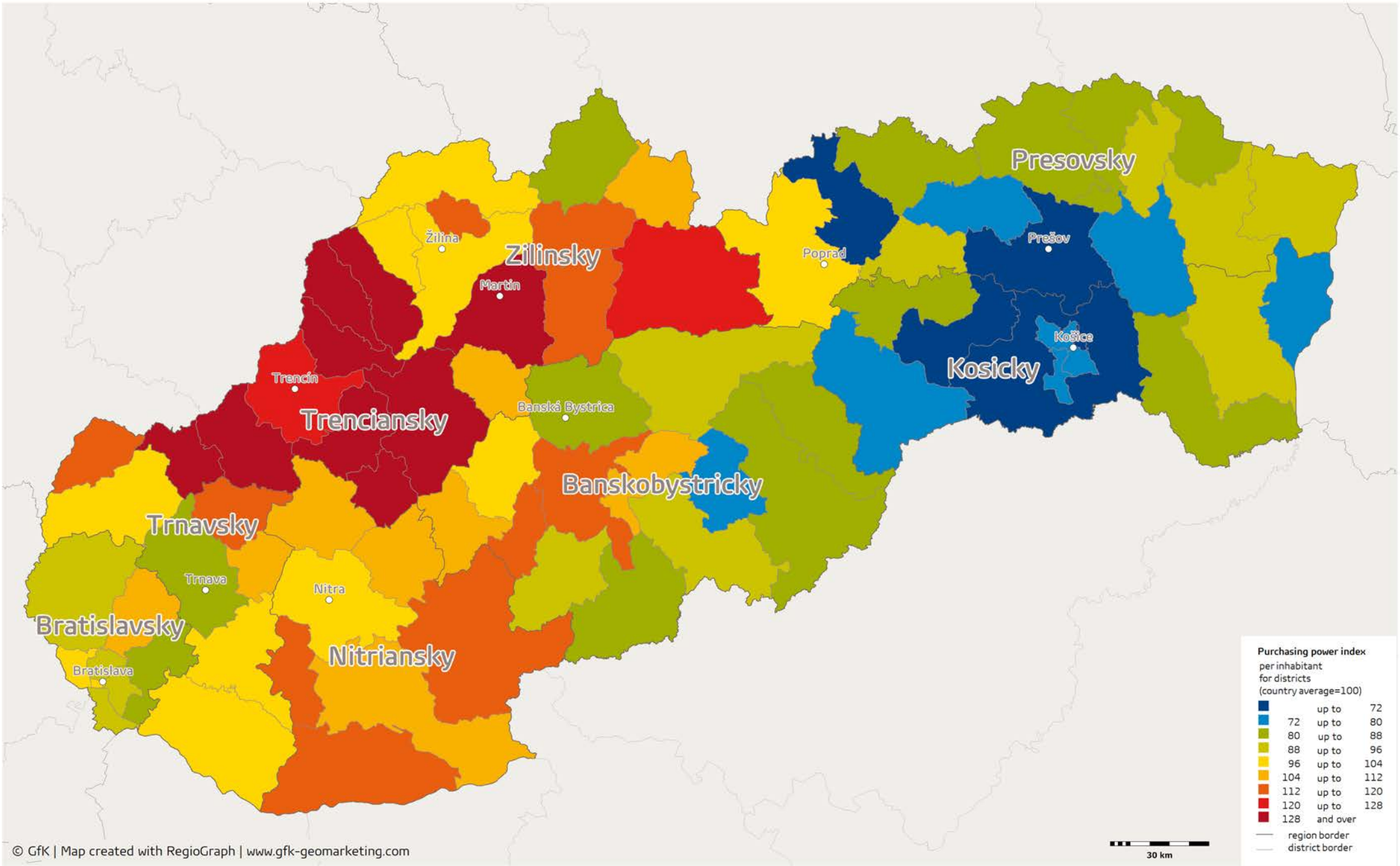
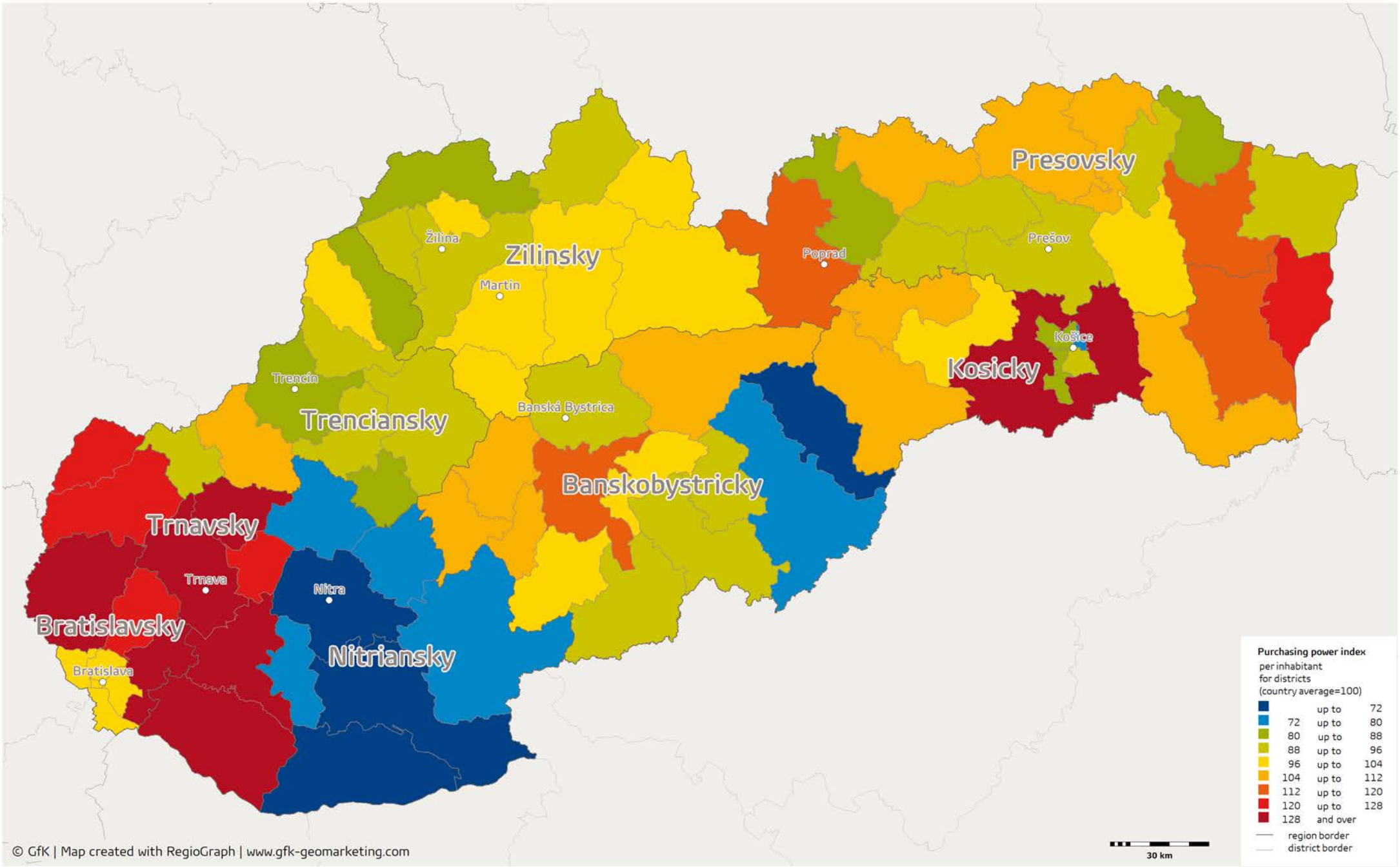
GfK Purchasing Power for furnishings Slovakia



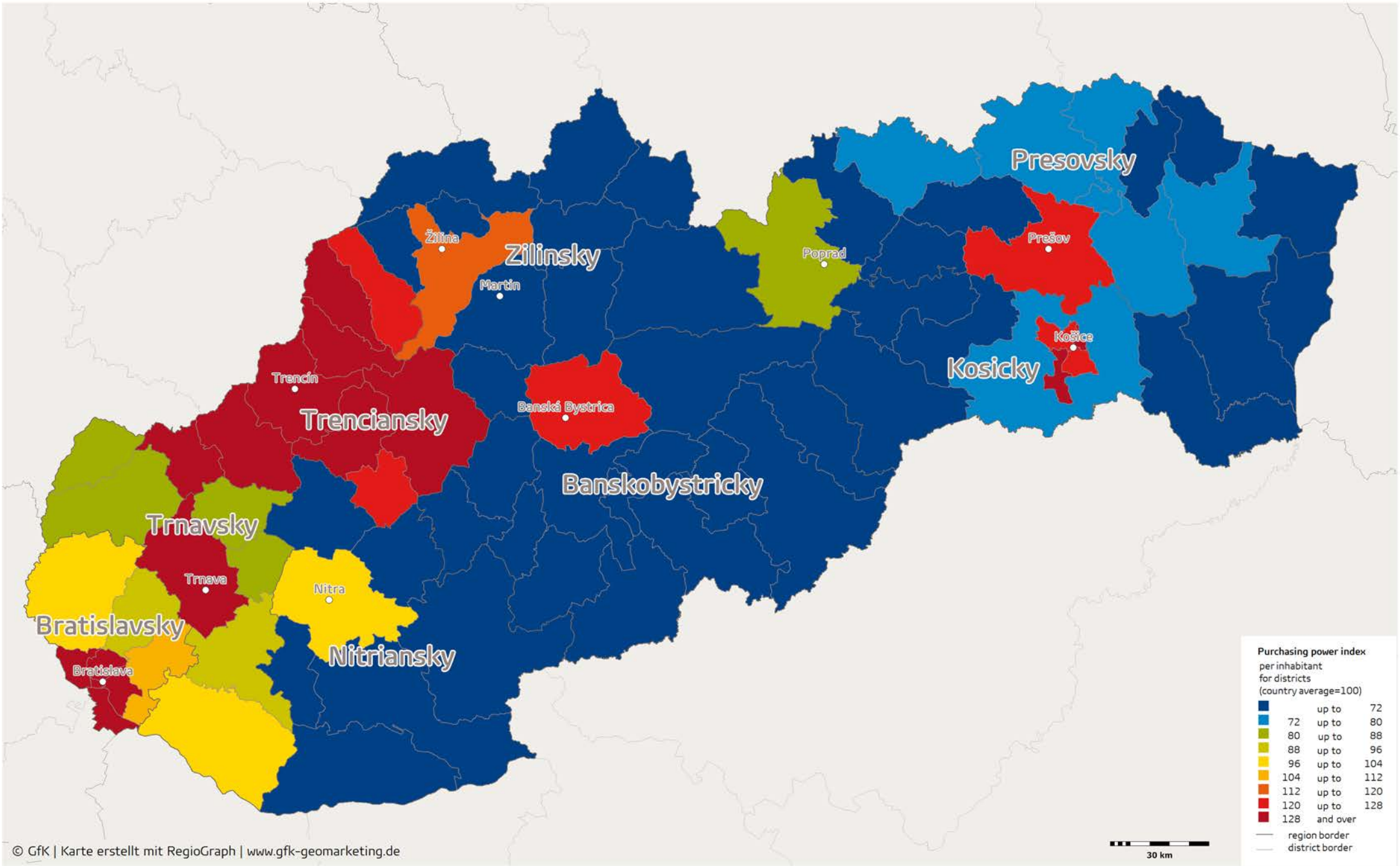
GfK Purchasing Power for household products, glass, porcelain Slovakia



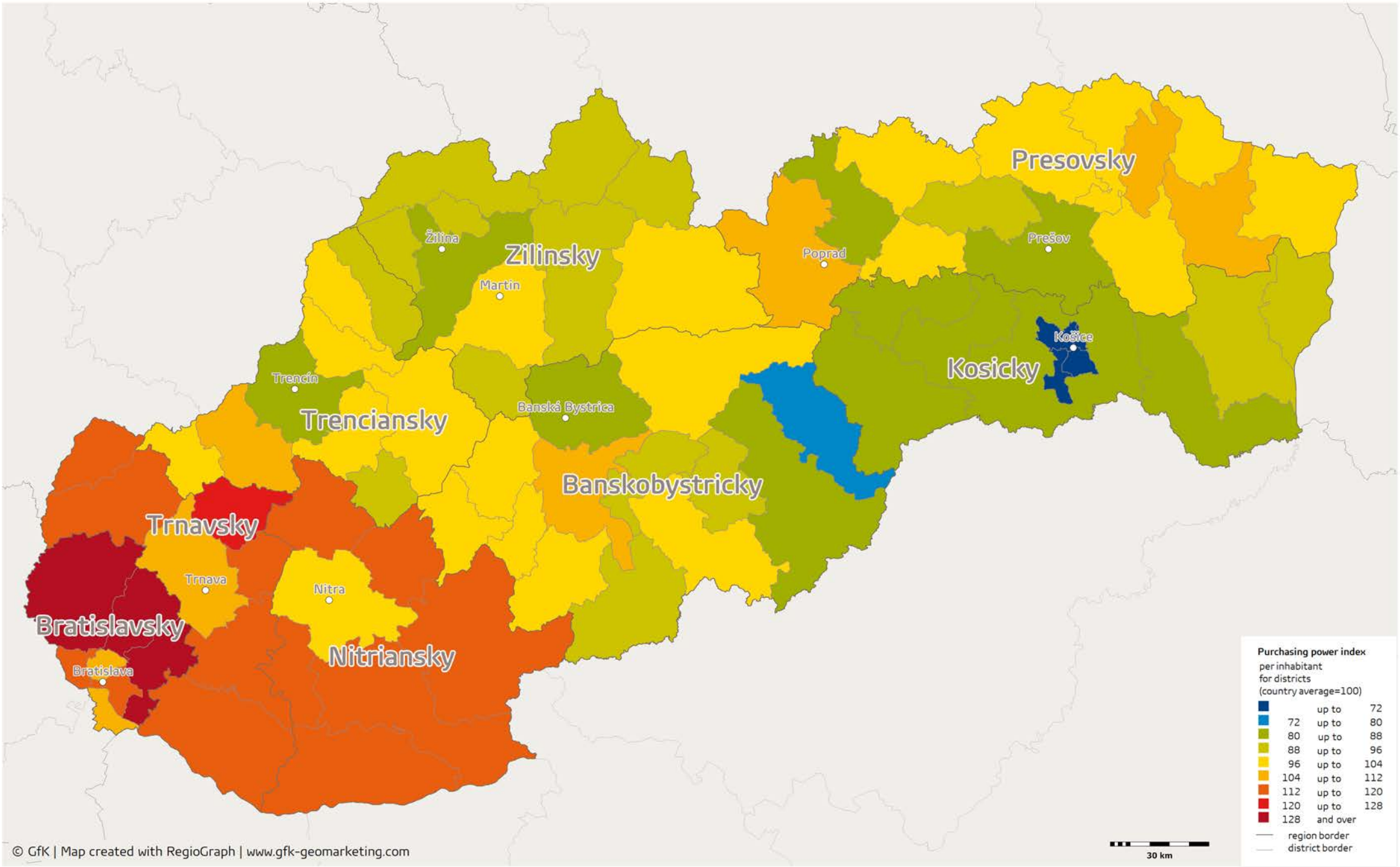
GfK Purchasing Power for electrical household appliances Slovakia



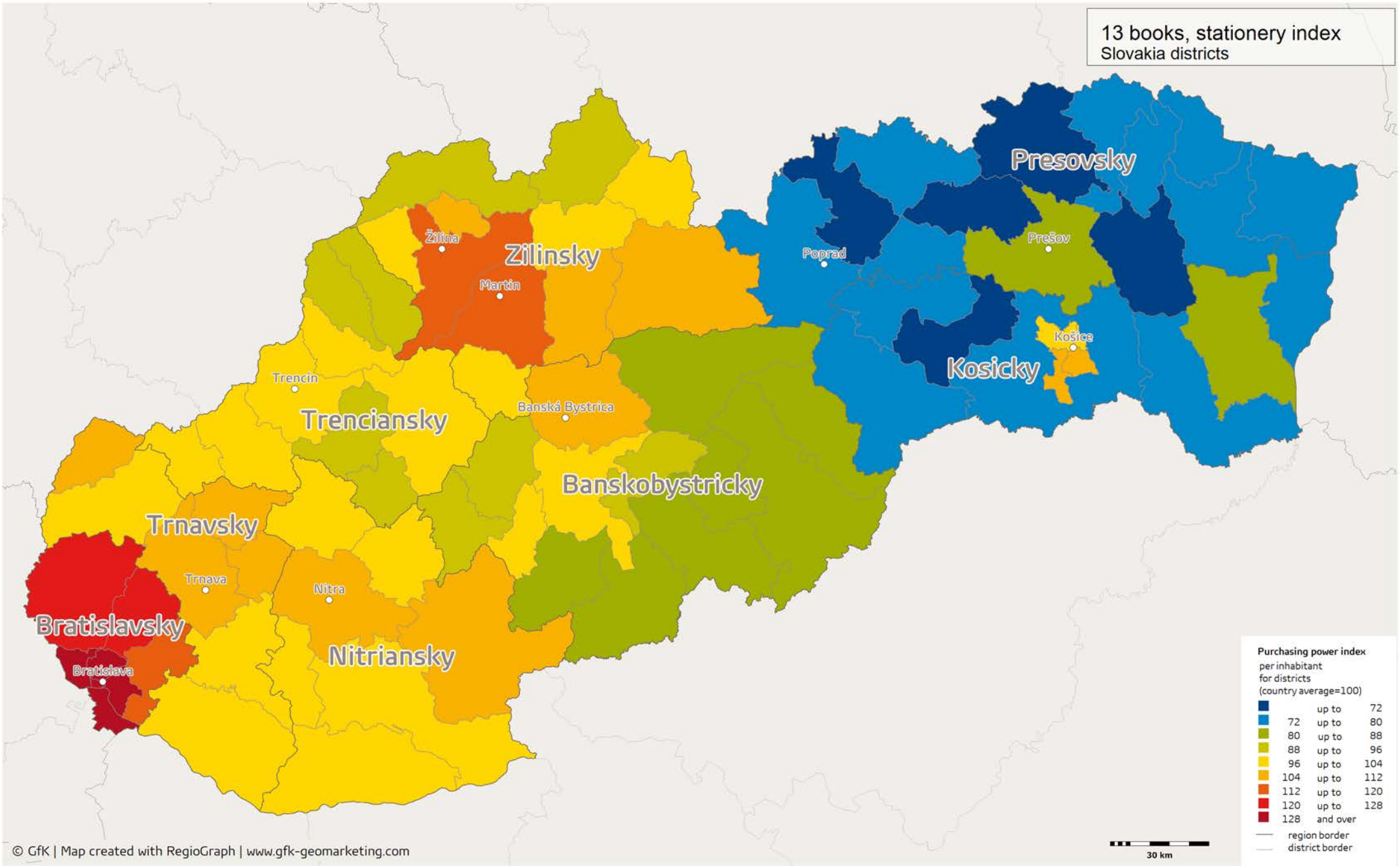
GfK Purchasing Power for consumer electronics, ICT, photography Slovakia



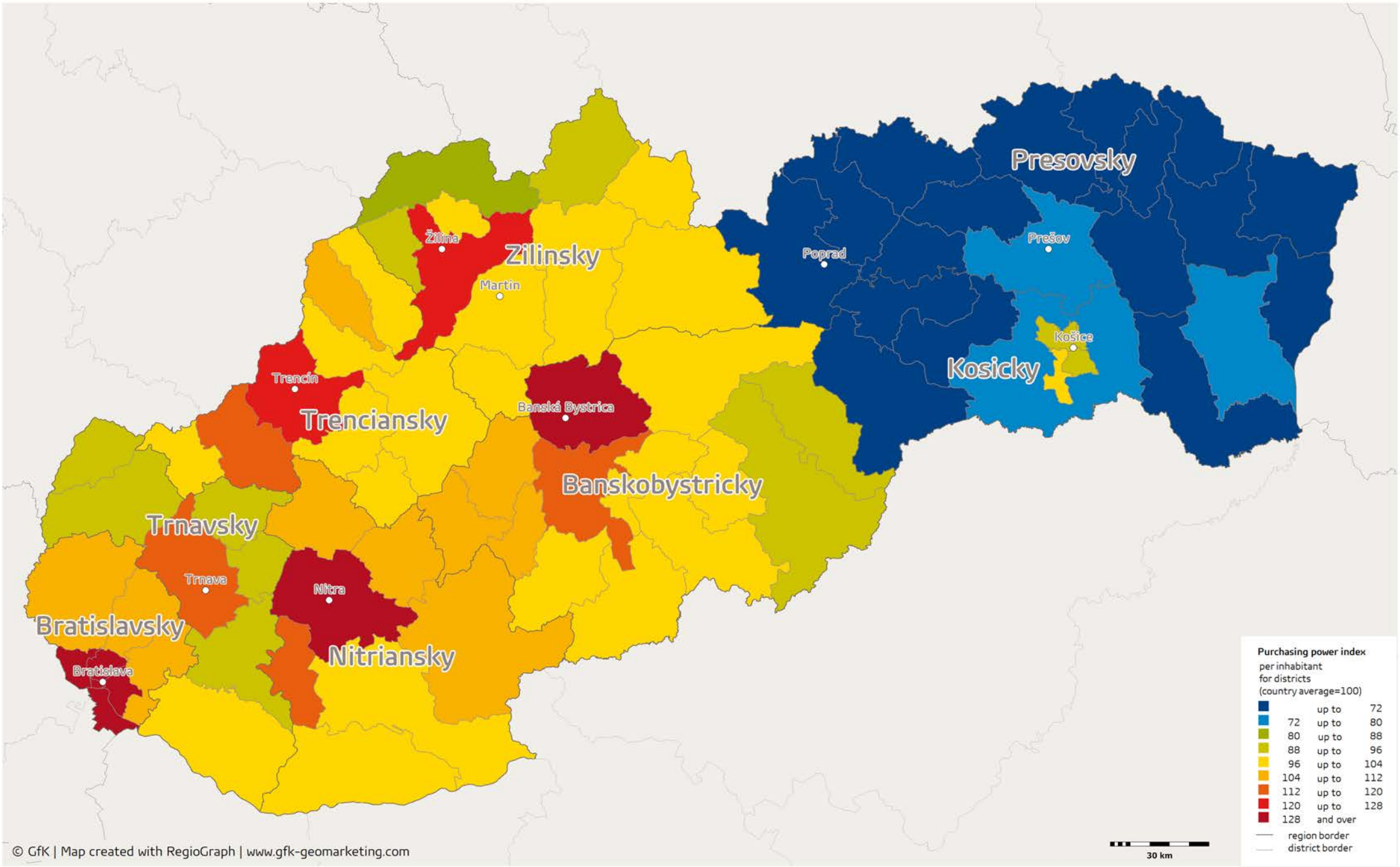
GfK Purchasing Power for watches, jewelry index Slovakia



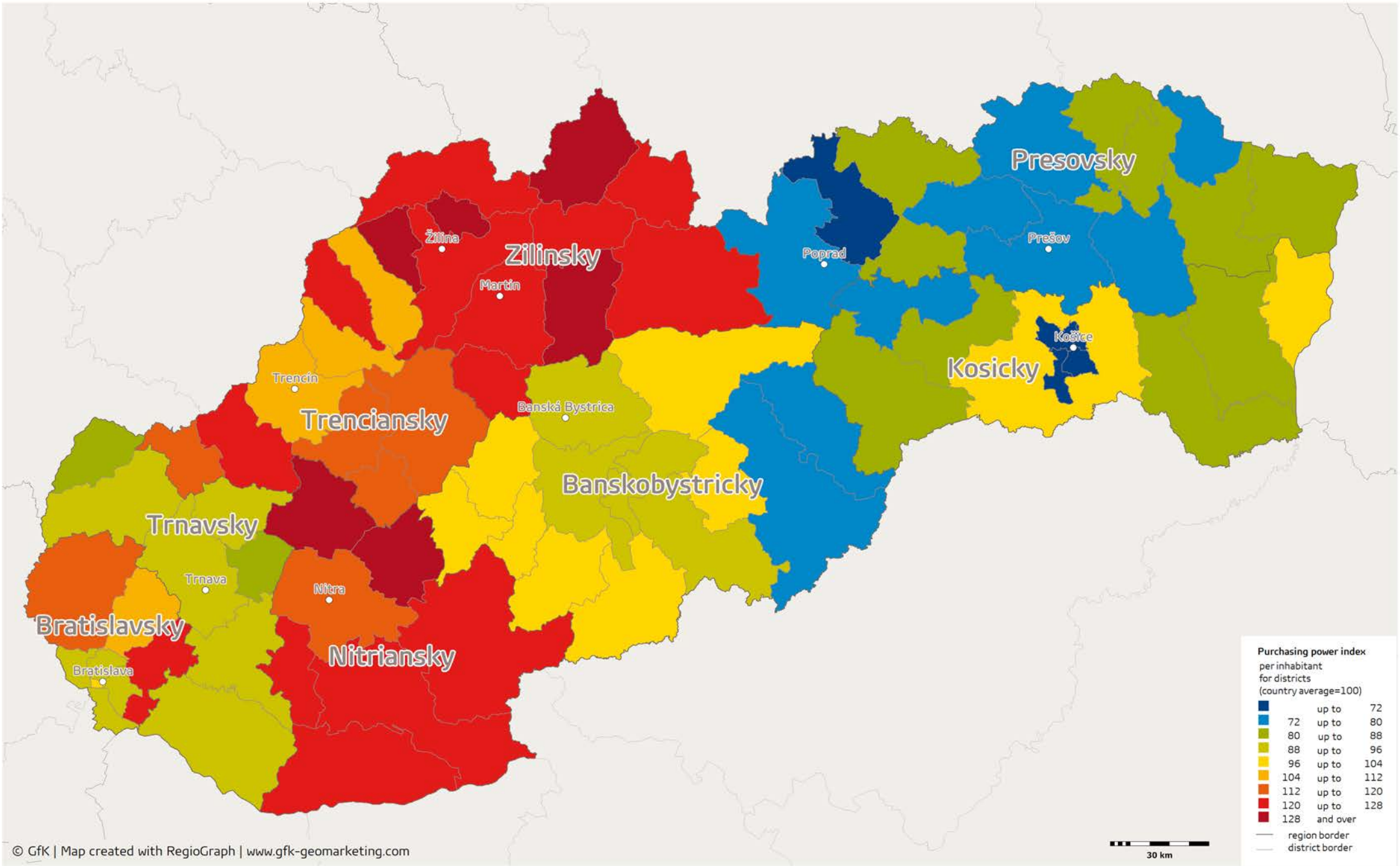
GfK Purchasing Power for books, stationery Slovakia



GfK Purchasing Power for sporting goods, hobbies and recreation Slovakia

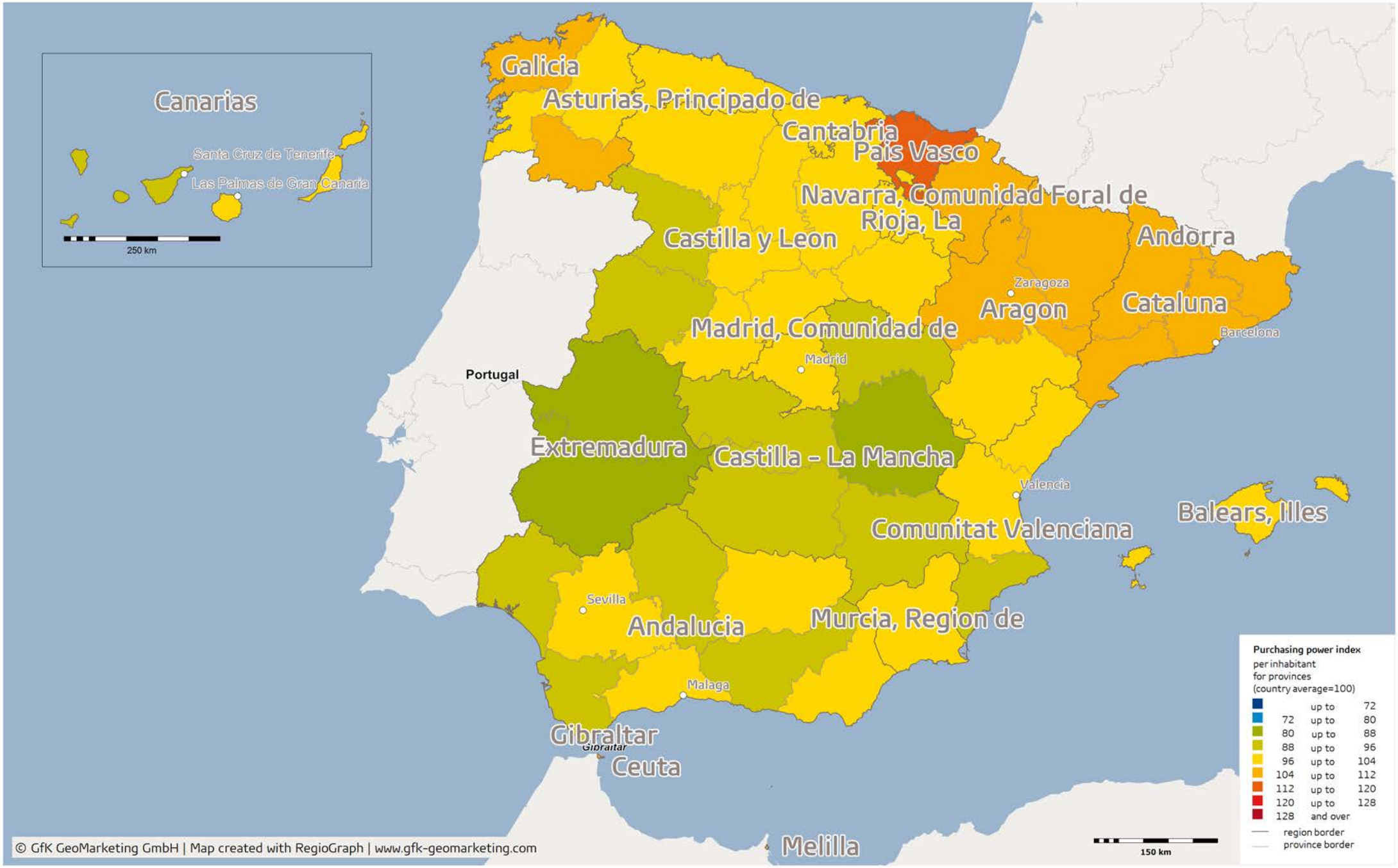


GfK Purchasing Power for home improvement items Slovakia

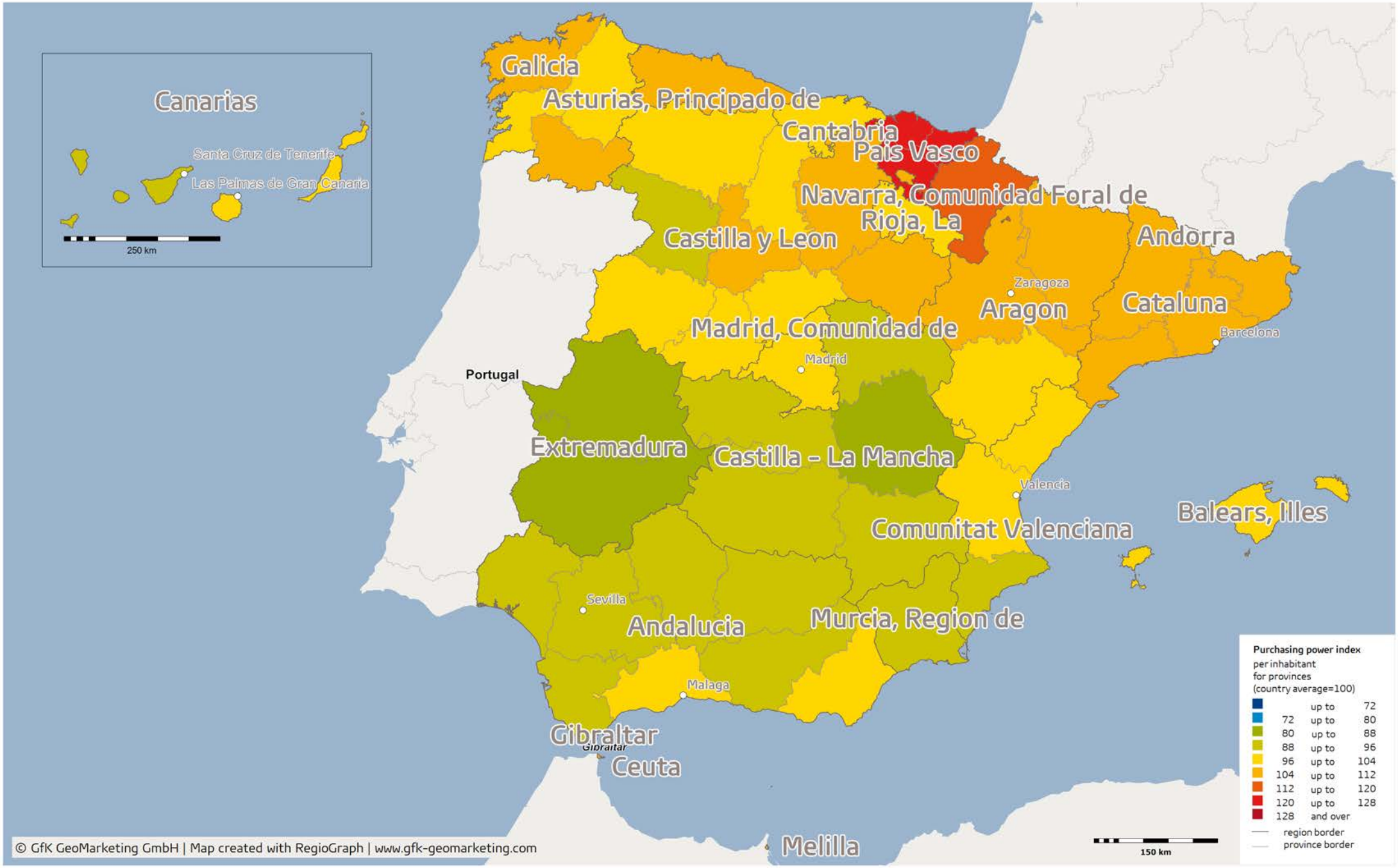


Spain

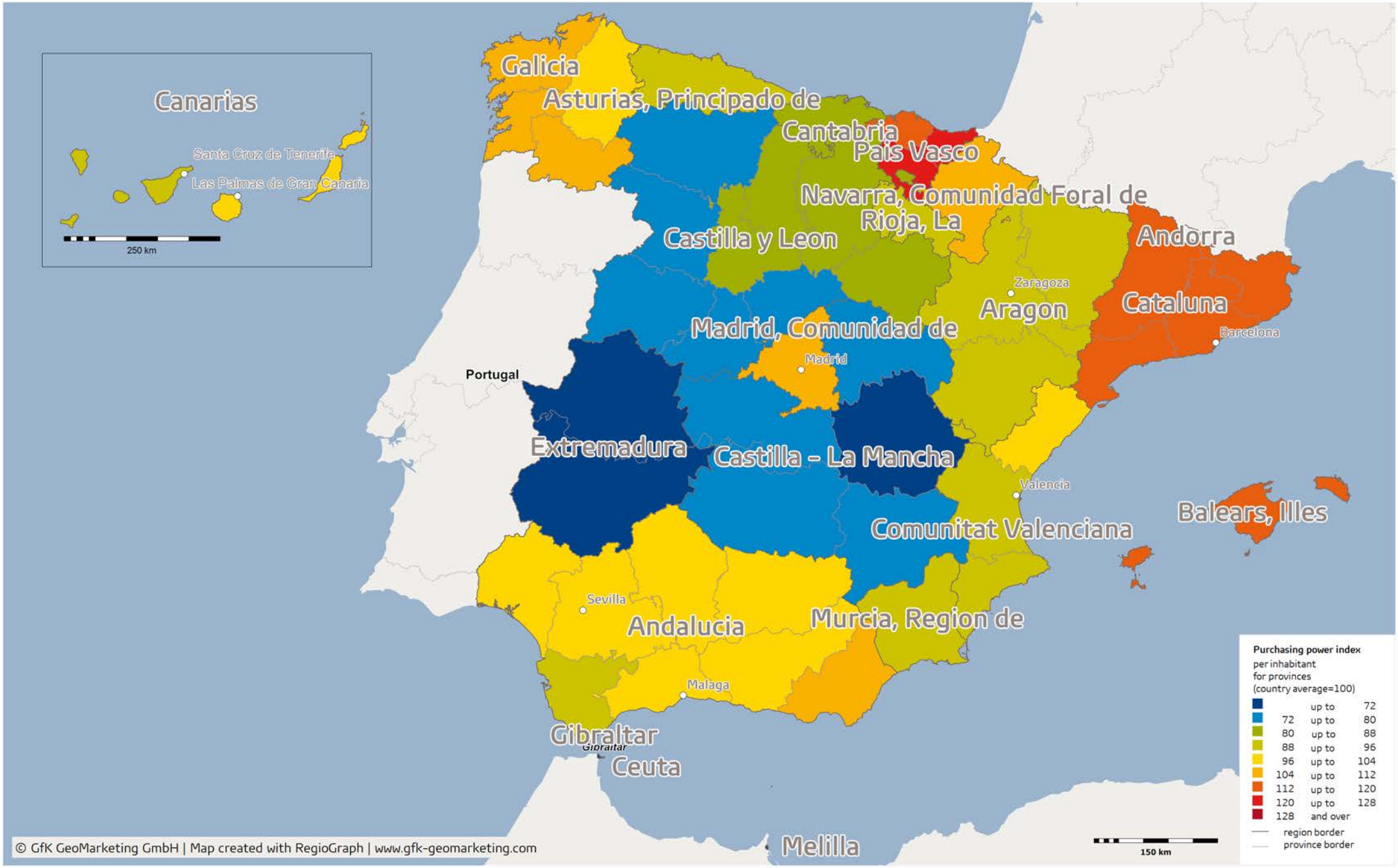
GfK Purchasing Power for food items Spain



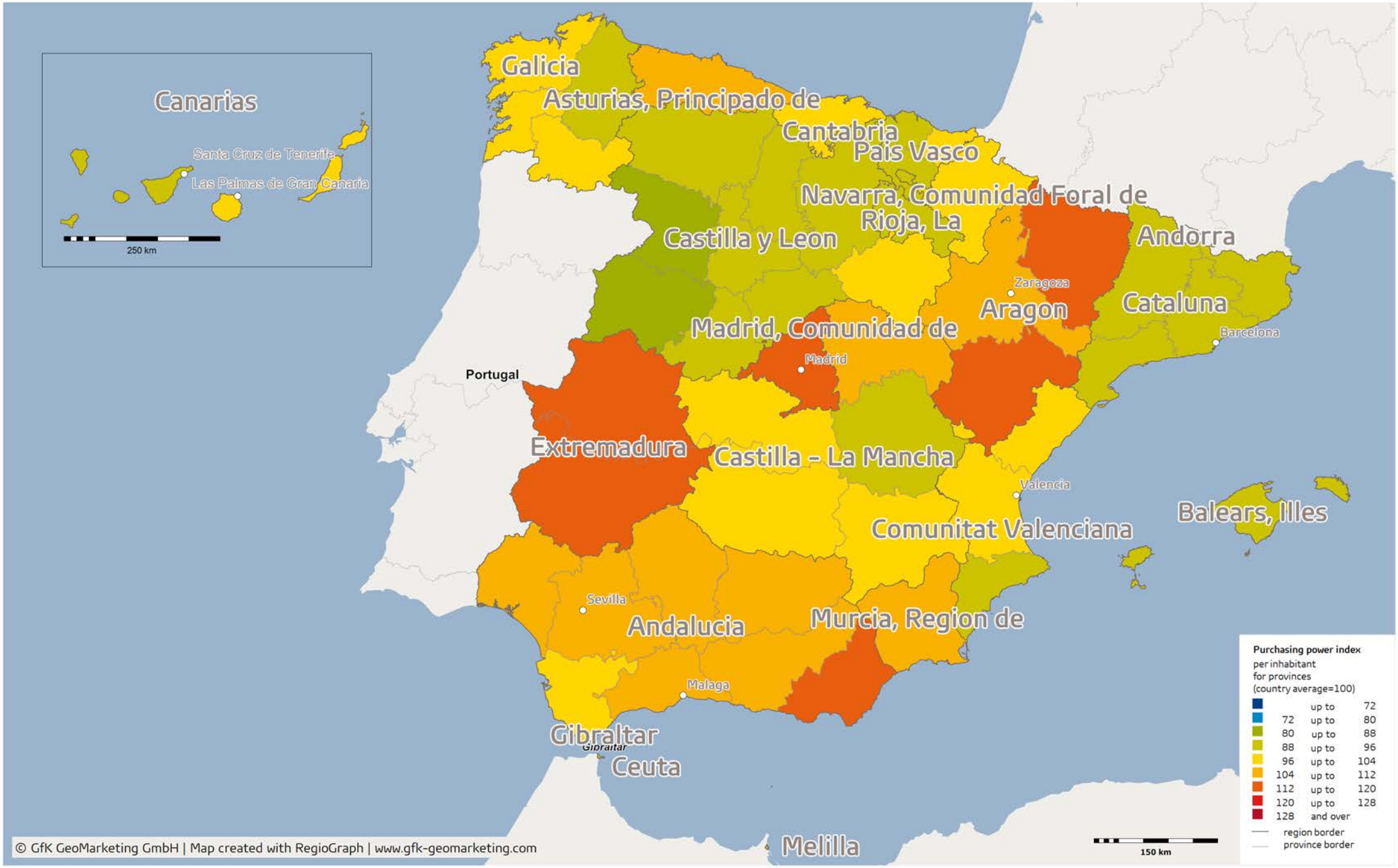
GfK Purchasing Power for food Spain



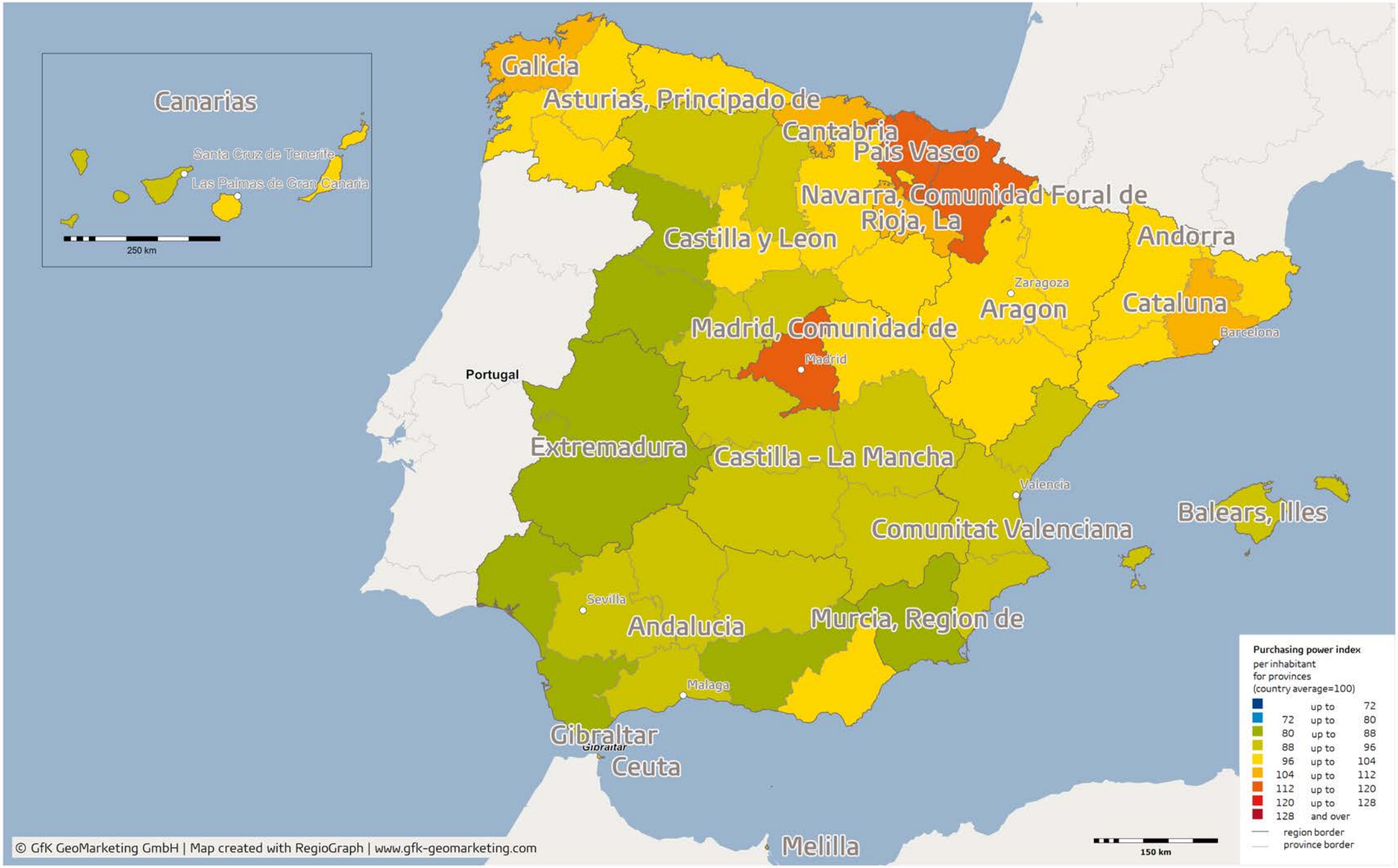
GfK Purchasing Power for alcoholic beverages Spain



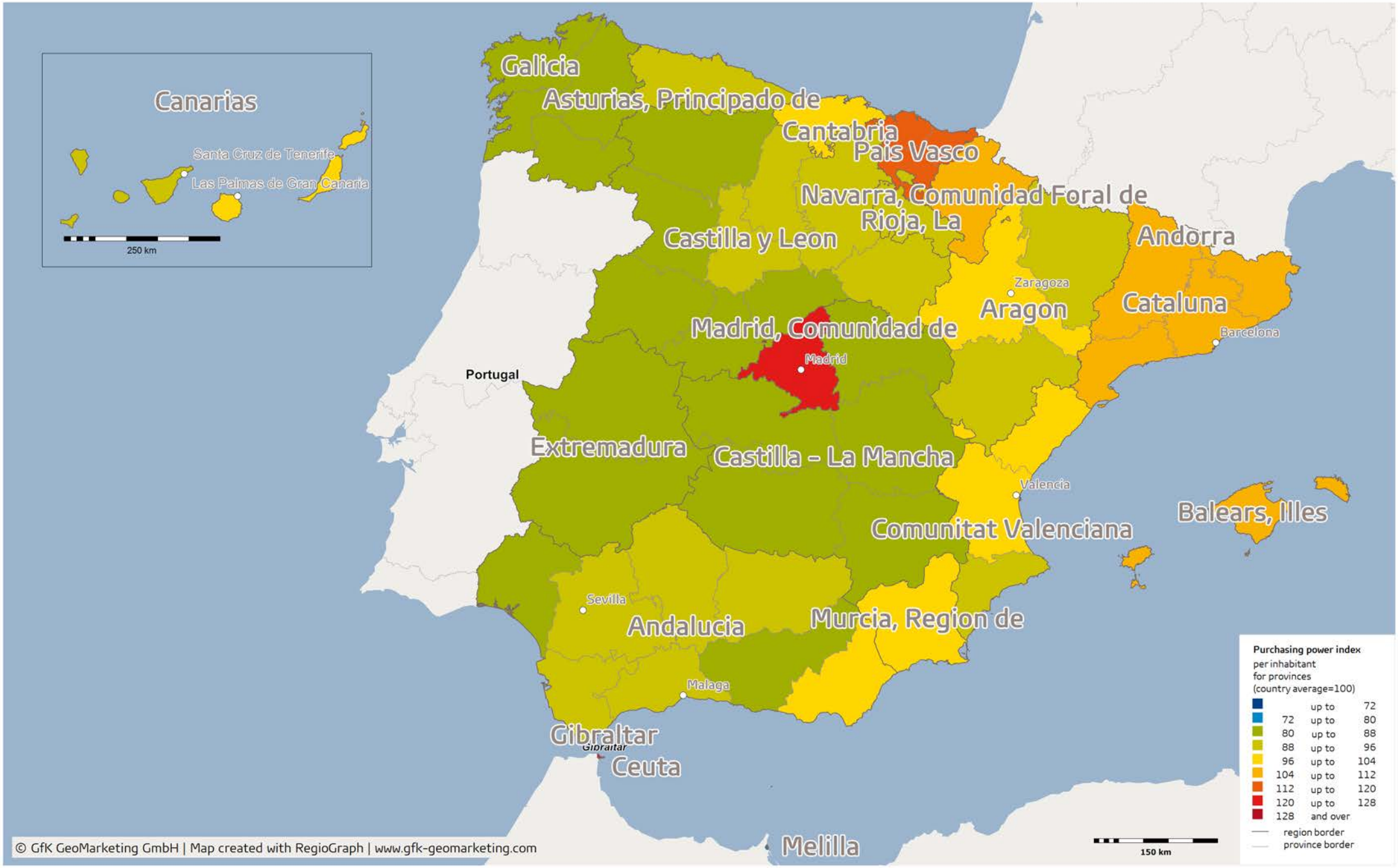
GfK Purchasing Power for tobacco products Spain



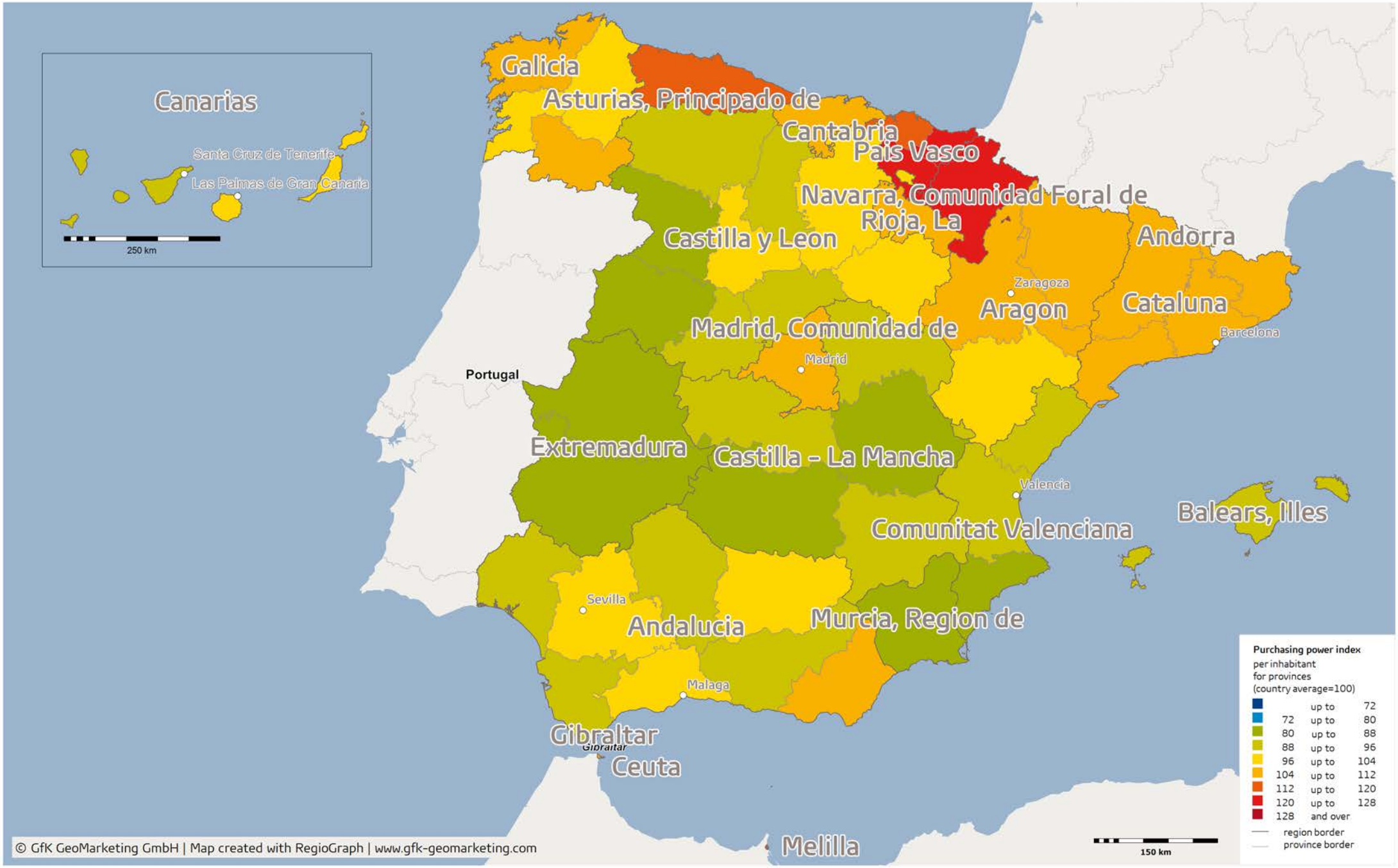
GfK Purchasing Power for non-food items Spain



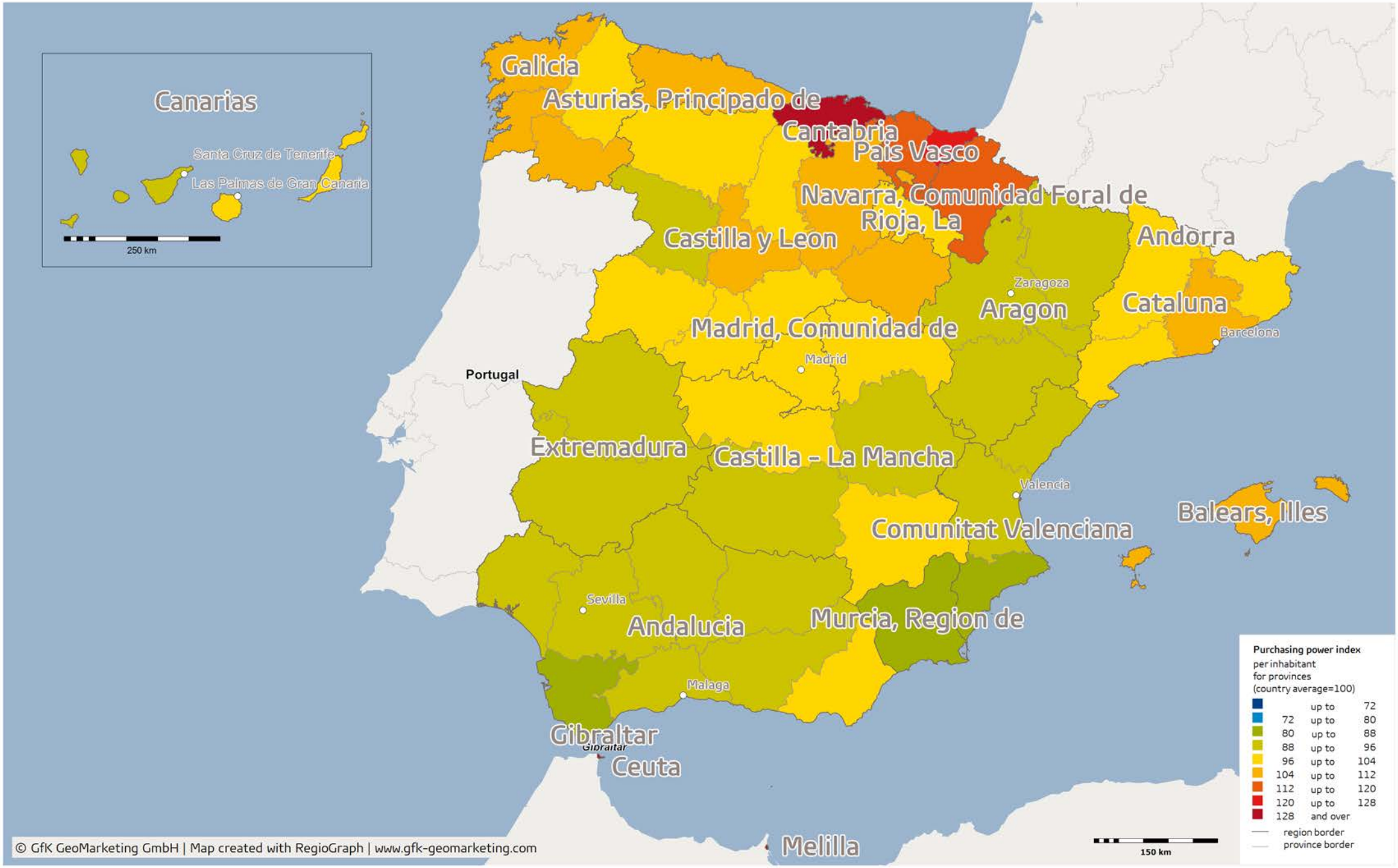
GfK Purchasing Power for health and hygiene products Spain



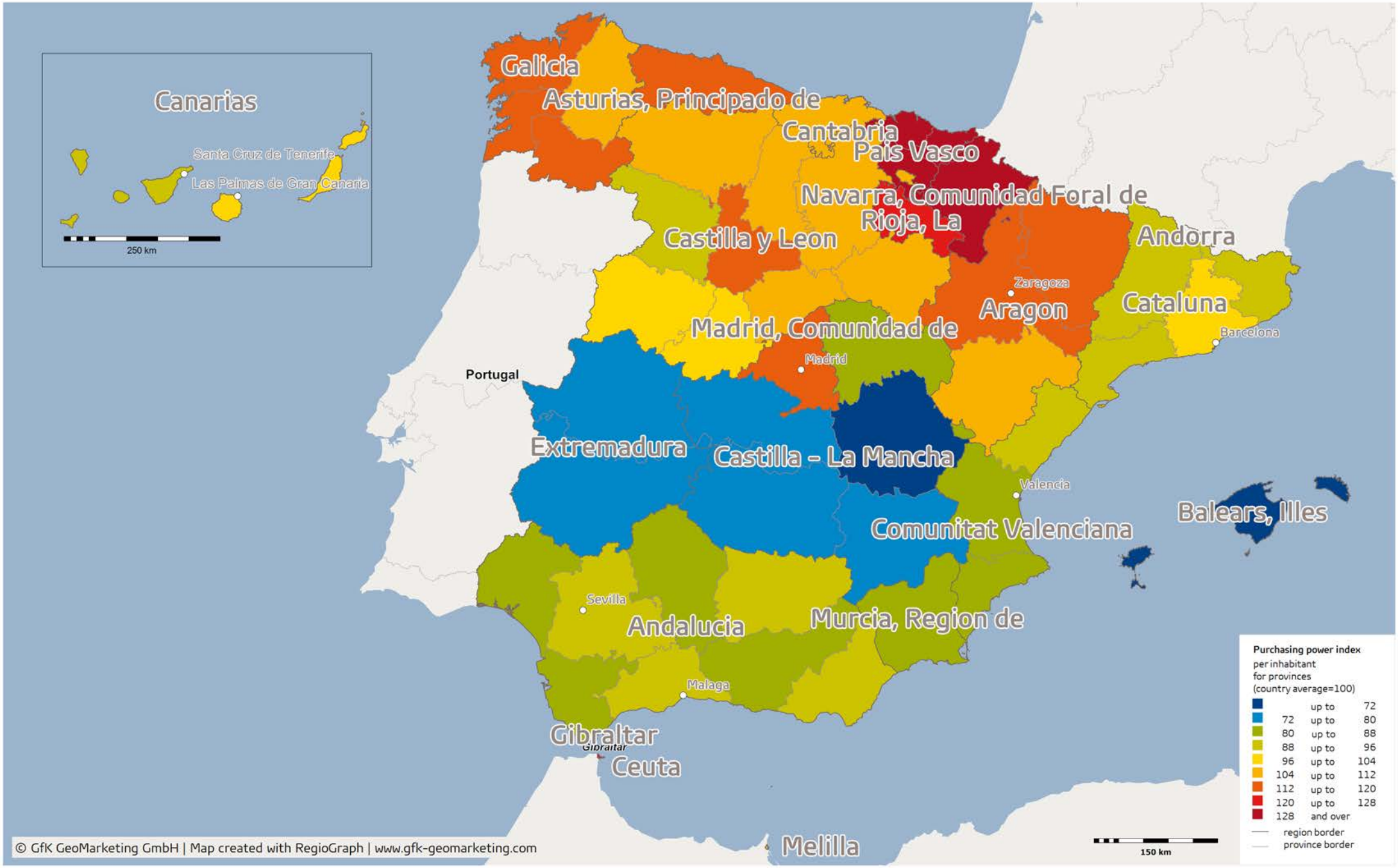
GfK Purchasing Power for clothing Spain



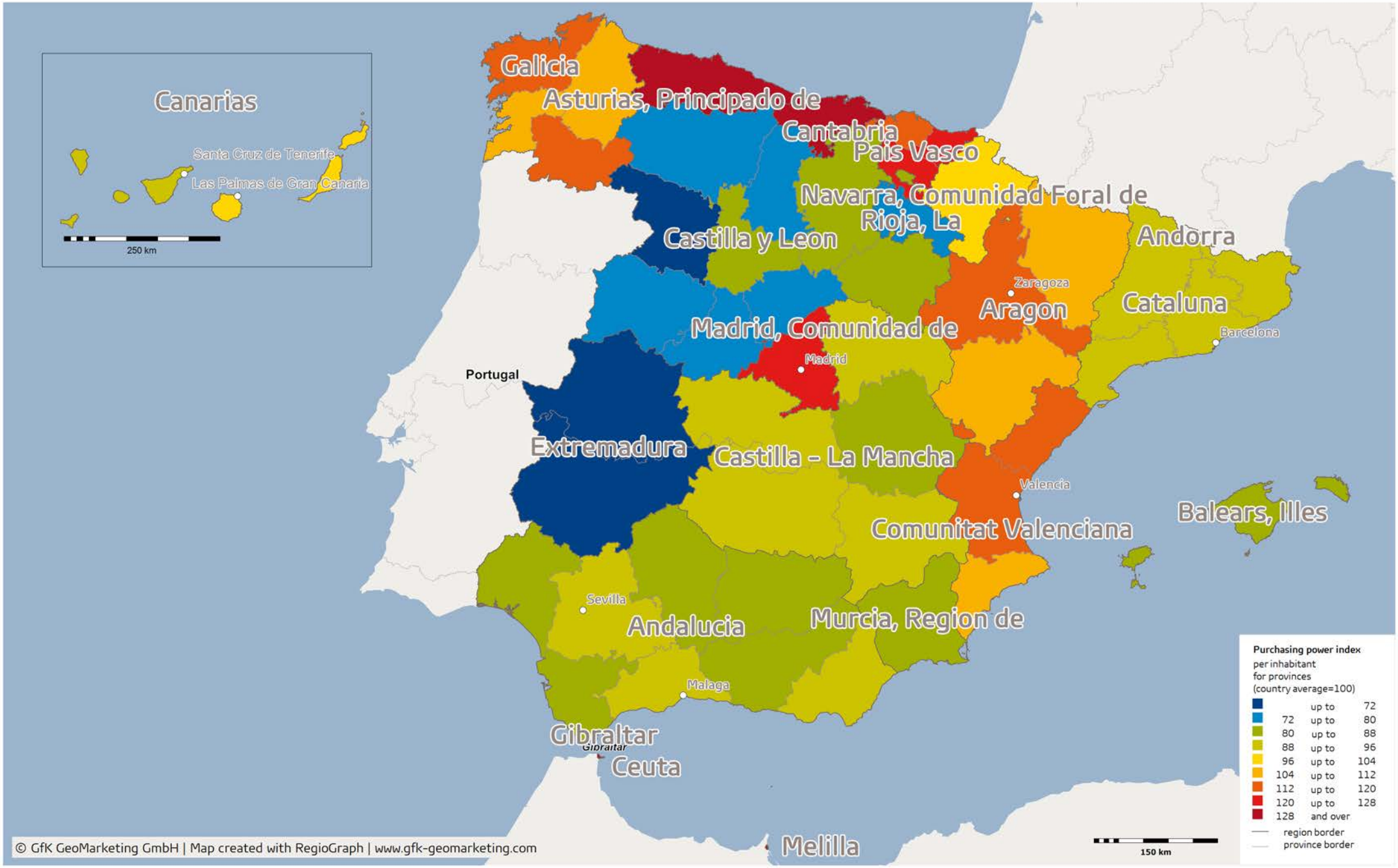
GfK Purchasing Power for shoes, leather goods Spain



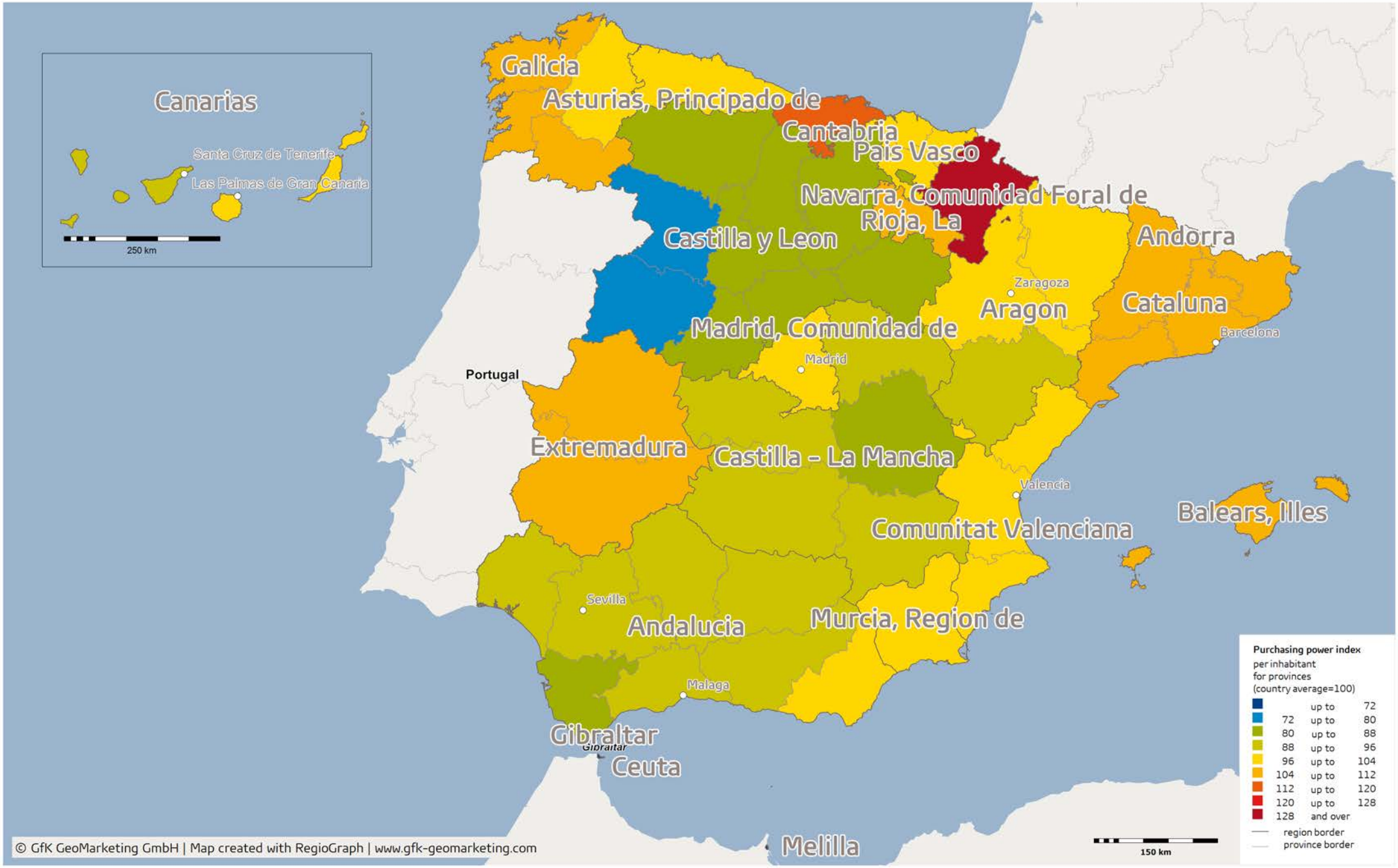
GfK Purchasing Power for furnishings Spain



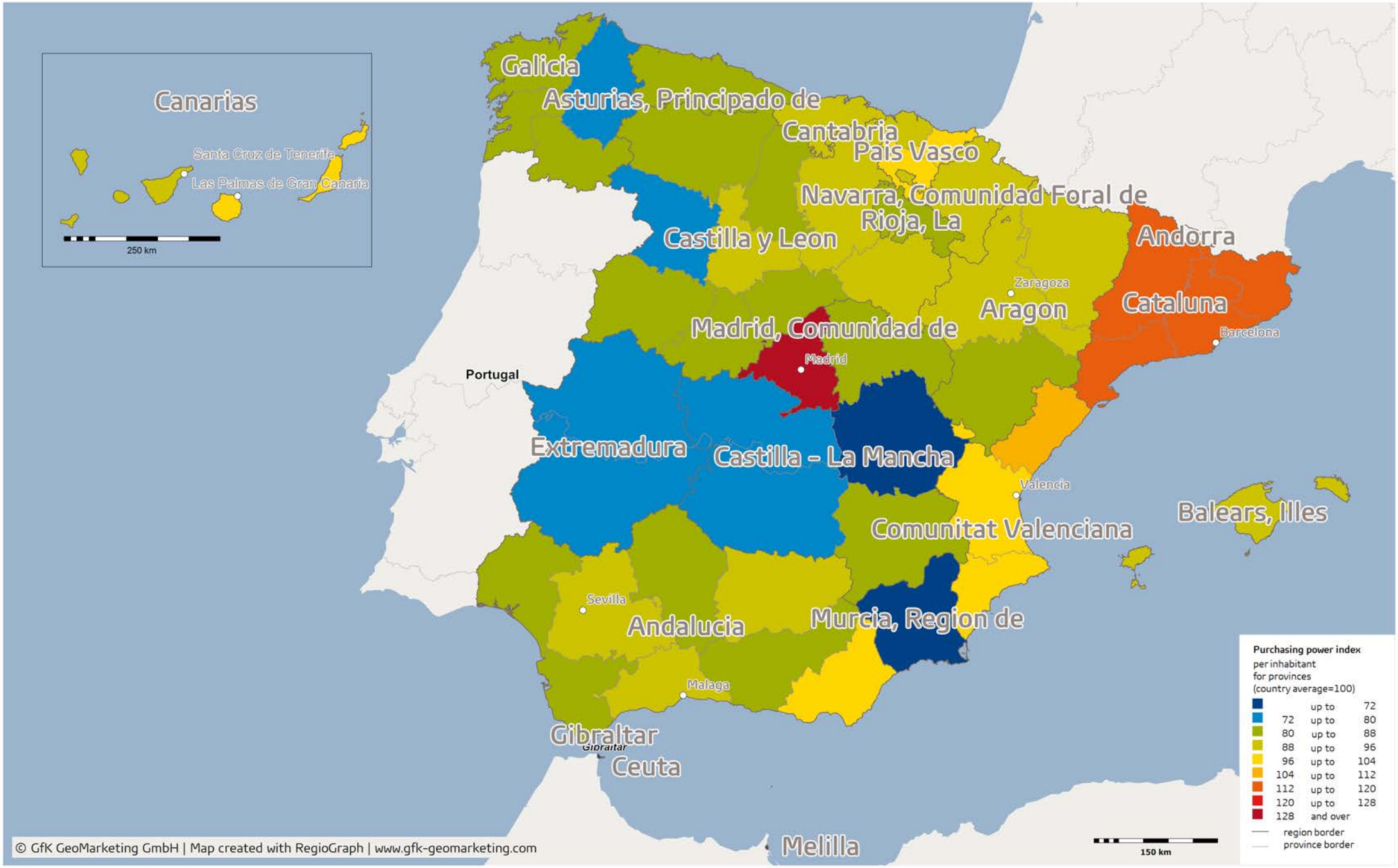
GfK Purchasing Power for household products, glass, porcelain Spain



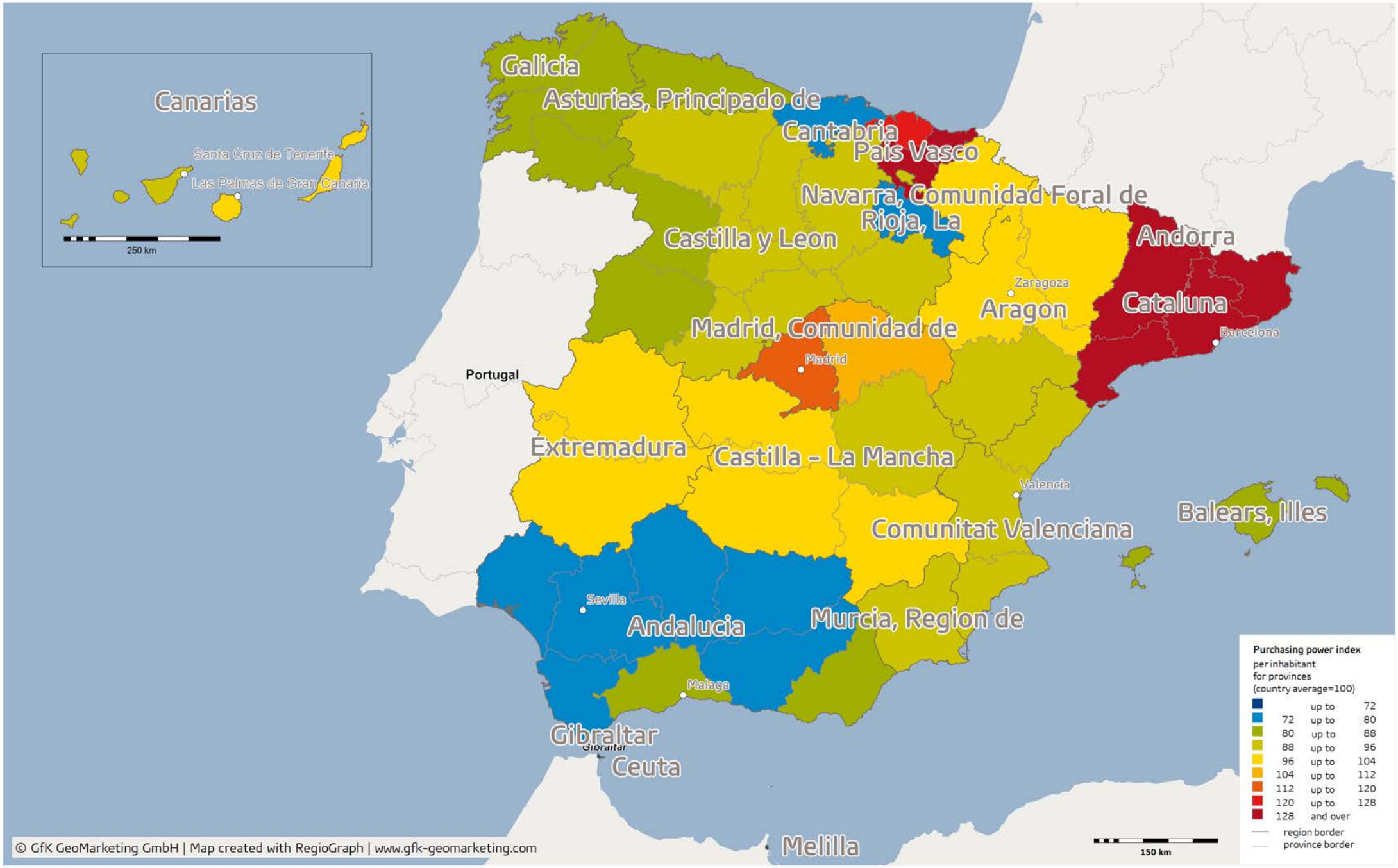
GfK Purchasing Power for electrical household appliances Spain



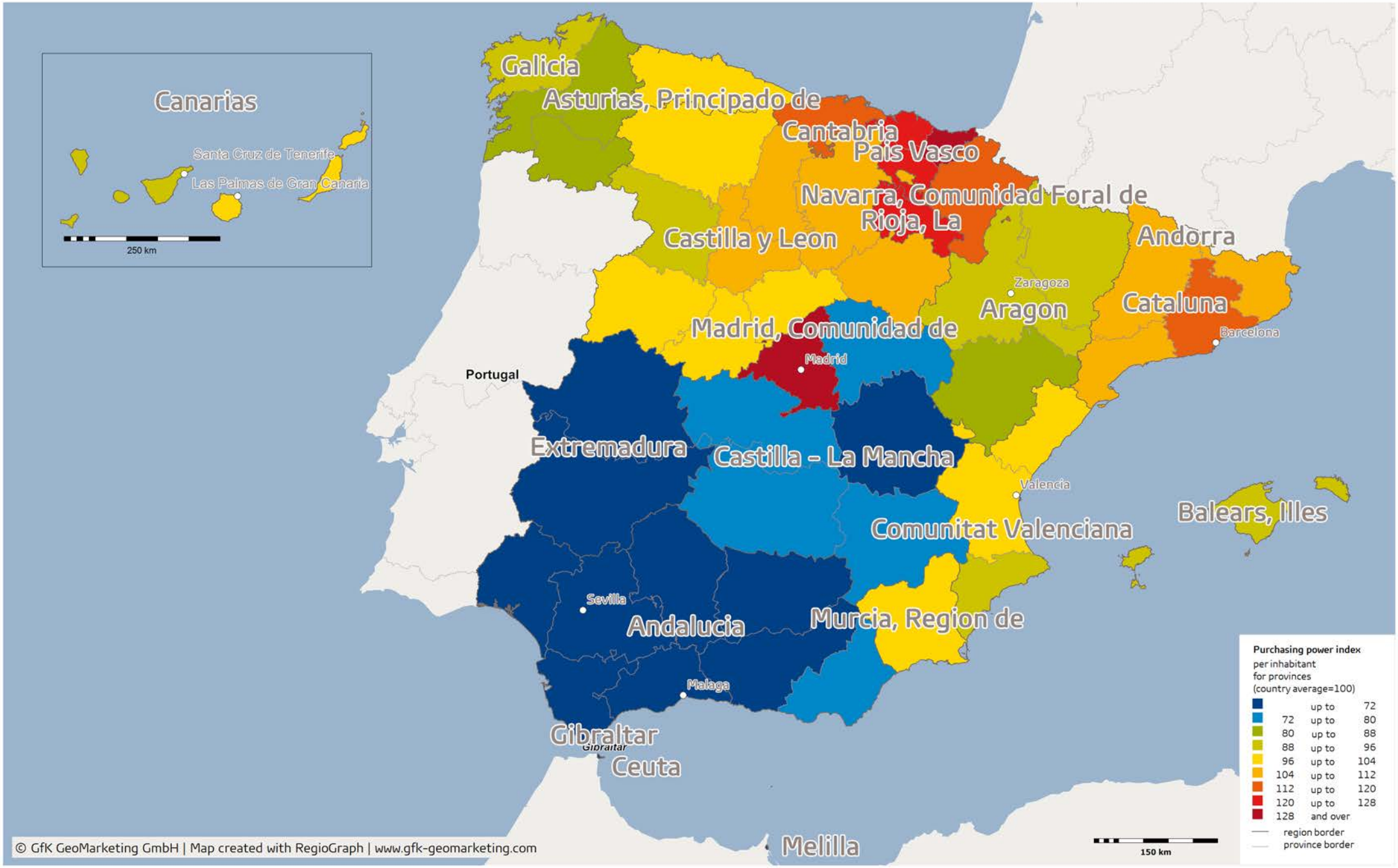
GfK Purchasing Power for consumer electronics, ICT, photography Spain



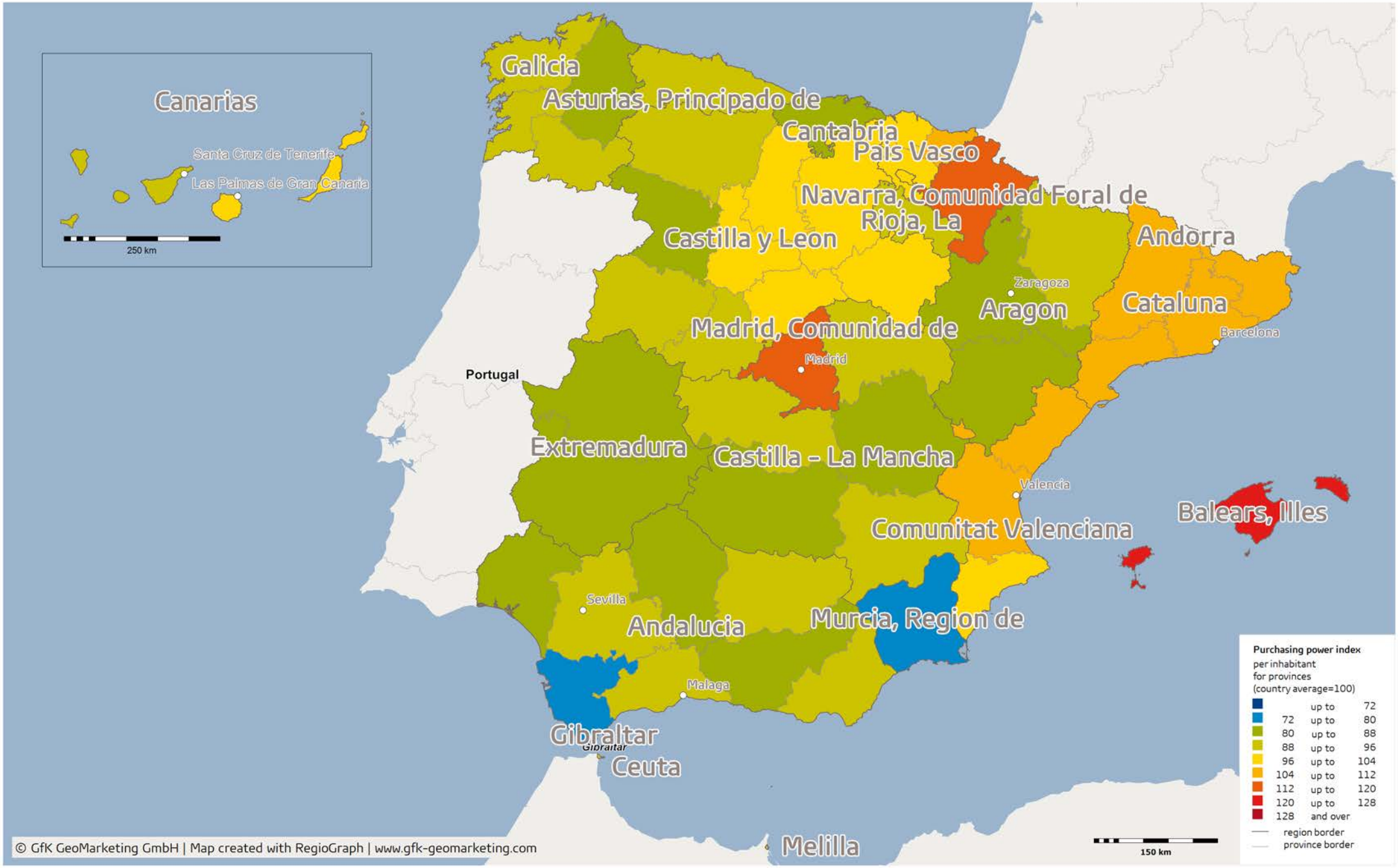
GfK Purchasing Power for watches, jewelry Spain



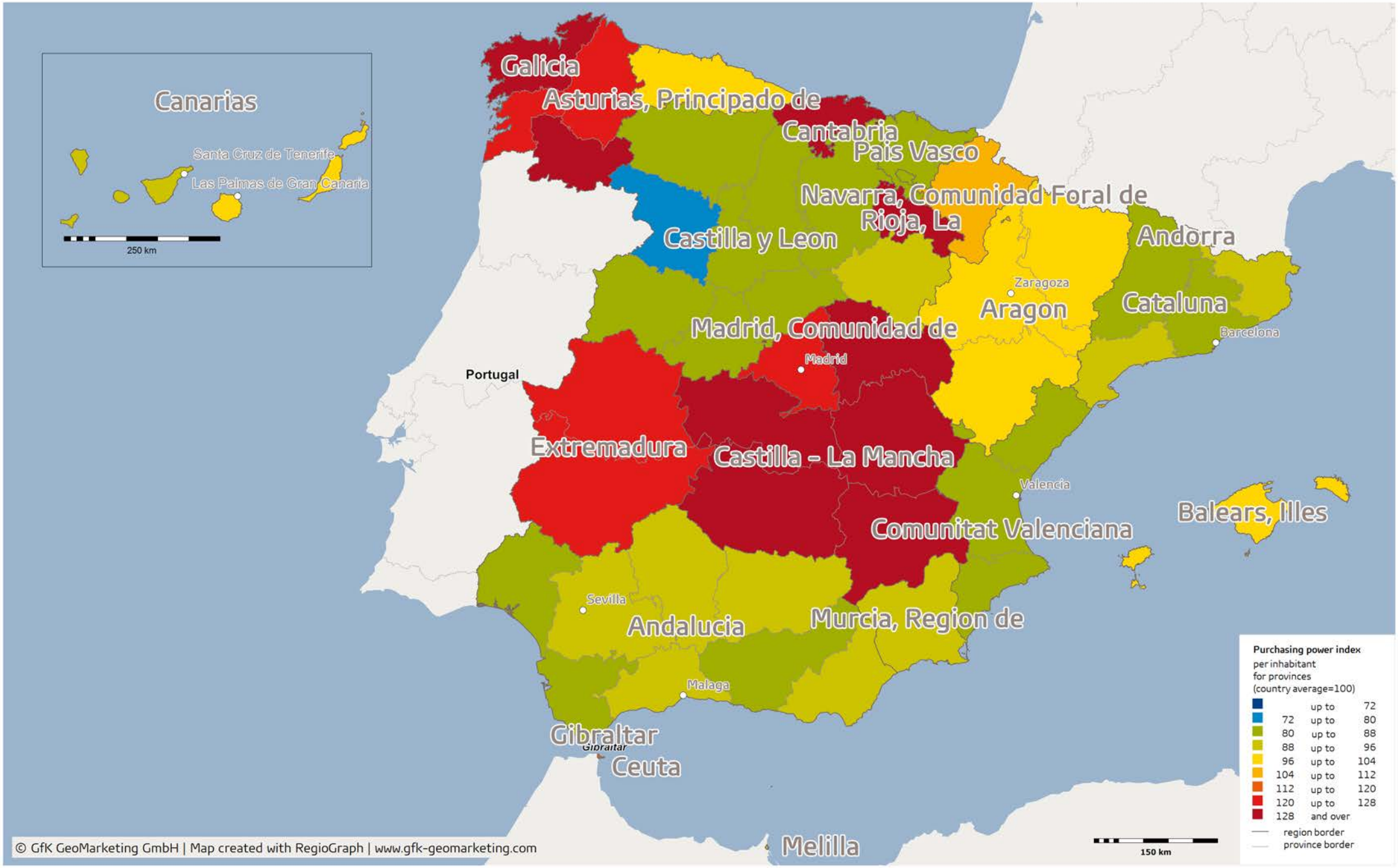
GfK Purchasing Power for books, stationery Spain



GfK Purchasing Power for sporting goods, hobbies and recreation Spain

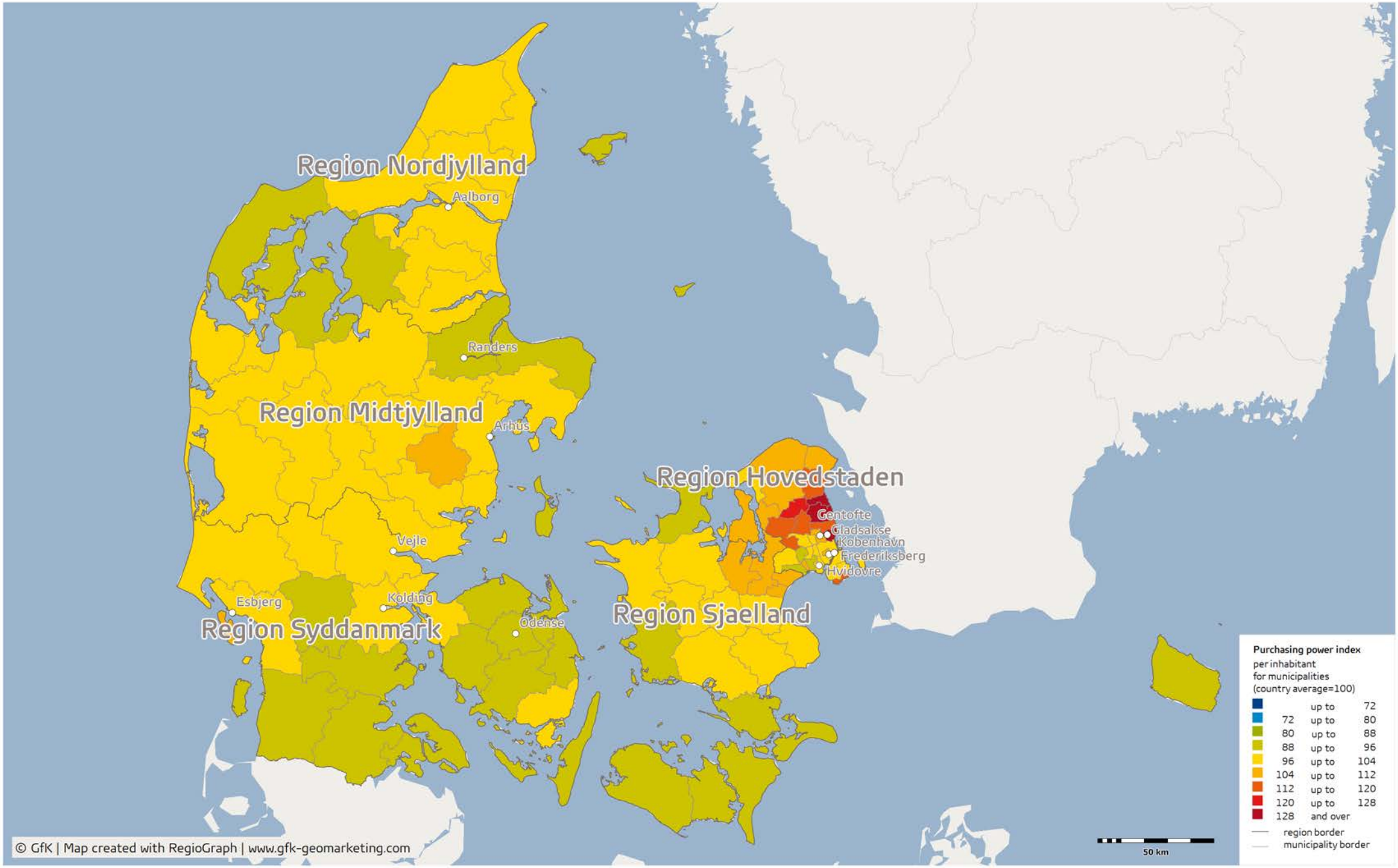


GfK Purchasing Power for home improvement Spain



Denmark

GfK Retail Purchasing Power Denmark



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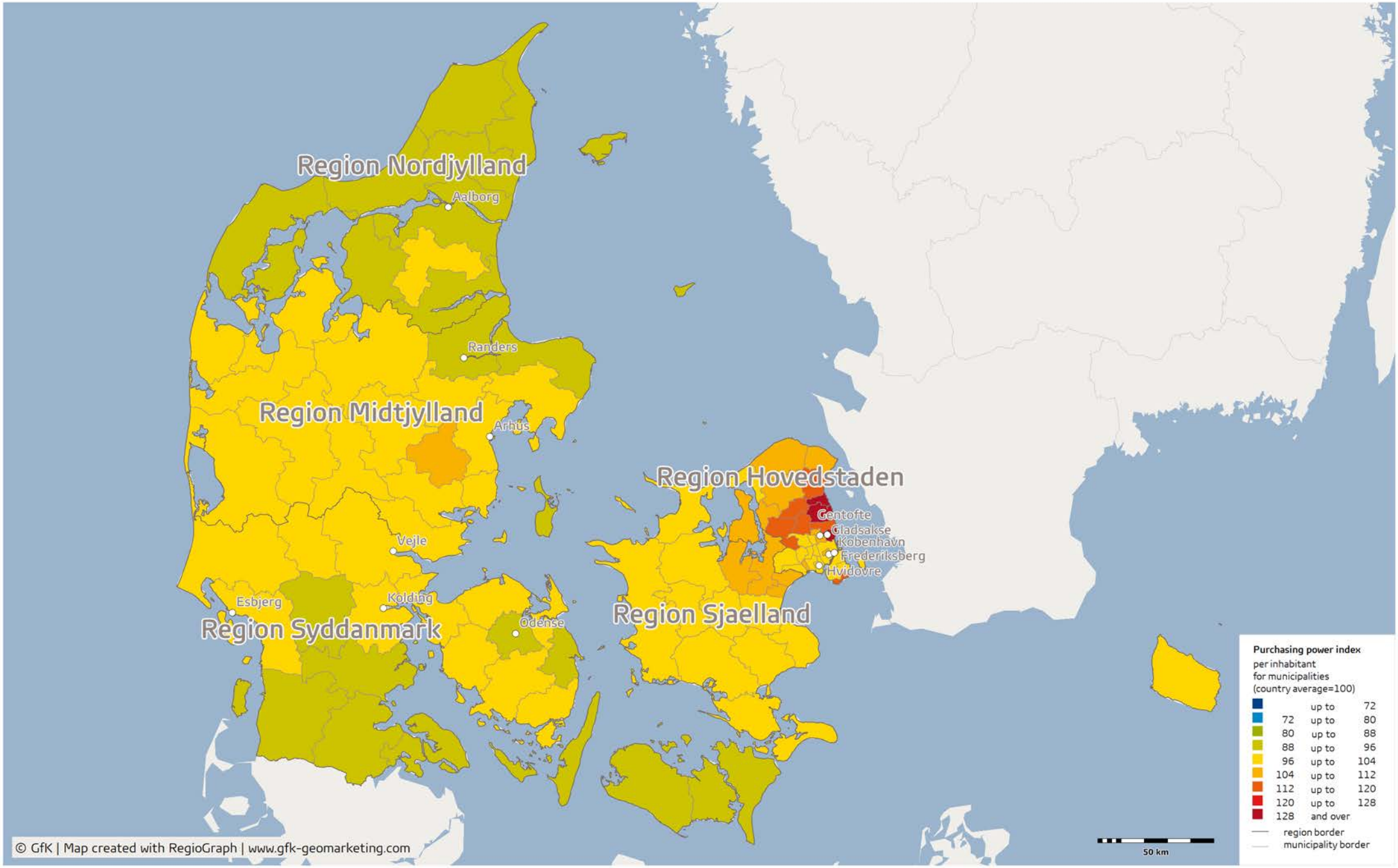
GfK Purchasing Power for health and hygiene products Denmark



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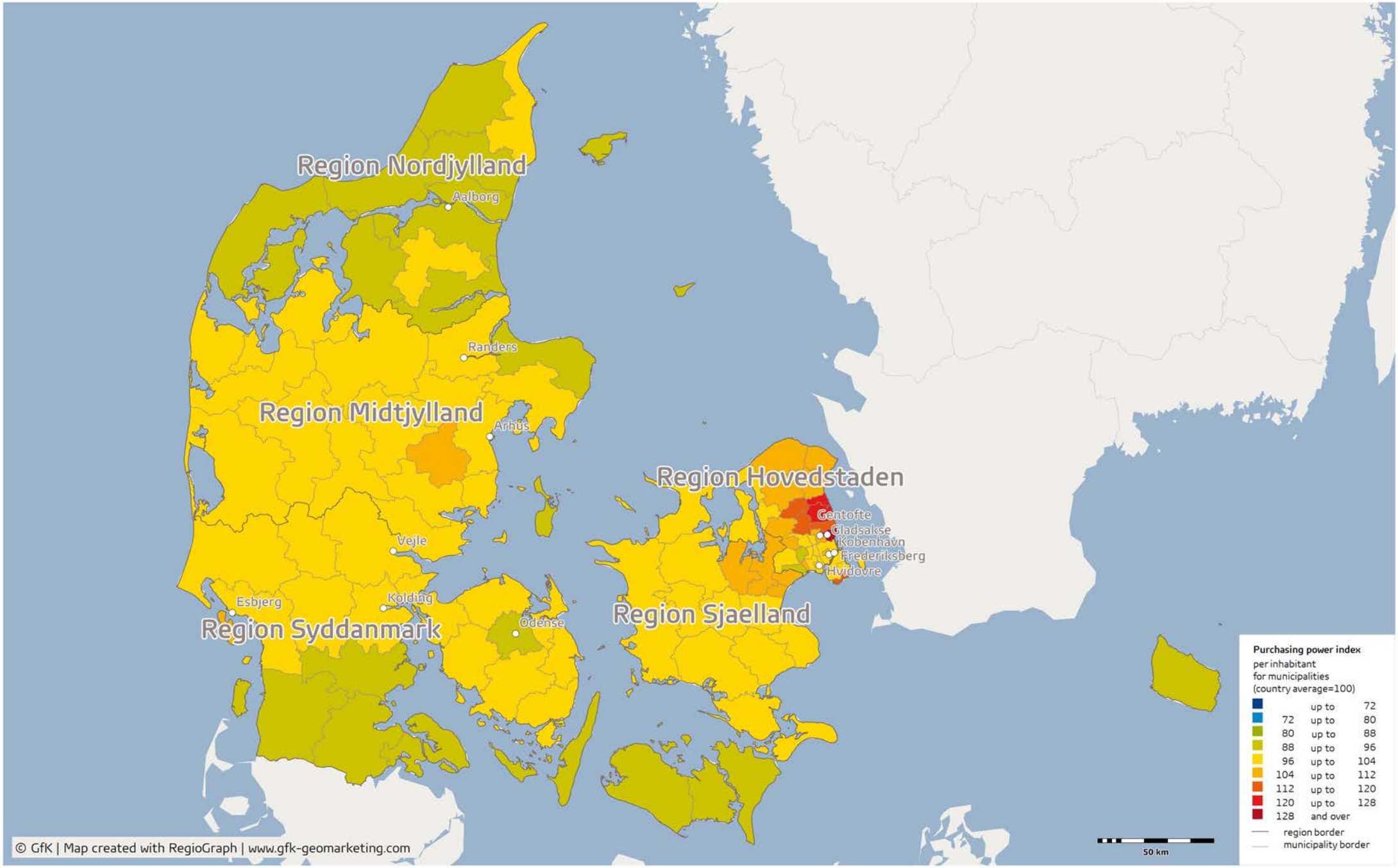
GfK Purchasing Power Denmark



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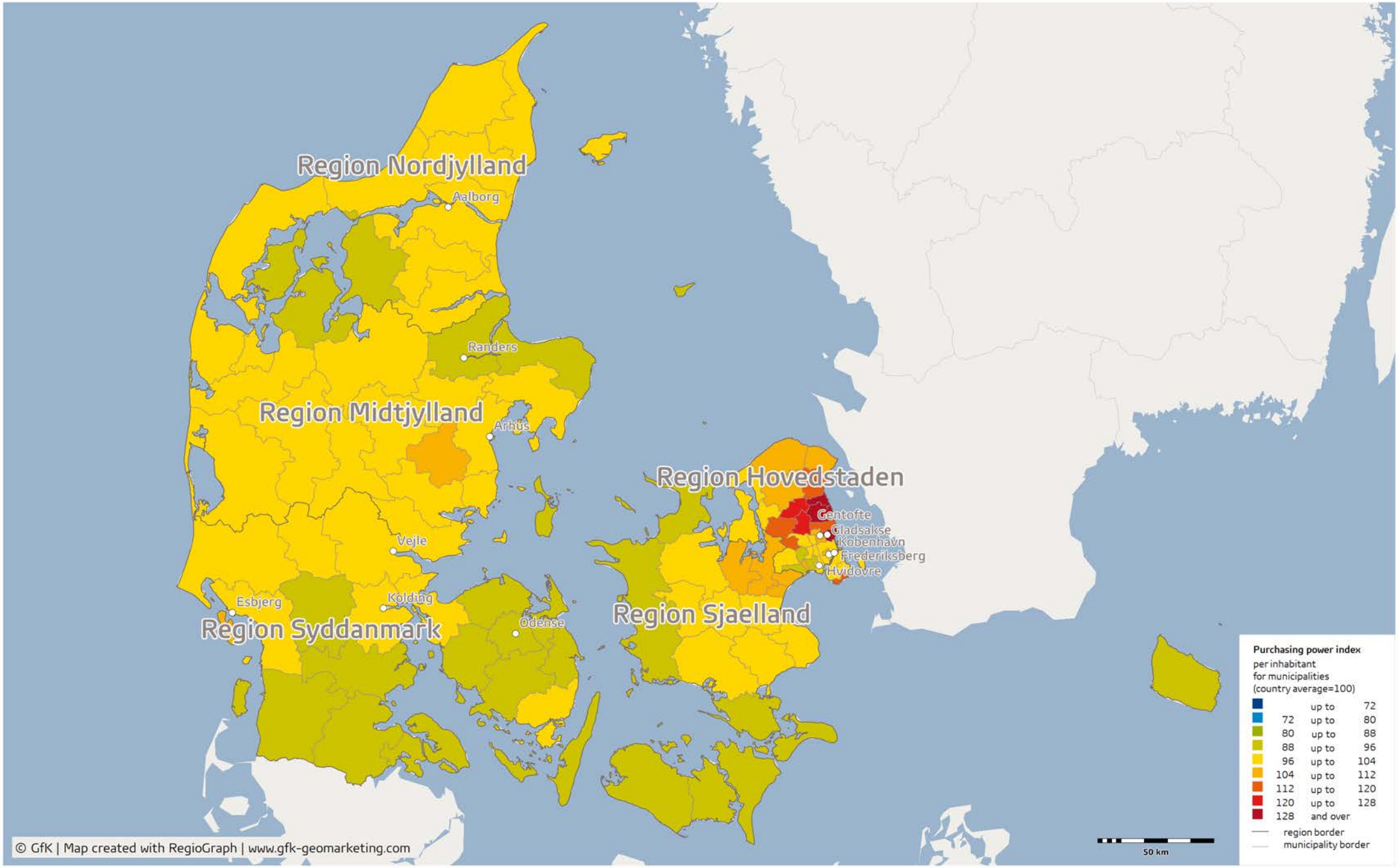
GfK Purchasing Power for non-food items Denmark



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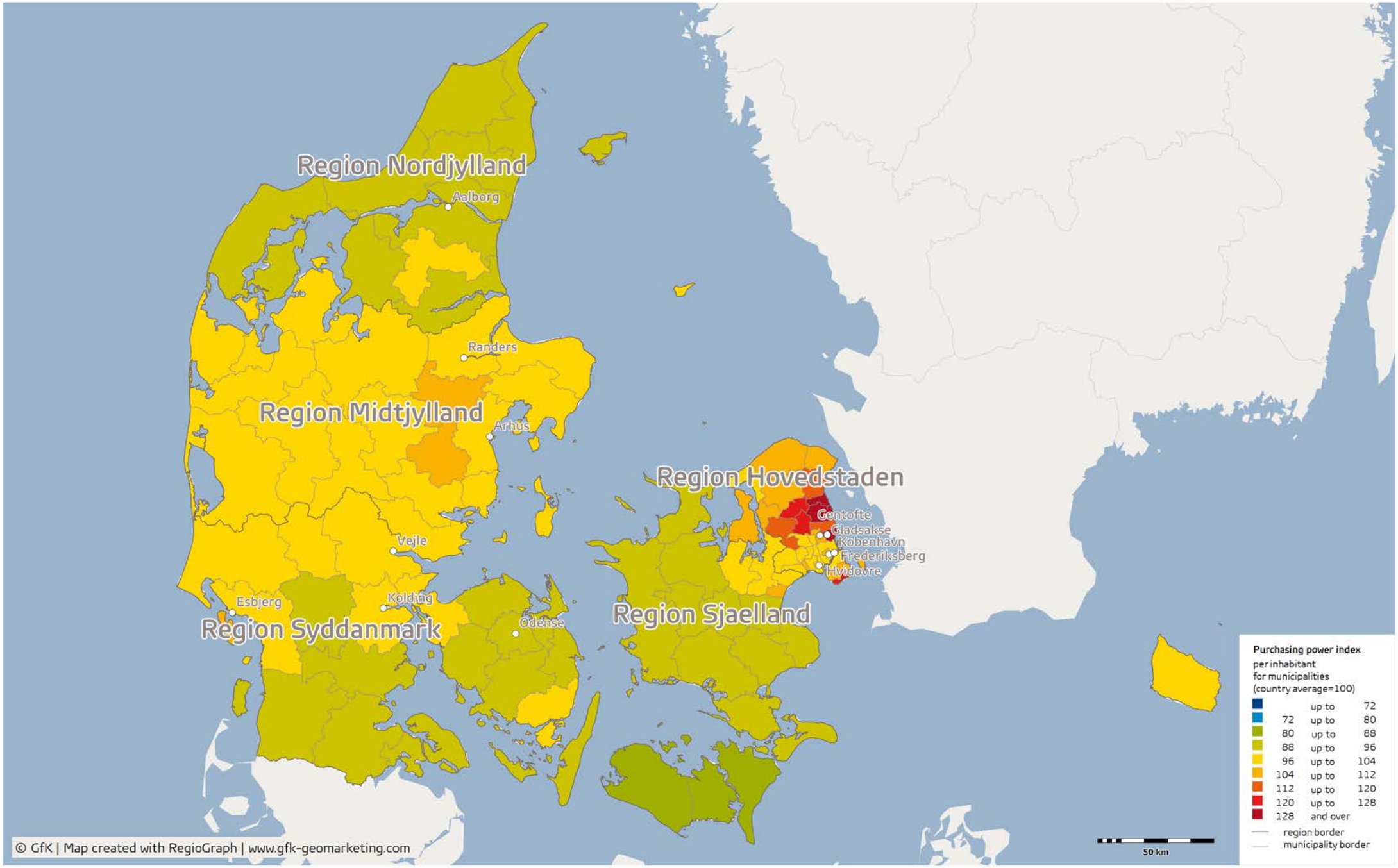
GfK Purchasing Power for clothing Denmark



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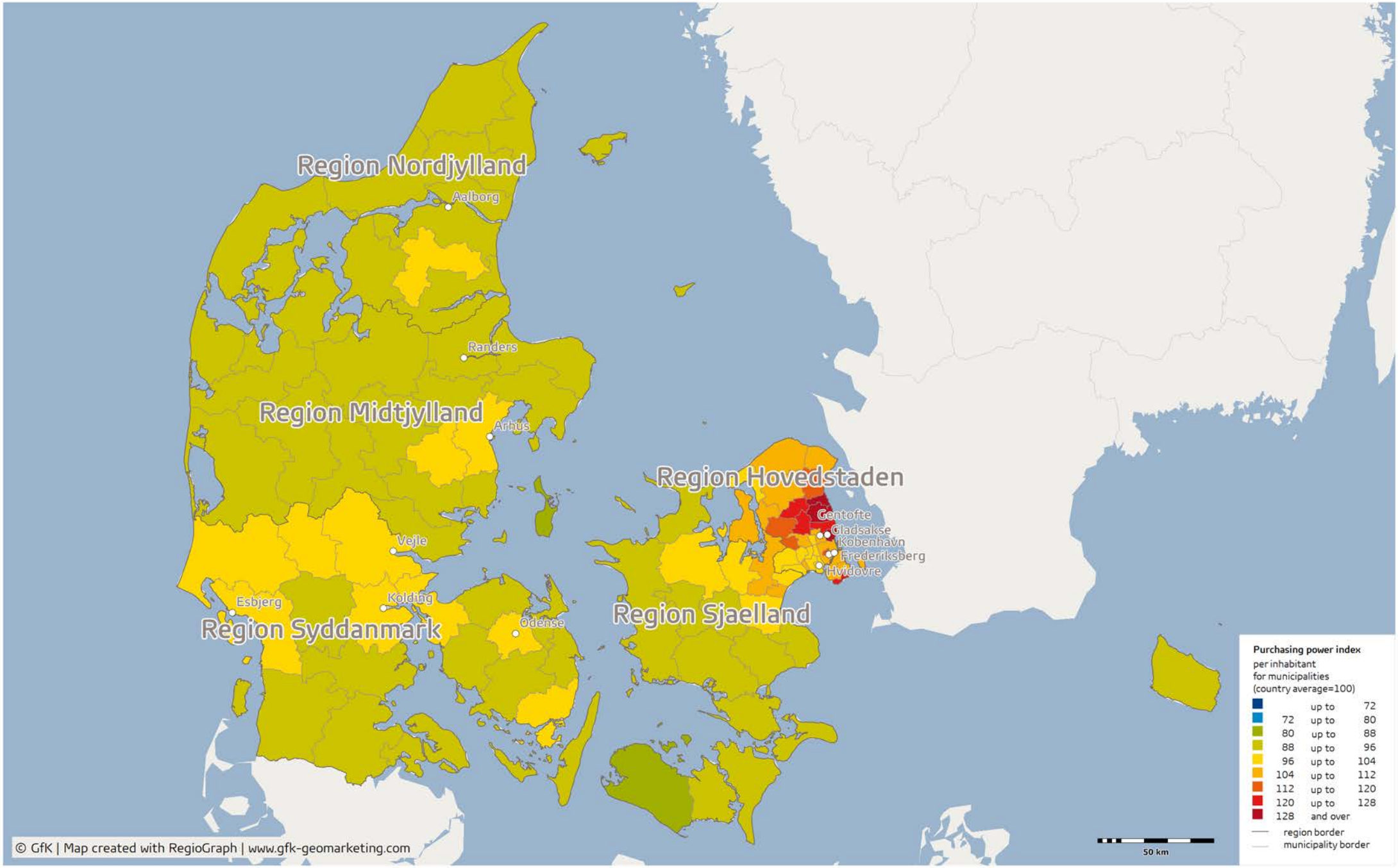
GfK Purchasing Power for shoes, leather goods Denmark



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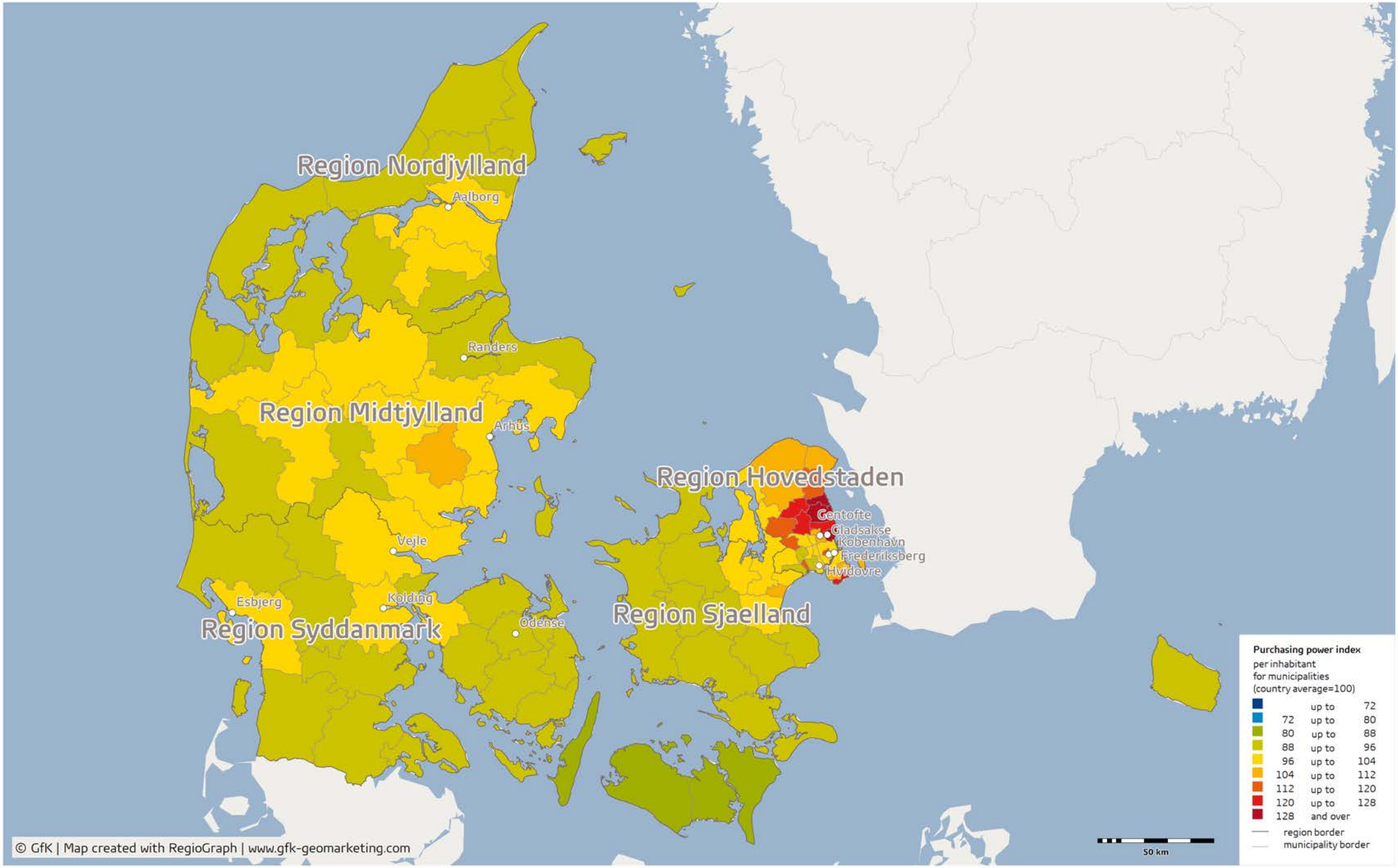
GfK Purchasing Power for furnishings Denmark



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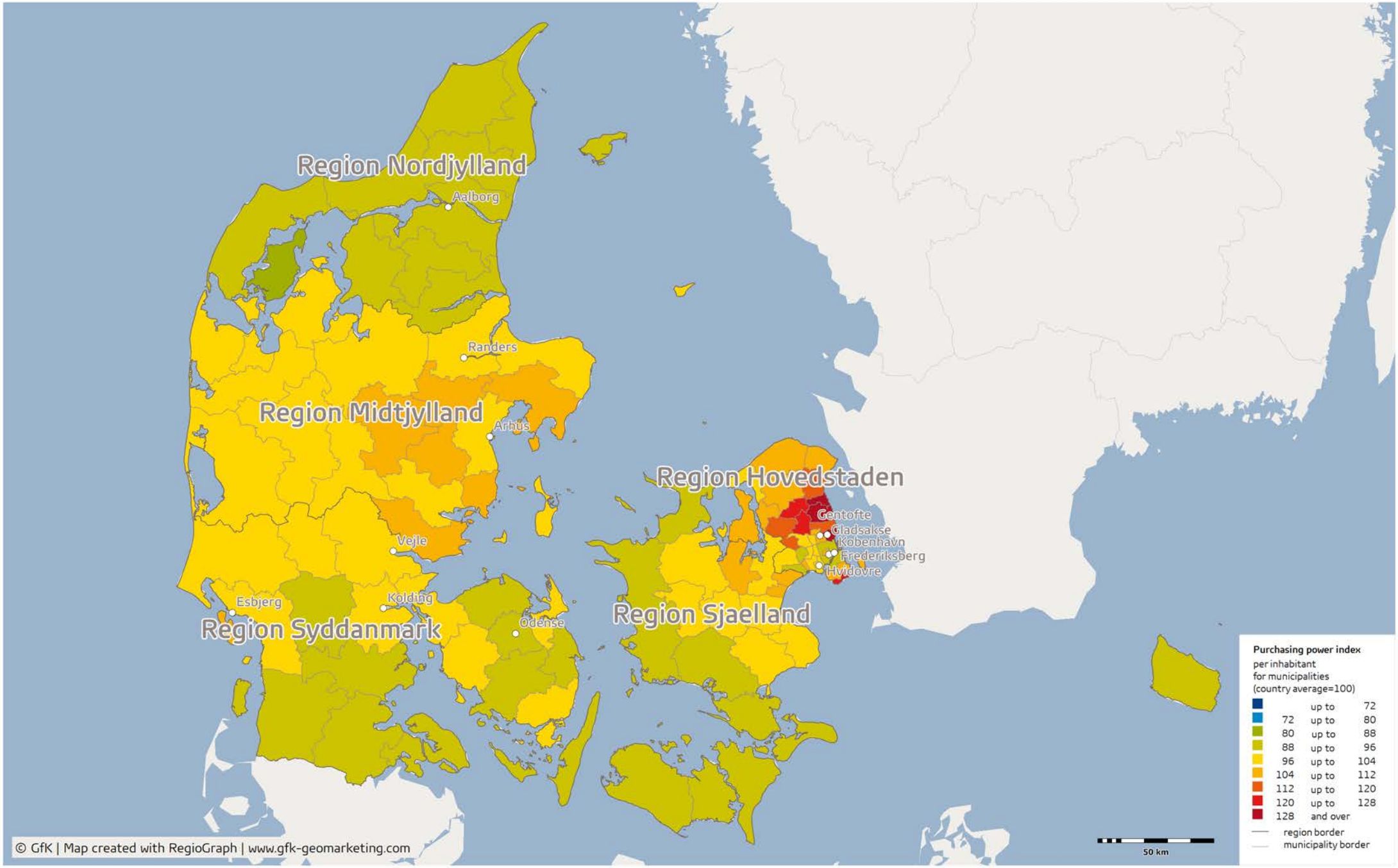
GfK Purchasing Power for household products, glass, porcelain Denmark



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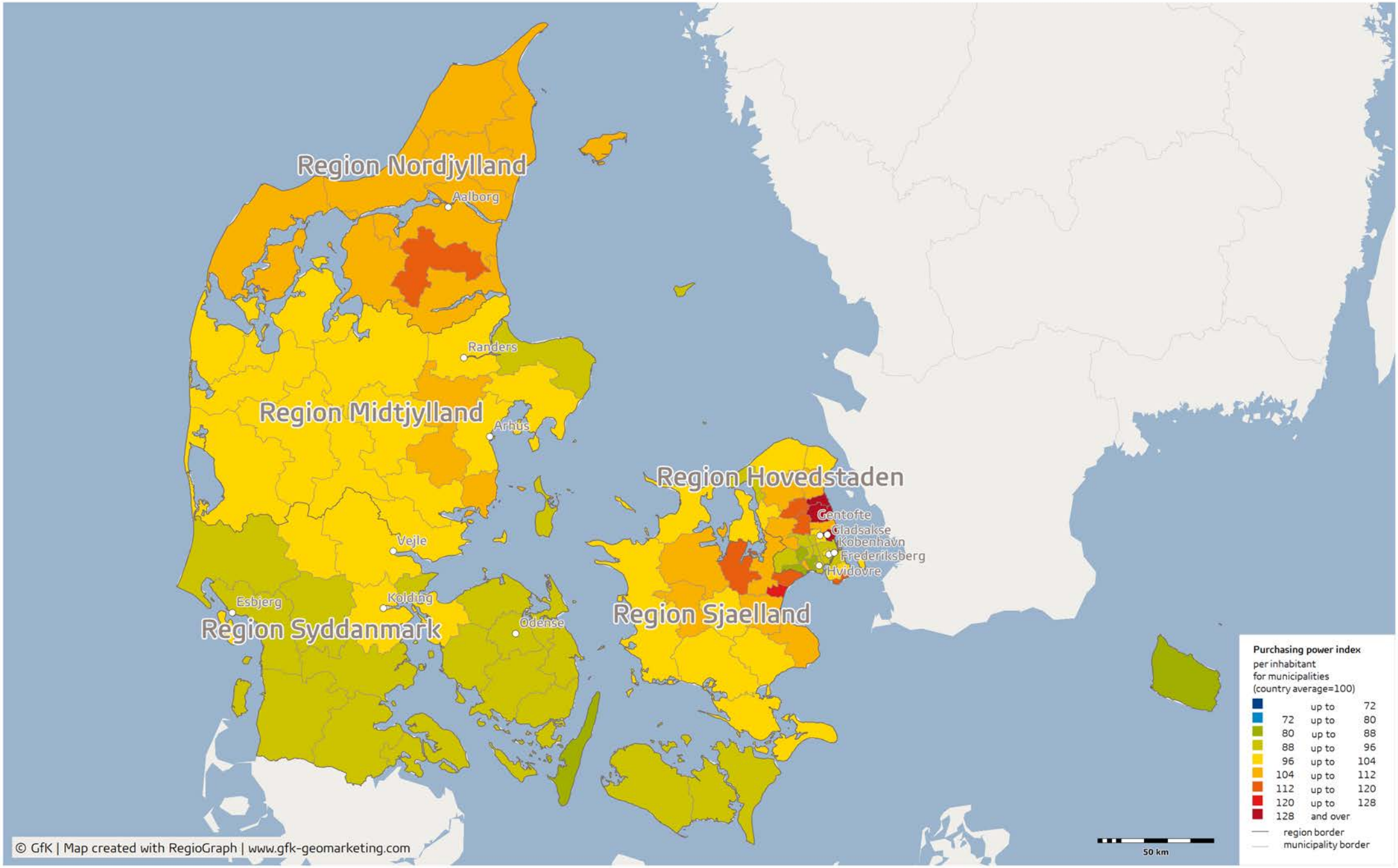
GfK Purchasing Power for electrical household appliances Denmark



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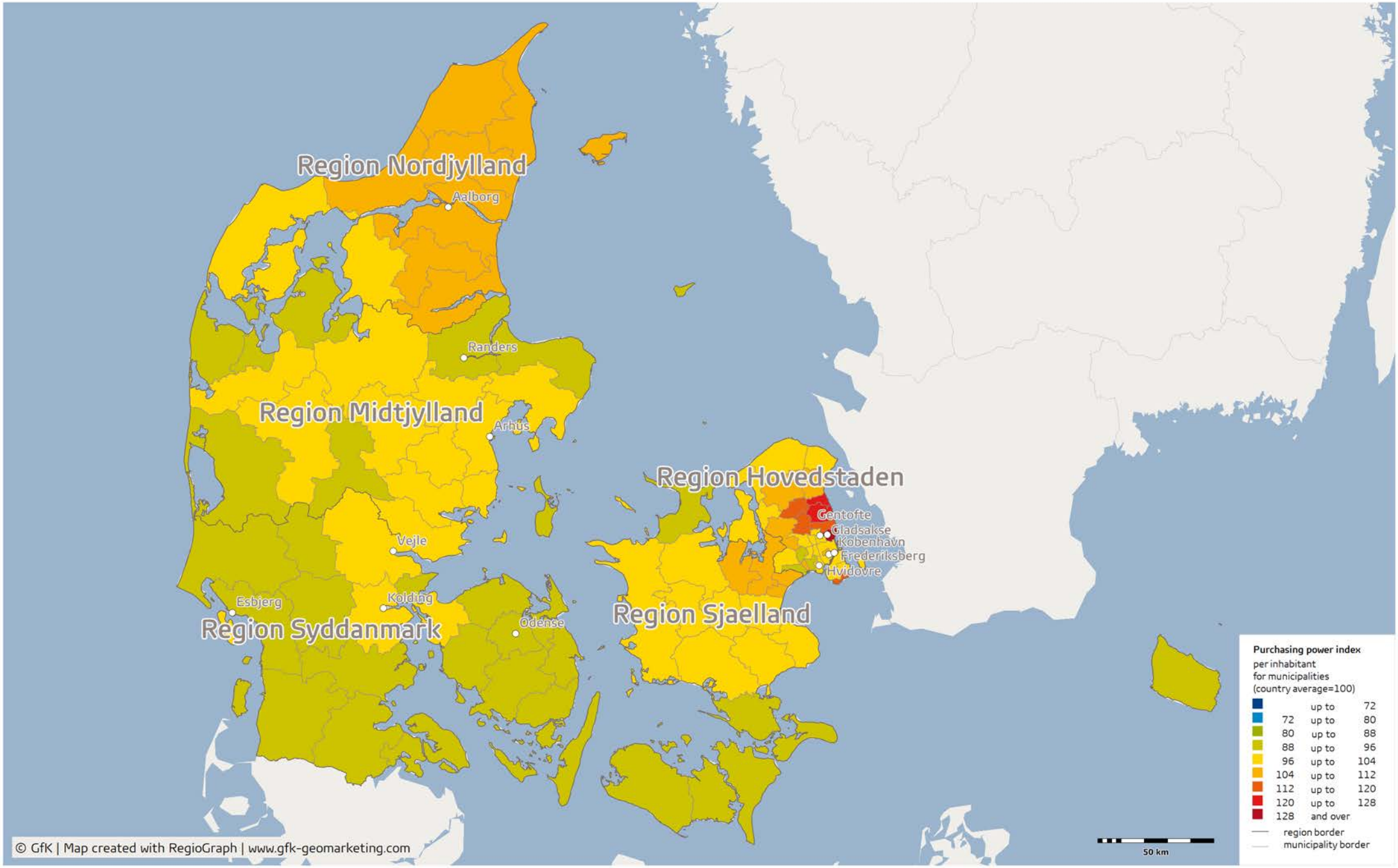
GfK Purchasing Power for consumer electronics, ICT, photography Denmark



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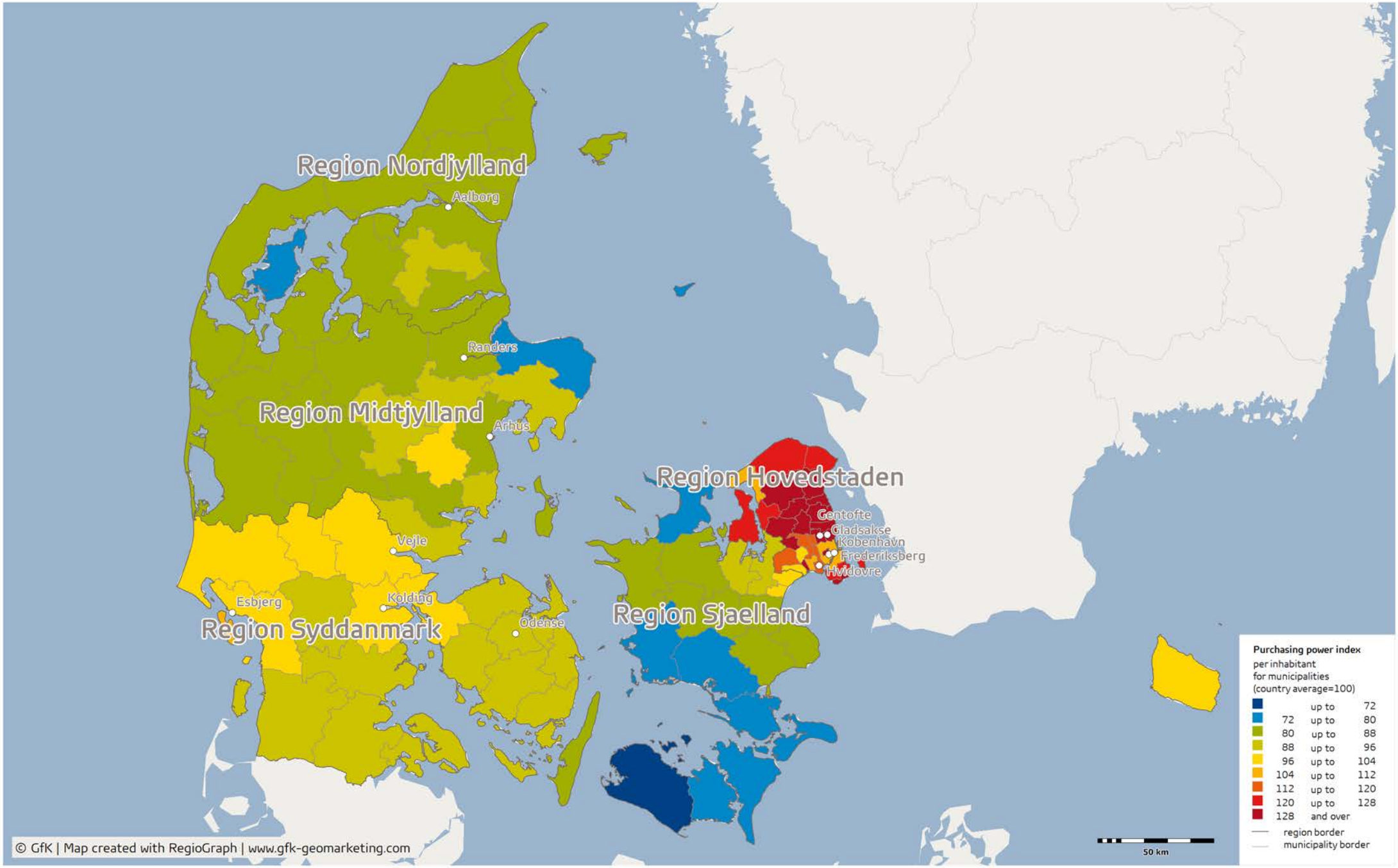
GfK Purchasing Power for watches, jewelry Denmark



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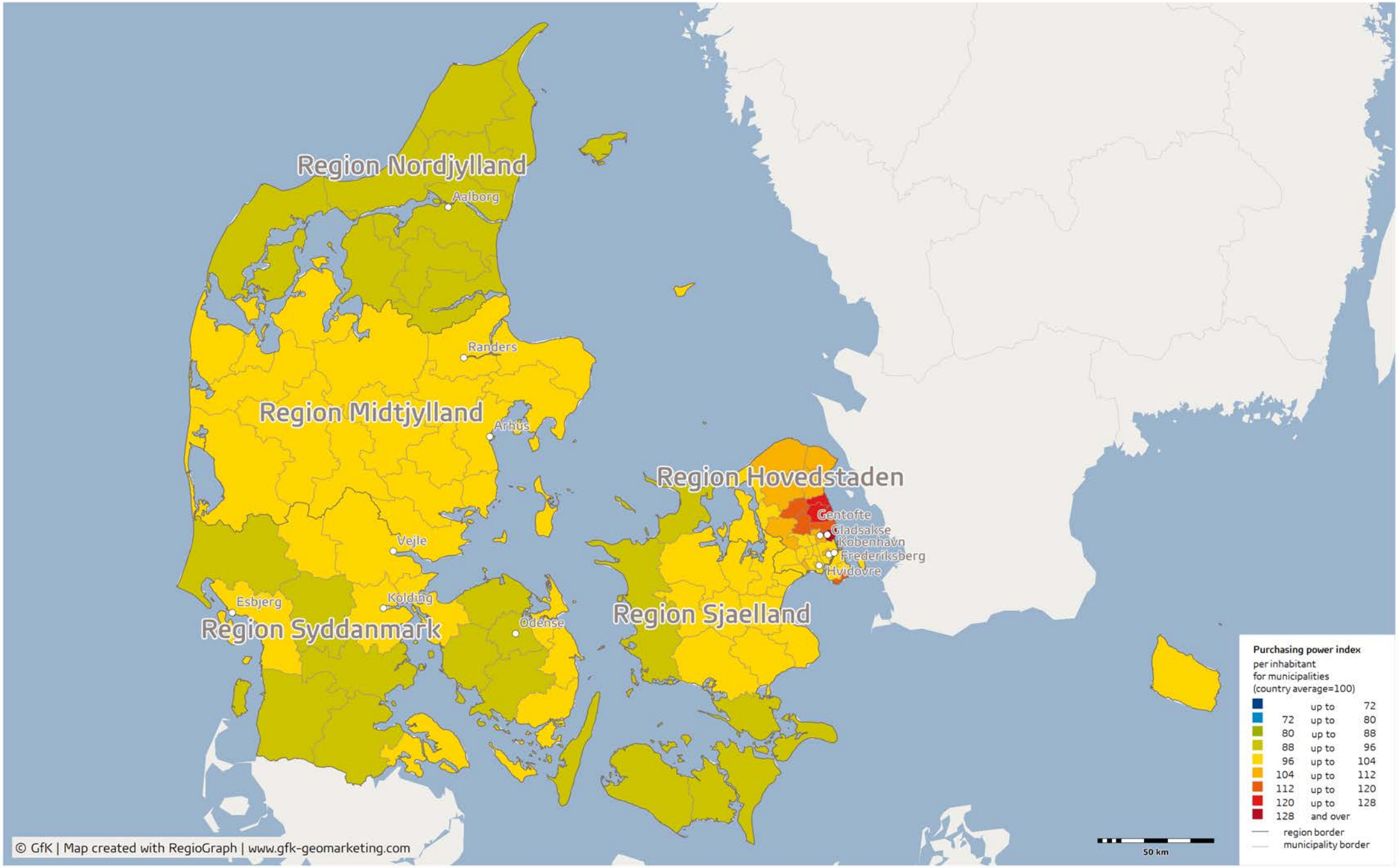
GfK Purchasing Power for books, stationery Denmark



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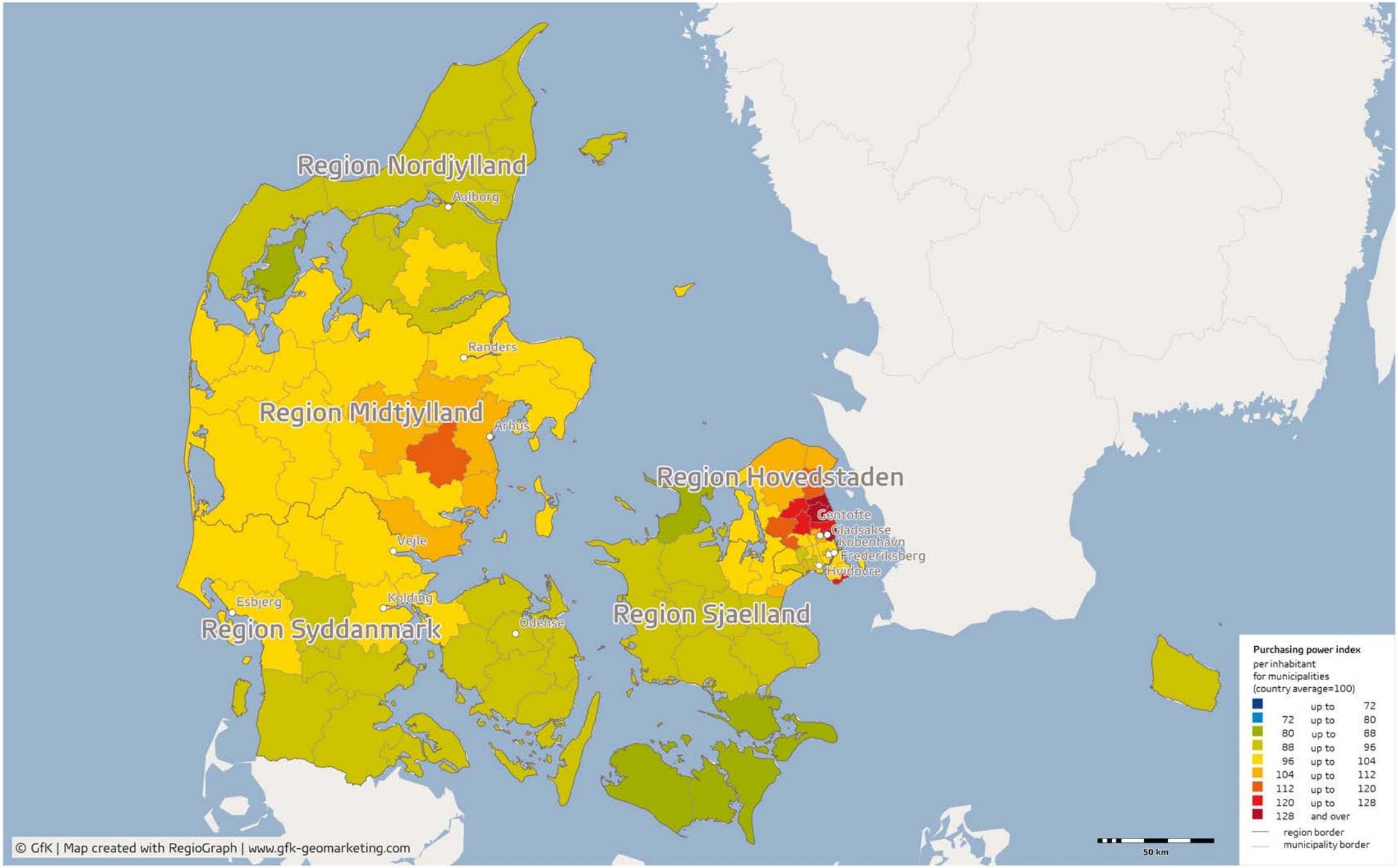
GfK Purchasing Power for sporting goods, hobbies and recreation Denmark



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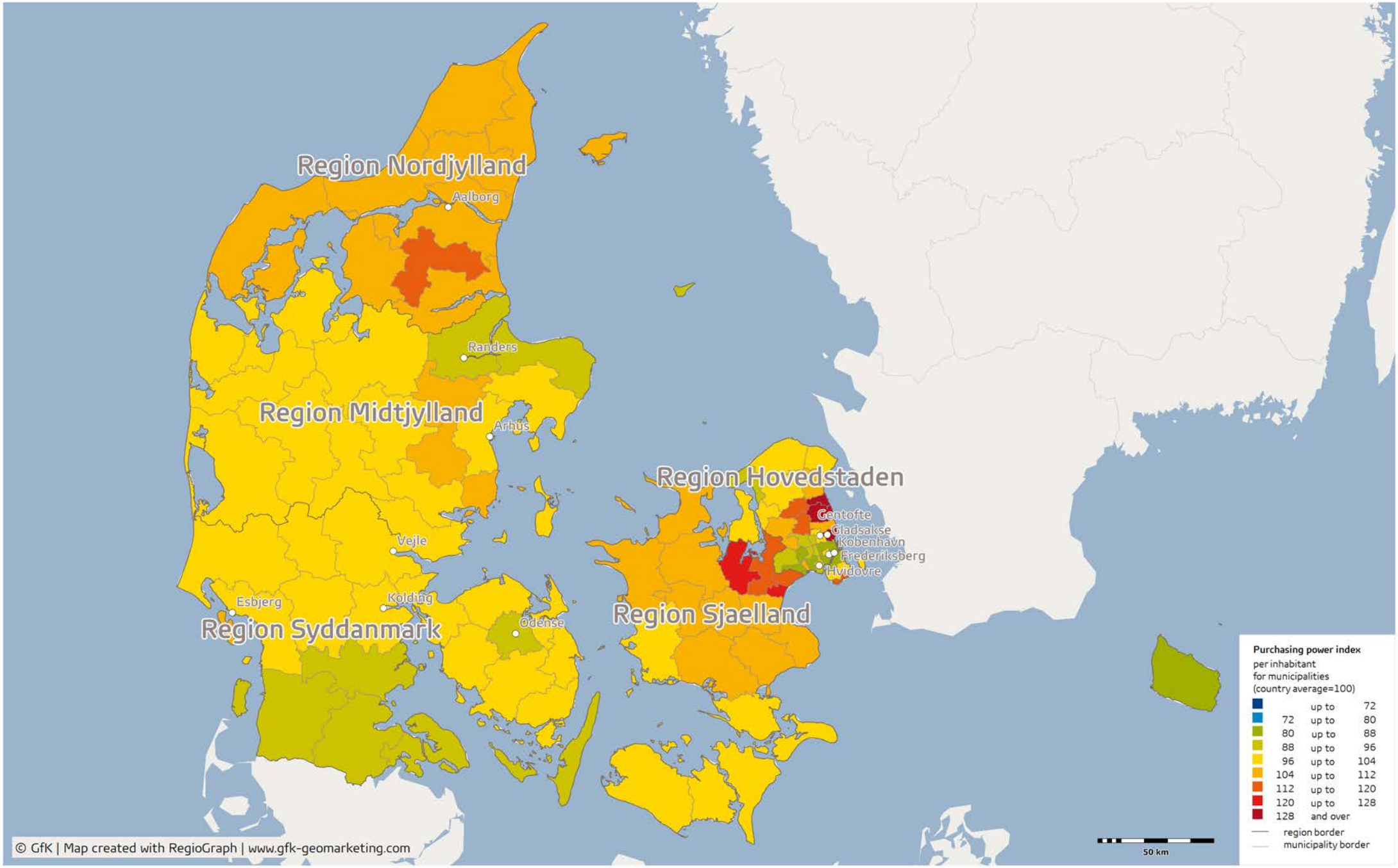
GfK Purchasing Power for home improvement items Denmark 2014



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Questions?

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Want to use the full regionally detailed data set for business analyses?

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