

## Press Release

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# Berlin has the greatest retail purchasing power in Germany among federal state capitals

**GfK GeoMarketing Retail Location Guide for Germany compares German federal state capitals in their function as business locations.**

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The market region of Berlin with 22.8 billion euros in retail sales in 2006 offers by far the greatest retail purchasing power among all state capital cities in Germany. Berlin is followed by Hamburg with 16.9 billion euros and Munich with 15.6 billion euros for their respective market areas. Among the former East German regions, Dresden's market area holds the top position with 4.9 billion euros. These are the results of the new study 'GfK GeoMarketing Retail Location Guide Germany 2007', in which GfK GeoMarketing has analyzed the retail purchasing power for 610 large- and medium-sized German cities and their surrounding market areas, including a ranking of federal state capitals.

The retail purchasing power or disposable income for retail purchases of German consumers totalled 422.2 billion euros in 2006. The greatest purchasing power was found in densely populated market regions: in major cities and their surrounding urban markets. Germany's capital city (also capital of the federal city-state of Berlin) with its 5.2 million inhabitants and a disposable income of 22.8 billion euros is the market with the strongest retail purchasing power in the Federal Republic of Germany.

### Potsdam ranked lowest

The retail market regions surrounding other state capitals such as Wiesbaden and Potsdam are considerably smaller in comparison. According to the GfK GeoMarketing Retail Location Guide, the Hessian capital of Wiesbaden is ranked 14 with purchasing power of 2.4 billion euros. Potsdam has the smallest market potential among state capitals with 1.2 billion euros. This is primarily due to its proximity and competition to Berlin's retail market. In comparison, despite its larger population, Potsdam's retail purchasing power is about the same as Celle in Lower Saxony or Solingen in Northrhine-Westphalia.

**Retail purchasing power (in millions of euros) based on market areas for German federal state capitals**

Rank	Market area of the capital	Retail purchasing power in billions of euros
1	Berlin	22.8
2	Hamburg	16.9
3	Munich	15.6
4	Stuttgart	14.5
5	Düsseldorf	14.1
6	Hanover	8.8
7	Saarbrücken	6.3
8	Bremen	5.5
9	Dresden	4.9
10	Mainz	3.5
11	Erfurt	3.4
12	Magdeburg	3.1
13	Kiel	2.7
14	Wiesbaden	2.4
15	Schwerin	1.3
16	Potsdam	1.2

However, when comparing the purchasing power *per capita* for each federal state, the ranking order is quite different:

**Retail purchasing power per capita (in euros) for the market areas of German federal state capitals**

Rank	Federal state capital and market area	Retail purchasing power per capita and year in euros
1	Munich	5,350
2	Düsseldorf	5,150
3	Wiesbaden	5,100
5	Hanover	5,070
5	Stuttgart	5,060
6	Hamburg	5,050
7	Mainz	4,900
8	Bremen	4,850
9	Kiel	4,830
10	Potsdam	4,450
11	Berlin	4,350
12	Saarbrücken	4,300
13	Dresden	4,020
14	Schwerin	4,000
15	Erfurt	3,990
16	Magdeburg	3,950

Based on this, the inhabitants of Munich and its market area have the highest amount of retail purchasing power per capita, with 5,350 euros available. While most West German capital cities closely trail Munich in their purchasing power per capita, East German capital cities hold lower ranked positions. Even Berlin with 4,350 euros of retail purchasing power per person holds the 11th spot in the ranking of 16, and is barely surpassed by Potsdam, with 4,450 euros.

With 4,450 euros of retail purchasing power per capita, the citizens in Potsdam's market area have the highest amount among capital cities in East German regions.

#### **About the Study**

In their annual "GfK GeoMarketing Retail Location Guide Germany", GfK GeoMarketing and the GfK PRISMA Institute determined the catchment areas for over 600 urban retail locations across Germany and calculated the retail purchasing power for these areas. The study shows the different market potentials for retail trade and investors in market areas of major cities and economic centers across Germany.

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#### **About GfK GeoMarketing**

GfK GeoMarketing is one of the biggest providers of geomarketing services in Europe for customers and users from all branches of trade. The business areas are:

- Consulting
- Market data
- Digital Maps
- RegioGraph and DISTRICT

GfK GeoMarketing was formed in 2006 through the merger of GfK MACON, GfK PRISMA and GfK Regionalforschung and is a part of the international GfK network.

Currently, GfK is represented in 70 countries with over 130 subsidiaries and 7,800 employees. GfK is the world's number 4 market research institute.

#### **About Consulting in Location and Real Estate Research – The GfK PRISMA Institute**

GfK GeoMarketing is active across all branches in Europe and has conducted over 9,500 expert reports, analyses and studies in location research and location consulting.

#### **Further information on Location and Real Estate Research**

is available online at [www.gfk-geomarketing.com](http://www.gfk-geomarketing.com)