

Press release

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GfK GeoMarketing forecasts two-percent increase in Germany's 2011 retail turnover

Germany's mid-sized cities offer particularly attractive conditions for retailers and consumers according to GfK GeoMarketing's 2011 retail turnover prognosis. Many such mid-sized cities serve as retail supply hubs for the surrounding rural areas and consequently attract purchasing power from beyond their borders.

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According to calculations by GfK GeoMarketing, Germany's 2011 stationary retail turnover will rise slightly from the previous year's level to €406 billion. The "GfK Retail Turnover 2011" study forecasts turnover at the point of sale and serves as an important benchmark among retailers for branch network and expansion planning as well as controlling.

"This is a positive sign for the retail sector, which has an opportunity in 2011 to capitalize on Germans' increased purchasing power," says Oliver Giehsel, retail expert at GfK GeoMarketing. "However, one point of uncertainty is the extent to which the price increases in 2011 will dampen Germans' willingness to spend - high inflation would negatively affect retail turnover levels."

GfK GeoMarketing's study calculates regional retail turnover levels for all of Germany's municipalities, cities and regional levels with more than 10,000 inhabitants. In terms of absolute values, large cities generate - as would be expected - large turnover volumes.

However, some urban districts have significantly above-average retail turnover levels when the figures are adjusted according to the size of the population: In terms of turnover per inhabitant, Munich is the clear front-runner among Germany's large cities (turnover index of 151.1; 100 = national average), followed by Düsseldorf (index: 144.6), Nuremberg (index: 139.7), Stuttgart (index: 137.6) and Cologne (index: 135.9).

Turnover of the most populous urban districts

district	inhabitants	GfK Retail Turnover in mil. €	retail turnover index per inhabitant
Berlin	3,442,675	17,463.8	102.2
Hamburg	1,774,224	10,728.7	121.8
Munich	1,330,440	9,980.4	151.1
Cologne	998,105	6,734.6	135.9
Frankfurt am Main	671,927	4,157.7	124.7
Stuttgart	601,646	4,110.3	137.6
Düsseldorf	586,217	4,205.9	144.6
Dortmund	581,308	3,179.9	110.2
Bremen	547,685	3,276.9	120.6
Leipzig	518,862	2,451.0	95.2
Dresden	517,052	2,666.3	103.9
Nuremberg	503,673	3,492.6	139.7
Duisburg	491,931	2,276.0	93.2
Bochum	376,319	2,151.0	115.2

source: © GfK GeoMarketing, GfK Retail Turnover 2011

*(country average = 100)

However, mid-sized cities emerge as the clear winners when per capita turnover levels are compared: These locations draw proportionally even more purchasing power than Germany's metropolises. The top 5 mid-sized cities of Straubing, Weiden, Passau, Schweinfurt and Rosenheim – all located in the federal state of Bavaria – generate per-capita turnover levels twice that of the national average. This means that these cities draw purchasing power from well beyond their boundaries, leading to turnover levels significantly higher than the retail purchasing power of the cities' inhabitants alone.

Top 10 urban districts according to per-capita retail turnover

rank	district	inhabitants	retail turnover in € per inhabitant	retail turnover index per inhabitant
1	Straubing	44,493	11,561	232.9
2	Weiden i.d.OPf.	42,058	11,061	222.9
3	Passau	50,627	11,041	222.5
4	Schweinfurt	53,533	10,565	212.9
5	Rosenheim	60,877	9,879	199.0
6	Kempten (Allgäu)	62,007	9,643	194.3
7	Landshut	62,735	9,299	187.4
8	Trier	104,587	9,275	186.9
9	Würzburg	133,195	9,264	186.7
10	Memmingen	41,085	9,197	185.3

source: © GfK GeoMarketing, GfK Retail Turnover 2011

*(country average = 100)

Important note: *These figures are purely mathematical benchmarks. Retail trade at any given location is not generated by the local inhabitants alone. Nonetheless, the figures do provide an indication of the retail drawing power of individual areas.*

"Mid-sized cities owe their particularly high drawing power to their status as key shopping venues for the surrounding, often rural areas," explains Giehse. "Successful

city development schemes have also helped foster an attractive retail landscape that is stopping the outflow of purchasing power to the larger cities. Simultaneously, there is huge demand by retailers, who see opportunities for growth in these mid-sized locations, while the retail scene in many large cities has often already reached saturation."

About the study

GfK Retail Turnover reveals the regional distribution of retail-related turnover. In contrast to GfK Retail Purchasing Power, which is calculated at consumers' places of residence, GfK Retail Turnover is calculated at the locations at which sales are made. GfK Retail Turnover is defined as the turnover of the retail trade, excluding motor vehicle and fuel sales as well as mail-order retail, but including retail-related turnover from bakeries, confectioneries and butchers.

GfK GeoMarketing annually calculates GfK Retail Turnover for all of Germany's regional levels as a total sum, per inhabitant in euros and as an index (German average = 100). The calculated figures cover all of Germany's urban and rural districts, municipalities and postcodes areas with more than 10,000 inhabitants.

The study GfK Retail Turnover is also conducted for many other European countries on an annual basis.

Additional information

on the GfK Retail Turnover study can be found at

www.gfk-geomarketing.com/pos_turnover.





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Print-quality illustrations

can be found at www.gfk-geomarketing.com/turnover2011.

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 a subsidiary of the globally active GfK Group. Ranked fourth among the world's market research institutes, the GfK is represented by approximately 10,000 employees belonging to more than 115 subsidiaries located in 100 countries.