

Consumer Spending



Quantifies the expenditures of consumers on certain groups of goods or services



Data - Globally consistent and comparable

Consumer Spending

MBI Consumer Spending by product groups quantifies the expenditures of European consumers on certain groups of products.

The general Purchasing Power describes the disposable income of households and is the most commonly used indicator for a region's potential. The Purchasing Power however is not necessarily the most appropriate planning indicator for all providers of goods and services, as for a lot of products the consumers' spending behaviour does not exclusively relate to the disposable income. In order that you can improve your ability to respond to the specifics of your market, we enhanced our general Purchasing Power and calculated Consumer Spending for 20 product groups.

Advantages of the MB-International Consumer Spending

- **Globally consistent and comparable**
- Our data is subjected to a strict quality control and constantly updated by means of comprehensive research by our in-house statistical & geographical department
- The Consumer Spending allows companies to zero in on their regional markets with increased precision on individual product groups
- Using our postcode or administrative boundary maps for the geographic visualization of the Consumer Spending allows for an even more effective and efficient decision-making.

Contact us for more information on our worldwide comparable geodata offering!



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Consumer Spending by Product groups

The Consumer Spending figures are shown in million Euro, in Euro per capita, in per mill of country and as per capita index (country=100).

Consumer Spending data are available for the following product groups:

Food and non-alcoholic beverages	Routine household maintenance
Alcoholic beverages	Medical products, appliances and equipment
Tobacco	Consumer electronics, photographic and IT equipment
Clothing	Durables for recreation and culture
Footwear	Toys and games, hobby, sport, garden, pets
Furniture and furnishings, carpets and other floor coverings	Recreational and cultural services
Household textiles	Newspapers, books and stationery
Household appliances	Catering services
Glassware, tableware and household utensils	Personal care
Tools and equipment for house and garden	Jewellery, clocks, watches and other personal effects

By using MBI Consumer Spending Data you are able to:

- Quantify regional sales opportunities / market potentials
- Evaluate areas for strengths and weaknesses
- Identify unused market potential
- Set realistic local economic forecasts
- Focus locally on marketing activities
- Formulate quantified and realistic objectives
- Restructure and optimize market and sales areas

Global Data Levels

Postcode (zip) Level

Worldwide postal areas are geographic boundaries that define the geographic area for each postcode

Administrative Area Level

Municipality boundaries plus the higher levels like provinces and state boundaries

Small Area Levels

Could be subdivisions of the postcode or administrative boundaries like census areas

Standard Formats

Standard data formats

- Tab delimited file (TXT)
- KML
- Access database (MDB)
- Excel (xls)

Standard GIS formats for our vector boundaries

- Esri Shape file (.shp)
- Esri Geodatabase (.gdb)
- MapInfo (.tab)
- MapInfo MIF/MID

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Structure of layer attributes

Attributes of the layers have the following design layout:

Consumer Spending comprises:	
CTRYCODE	Two digit country code by ISO 3166
ADMINCODE / POST-CODE / MICROCODE	Administrative code / Postal code / Micro-code
NAME	Name of administrative area / Name of the most populous administrative area / Name of the respective micro-area or the next higher level
P_T	Population year average: total number
P_PRM	Population year average: per mill of country
CSP01_MIO	Consumer Spending - Food and non-alcoholic beverages: million Euro
CSP01_PRM	Consumer Spending - Food and non-alcoholic beverages: per mill of country
CSP01_EURO	Consumer Spending - Food and non-alcoholic beverages: Euro per capita
CSP01_CI	Consumer Spending - Food and non-alcoholic beverages: index (country eq. 100)
CSP02_MIO	Consumer Spending - Alcoholic beverages: million Euro
CSP02_PRM	Consumer Spending - Alcoholic beverages: per mill of country
CSP02_EURO	Consumer Spending - Alcoholic beverages: Euro per capita
CSP02_CI	Consumer Spending - Alcoholic beverages: index (country eq. 100)
CSP03_MIO	Consumer Spending - Tobacco: million Euro
CSP03_PRM	Consumer Spending - Tobacco: per mill of country
CSP03_EURO	Consumer Spending - Tobacco: Euro per capita
CSP03_CI	Consumer Spending - Tobacco: index (country eq. 100)
CSP04_MIO	Consumer Spending - Clothing: million Euro
CSP04_PRM	Consumer Spending - Clothing: per mill of country
CSP04_EURO	Consumer Spending - Clothing: Euro per capita
CSP04_CI	Consumer Spending - Clothing: index (country eq. 100)
CSP05_MIO	Consumer Spending - Footwear: million Euro
CSP05_PRM	Consumer Spending - Footwear: per mill of country
CSP05_EURO	Consumer Spending - Footwear: Euro per capita
CSP05_CI	Consumer Spending - Footwear: index (country eq. 100)
CSP06_MIO	Consumer Spending - Furniture and furnishings, carpets and other floor coverings : million Euro
CSP06_PRM	Consumer Spending - Furniture and furnishings, carpets and other floor coverings : per mill of country
CSP06_EURO	Consumer Spending - Furniture and furnishings, carpets and other floor coverings : Euro per capita
CSP06_CI	Consumer Spending - Furniture and furnishings, carpets and other floor coverings : index (country eq. 100)
CSP07_MIO	Consumer Spending - Household textiles: million Euro
CSP07_PRM	Consumer Spending - Household textiles: per mill of country
CSP07_EURO	Consumer Spending - Household textiles: Euro per capita

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CSP07_CI	Consumer Spending - Household textiles: index (country eq. 100)
CSP08_MIO	Consumer Spending - Household appliances: million Euro
CSP08_PRM	Consumer Spending - Household appliances: per mill of country
CSP08_EURO	Consumer Spending - Household appliances: Euro per capita
CSP08_CI	Consumer Spending - Household appliances: index (country eq. 100)
CSP09_MIO	Consumer Spending - Glassware, tableware and household utensils: million Euro
CSP09_PRM	Consumer Spending - Glassware, tableware and household utensils: per mill of country
CSP09_EURO	Consumer Spending - Glassware, tableware and household utensils: Euro per capita
CSP09_CI	Consumer Spending - Glassware, tableware and household utensils: index (country eq. 100)
CSP10_MIO	Consumer Spending - Tools and equipment for house and garden: million Euro
CSP10_PRM	Consumer Spending - Tools and equipment for house and garden: per mill of country
CSP10_EURO	Consumer Spending - Tools and equipment for house and garden: Euro per capita
CSP10_CI	Consumer Spending - Tools and equipment for house and garden: index (country eq. 100)
CSP11_MIO	Consumer Spending - Routine household maintenance: million Euro
CSP11_PRM	Consumer Spending - Routine household maintenance: per mill of country
CSP11_EURO	Consumer Spending - Routine household maintenance: Euro per capita
CSP11_CI	Consumer Spending - Routine household maintenance: index (country eq. 100)
CSP12_MIO	Consumer Spending - Medical products, appliances and equipment: million Euro
CSP12_PRM	Consumer Spending - Medical products, appliances and equipment: per mill of country
CSP12_EURO	Consumer Spending - Medical products, appliances and equipment: Euro per capita
CSP12_CI	Consumer Spending - Medical products, appliances and equipment: index (country eq. 100)
CSP13_MIO	Consumer Spending - Consumer electronics, photographic and IT equipment: million Euro
CSP13_PRM	Consumer Spending - Consumer electronics, photographic and IT equipment: per mill of country
CSP13_EURO	Consumer Spending - Consumer electronics, photographic and IT equipment: Euro per capita
CSP13_CI	Consumer Spending - Consumer electronics, photographic and IT equipment: index (country eq. 100)
CSP14_MIO	Consumer Spending - Durables for recreation and culture: million Euro
CSP14_PRM	Consumer Spending - Durables for recreation and culture: per mill of country
CSP14_EURO	Consumer Spending - Durables for recreation and culture: Euro per capita
CSP14_CI	Consumer Spending - Durables for recreation and culture: index (country eq. 100)
CSP15_MIO	Consumer Spending - Toys and games, hobby, sport, garden, pets: million Euro
CSP15_PRM	Consumer Spending - Toys and games, hobby, sport, garden, pets: per mill of country
CSP15_EURO	Consumer Spending - Toys and games, hobby, sport, garden, pets: Euro per capita
CSP15_CI	Consumer Spending - Toys and games, hobby, sport, garden, pets: index (country eq. 100)
CSP16_MIO	Consumer Spending - Recreational and cultural services: million Euro
CSP16_PRM	Consumer Spending - Recreational and cultural services: per mill of country
CSP16_EURO	Consumer Spending - Recreational and cultural services: Euro per capita
CSP16_CI	Consumer Spending - Recreational and cultural services: index (country eq. 100)

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CSP17_MIO	Consumer Spending - Newspapers, books and stationery: million Euro
CSP17_PRM	Consumer Spending - Newspapers, books and stationery: per mill of country
CSP17_EURO	Consumer Spending - Newspapers, books and stationery: Euro per capita
CSP17_CI	Consumer Spending - Newspapers, books and stationery: index (country eq. 100)
CSP18_MIO	Consumer Spending - Catering services: million Euro
CSP18_PRM	Consumer Spending - Catering services: per mill of country
CSP18_EURO	Consumer Spending - Catering services: Euro per capita
CSP18_CI	Consumer Spending - Catering services: index (country eq. 100)
CSP19_MIO	Consumer Spending - Personal care: million Euro
CSP19_PRM	Consumer Spending - Personal care: per mill of country
CSP19_EURO	Consumer Spending - Personal care: Euro per capita
CSP19_CI	Consumer Spending - Personal care: index (country eq. 100)
CSP20_MIO	Consumer Spending - Jewellery, clocks, watches and other personal effects: million Euro
CSP20_PRM	Consumer Spending - Jewellery, clocks, watches and other personal effects: per mill of country
CSP20_EURO	Consumer Spending - Jewellery, clocks, watches and other personal effects: Euro per capita
CSP20_CI	Consumer Spending - Jewellery, clocks, watches and other personal effects: index (country eq. 100)

Methodological Notes

To safeguard users from methodological challenges by typical work with regional data from different sources, the regional raw data (on bases of research at the national statistical offices, in some countries also regional statistical offices) were adjusted to national figures from internationally comparable data sources (UN, ILO, EUROSTAT and other international organisations).

Accessible by API

DATALINK Rest APIs & Platform Extensions Formats: Use simple HTTP GET methods providing maps, sociodemographics and socio-economic data, routing, geocoding, places, positioning, traffic, transit and weather information. Platform Extensions add capabilities to the service results received from our REST APIs.



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