



GfK America Edition 2021/2022

**Updated digital maps for
54 American countries**

November 2021



New additions

The 2021/2022 edition reflects the thousands of changes to postcode and administrative levels that occurred since the last edition. The following section shows a country-by-country description of some of the more comprehensive changes.

Digital maps America 2021/2022



New additions per country

Argentina



Whole country re-created based on more granular base data.

Two new administrative layers available:

- **census divisions** (5,431 features)
- **census districts** (52,391 features)

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Brazil



Whole country re-created based on more granular base data.

Two new administrative layers available:

- **districts** (10,630 features)
- **census sectors** (494,798 features)

Postal:

- **6-4-digit postcode** layer has been extended to cover the state of São Paulo adding ~1850 new features

Chile



Whole country re-created based on more granular base data.

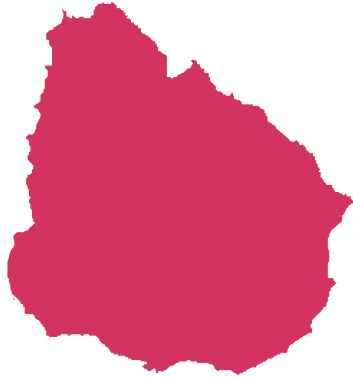
One new administrative layer available:

- **census districts** (2,762 features)

Digital maps America 2021/2022



New additions per country



Uruguay

Whole country re-created based on more granular base data.

Two new administrative layers available:

- **census sections** (4,302 features)
- **census zones** (69,729 features)



Mexico

- **5-digit postcodes** further extended (more than 6,000 new features)



Paraguay

Whole country re-created based on more granular base data.

One new administrative layer available:

- **localities** (8,274 features)

One new postcode layer available:

- **6-digit postcodes** (2,887 features)
→ 2-4-digit postcodes discontinued

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New additions per country



Ecuador

Whole country re-created based on more granular base data.

One new administrative layer available:

- **parishes** (1,040 features)

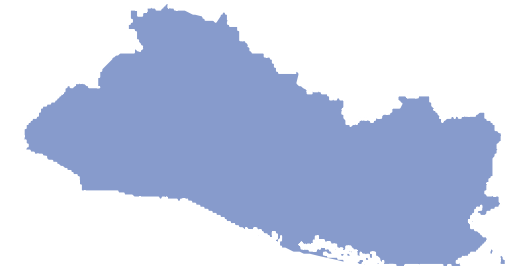


Venezuela

Whole country re-created based on more granular base data.

One new administrative layer available:

- **parishes** (1,137 features)



El Salvador

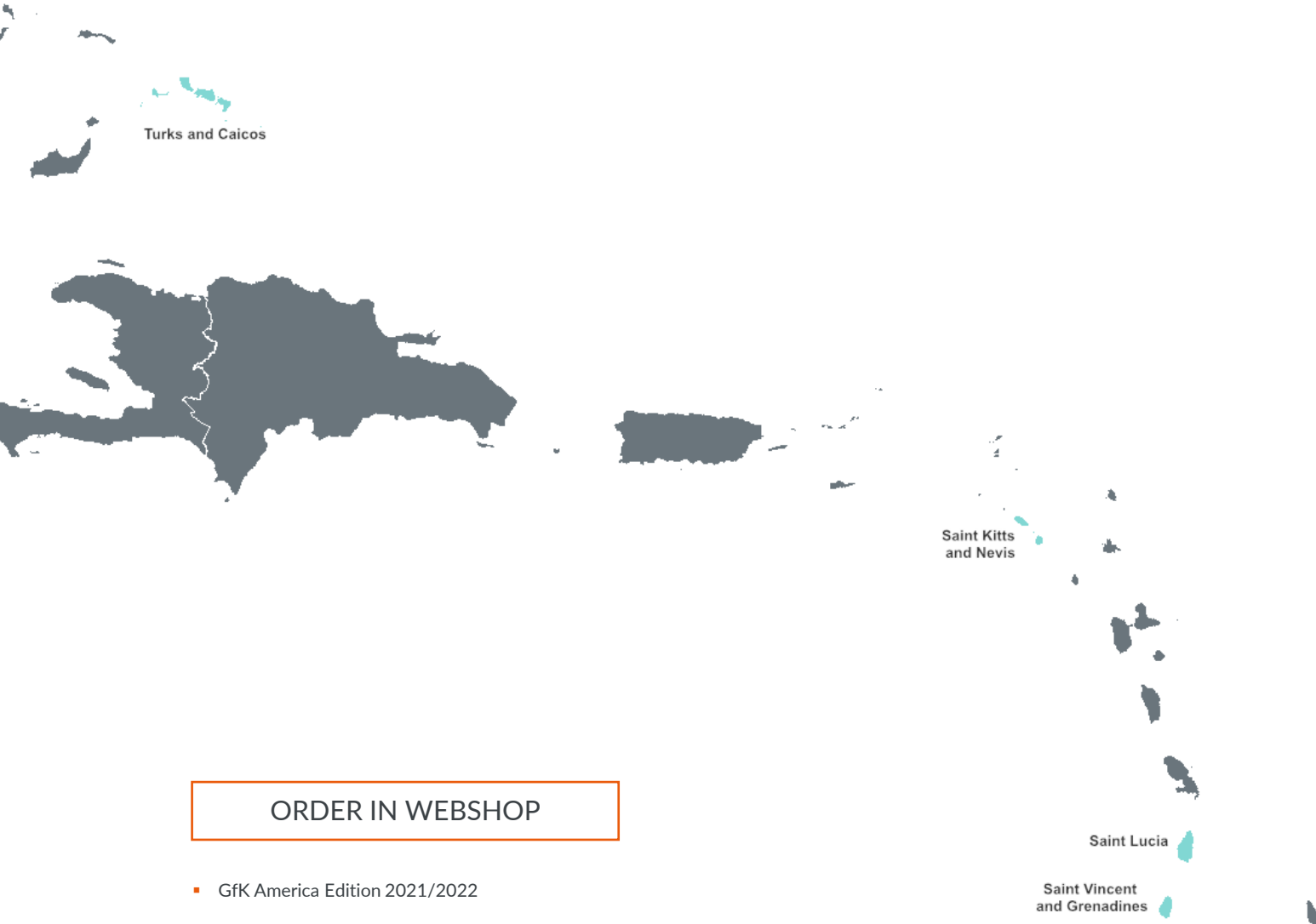
One new postcode layer available:

- **5-digit postcodes** (262 features)

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New additions per country



Caribbean Countries

Turks and Caicos

- Localities (45 features)

St Kitts and Nevis

- 2-digit postcodes (12 features)
- 4-digit postcodes (32 features)

St Lucia

- 2-digit postcodes (18 features)

St Vincent and Grenadines

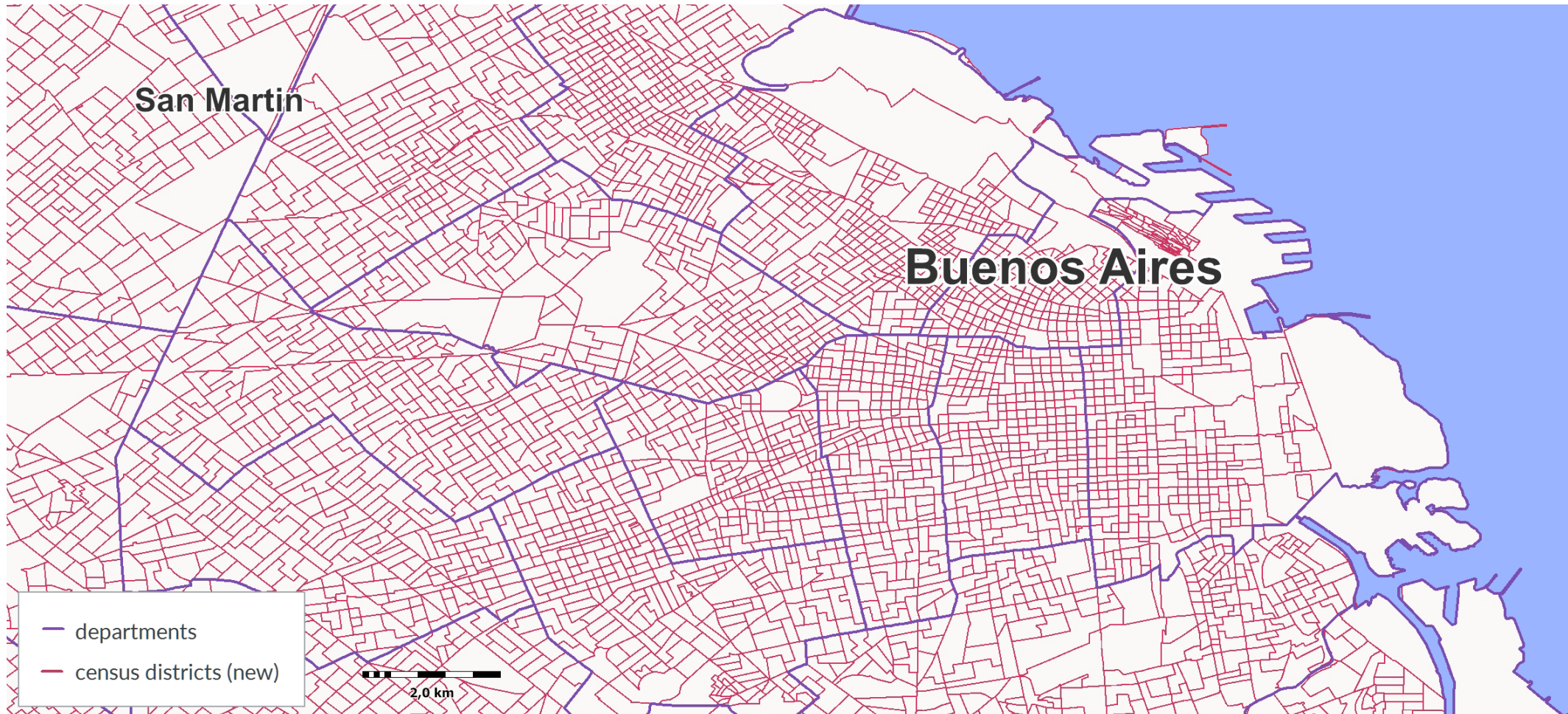
- 2-digit postcodes (4 features)

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Examples for new layers

Argentina census districts 2021

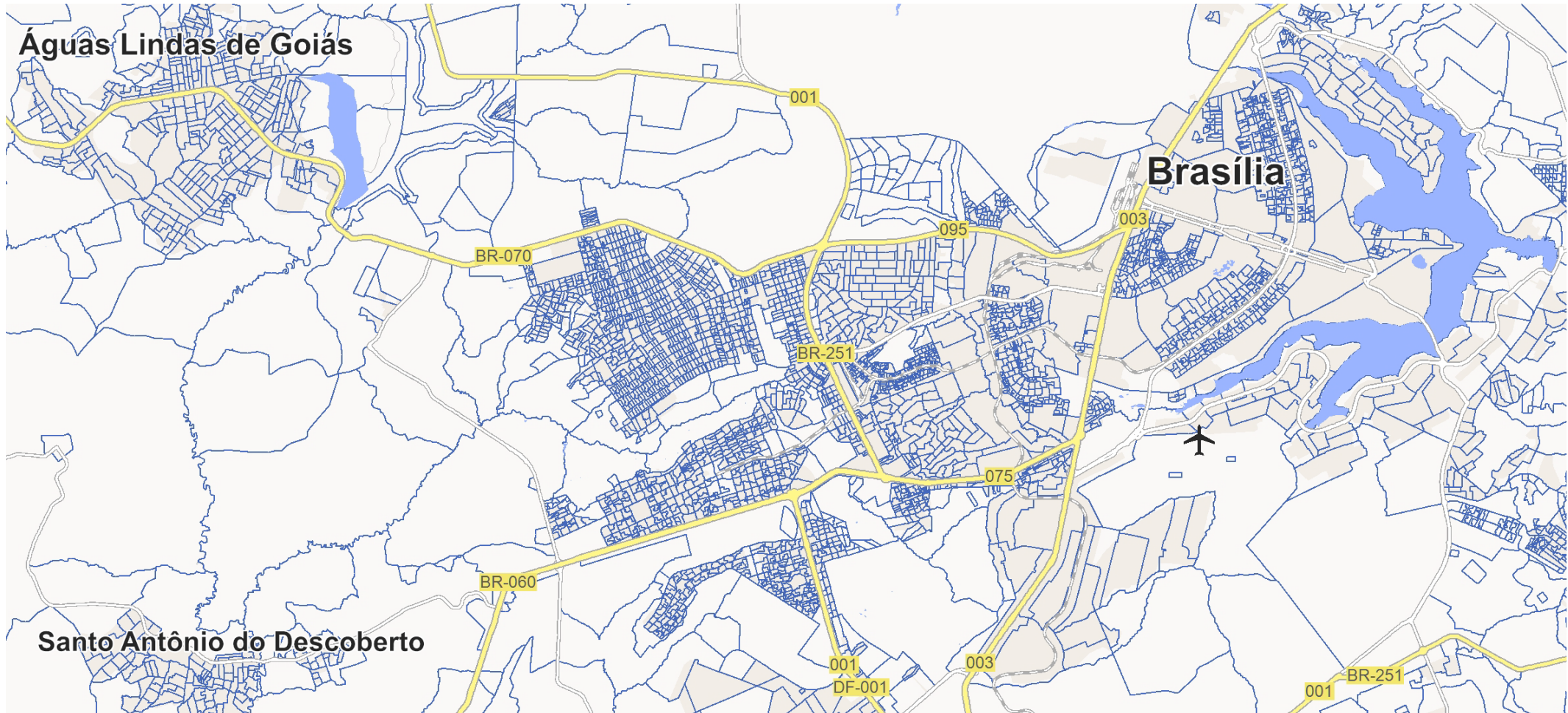
GO TO MAP SAMPLES



Brazil census sections 2021



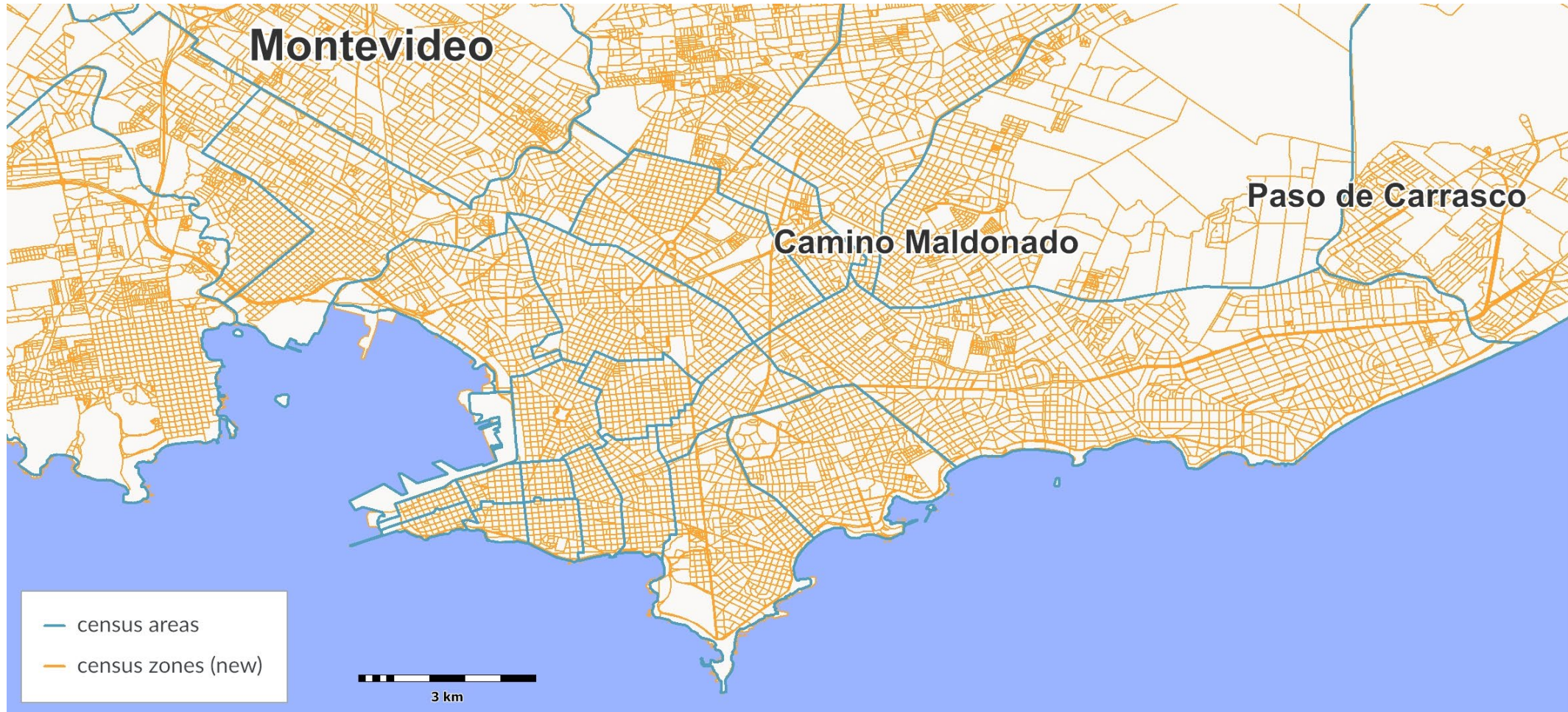
GO TO MAP SAMPLES



Uruguay census zones 2021



GO TO MAP SAMPLES





Why GfK?

What makes GfK Maps special?



Global coverage

World's largest collection of digital postal and administrative maps



Highly detailed and precise

Seamless rendering of boundaries and coastlines



Infinitely zoomable

Vector-based for infinite zoom capability



Up to date

Regularly updated to ensure the high accuracy and completeness of our maps

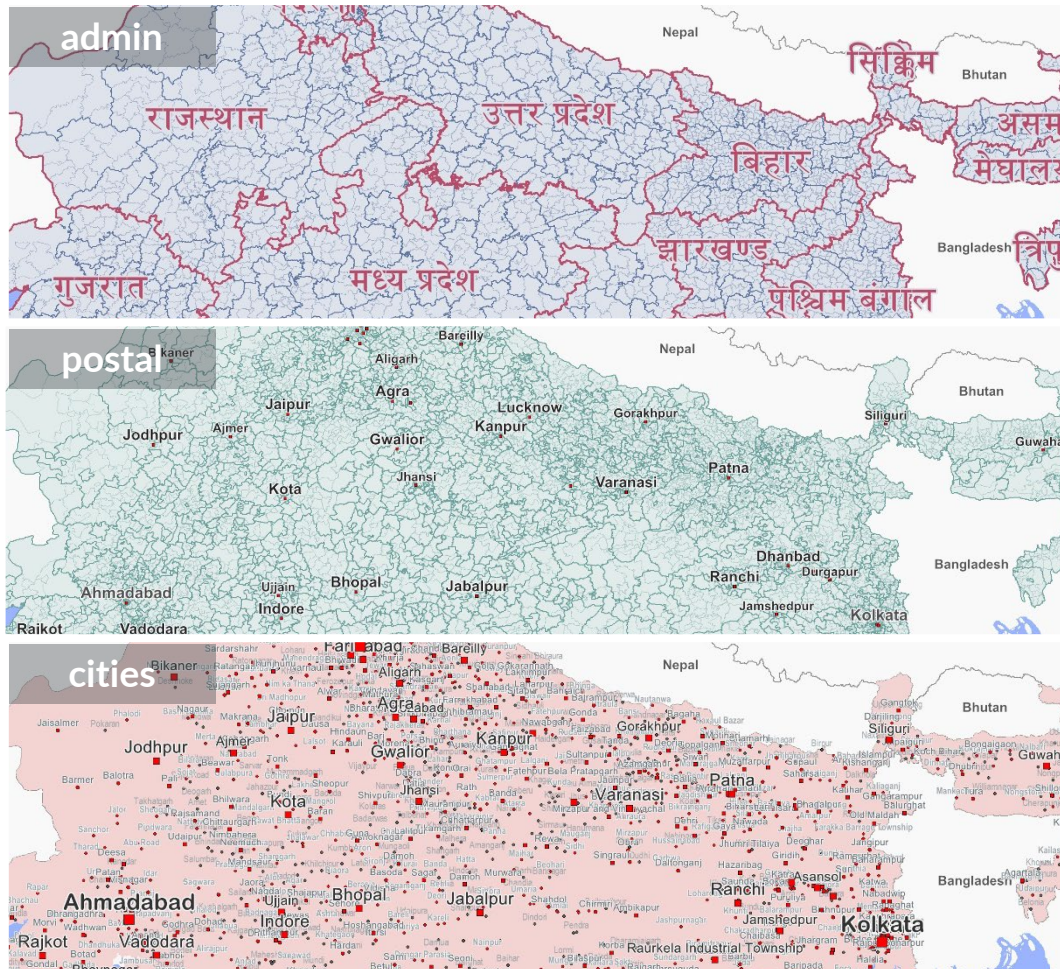


Seamless and comprehensive

Perfectly fitting with our market data for seamless and reliable planning

What you receive

Ready-to-use digital maps for all industries and BI applications



© GfK | <https://geodata.gfk.com> | Maps created with RegioGraph

Available standard formats:

- GfK RegioGraph Lay (*.lay)
- ESRI Shapefile (*.shp)
- ESRI File Geodatabase (*.gdb)
- MapInfo TAB Extended (*.tab)
- MapInfo Interchange Format (*.mif)

Further formats, such as:

- GeoJSON (*.geojson)
- TopoJSON (*.topojson)
- GeoPackage (*.gpkg)
- PostGIS Dump
- FlatGeobuf (*.fgb)

Standardized table structure:

- ID, reference number or ZIP code
- Name in local language
- Name in ASCII characters

Questions?

Contact us at any time.



Your Geomarketing team

 +49 7251 9295 200

 geomarketing@gfk.com

 <http://geodata.gfk.com>

More about our solutions:

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