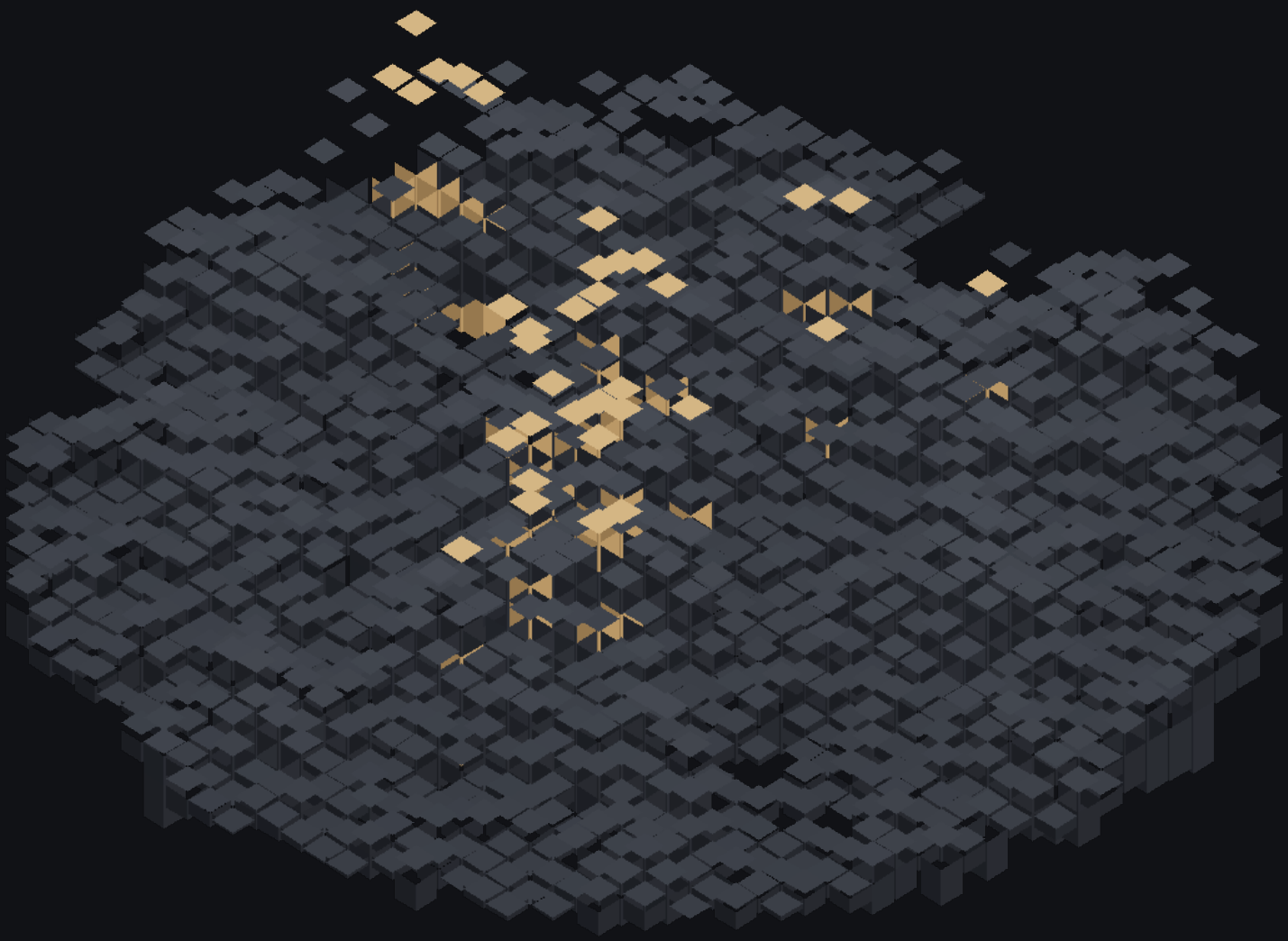
COMMERCIAL INTELLIGENCE DE BER

Berlin
Offline Trade Intelligence

238,392 measured places within 30 km (74,322 inside 5 km) | 72.1% website coverage, 3.7% chain share, 27.9% digital gap



CITY DOSSIER DE

Berlin offline trade intelligence

We counted 238,392 places within 30 km of the centre of Berlin, and 74,322 inside 5 km. 72.1% keep a website a customer can open, 3.7% trade under a chain name, so 27.9% of the block is visible on a map and not findable on a phone.
Aggregate counts only. No store level row appears in this edition.

238,392
places counted, 30 km ring

72.1%
keep a website a customer can open (66,507 do not)

3.7%
carry a chain name, lower bound

SEGMENTS, MEASURED

n = 238,392

Segment	Places	Share	With a website	Gap
Professional services	54,628	22.9%	78.6%	21.4%
Other	39,071	16.4%	63.6%	36.4%
Retail	35,148	14.7%	77.4%	22.6%
Food and beverage	26,651	11.2%	68.1%	31.9%
Home and repair	24,784	10.4%	70.6%	29.4%
Beauty and wellness	14,190	6.0%	63.7%	36.3%
Hospitality and events	9,369	3.9%	76.0%	24.0%

WHAT THE COUNTS SAY

01 **The gap sits in other.**
39,071 places, 16.4% of the ring, and only 63.6% keep a website. The city average is 72.1%, so this segment is 8.5 points behind the block.

02 **Night lights, thirteen years.**
Expansion index 29.8 of 100, rank 41 of 58 measured cities, radiance -2.0% since 2019, outer ring 2.5%. LED conversion removes short wavelength light, so read the ring growth, not the level.

PAID EDITION District level tables, 500 m and 1 km rings for named candidate sites, six adjacent categories, opening priority and a checklist. 12 to 16 pages with an aggregate CSV by district. Medical and hospital excluded. Gulf requests are quoted at three times the standard rate.

Source: TOYB measured, Overture Maps Foundation places 2026 11 18 release, NASA VIIRS night lights through EOG, World Bank and national statistical offices for population and income. Non identified aggregate counts only.

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