

Shortlist European regions for a closer look.

Decision brief · 2026-09-25

Region-by-region indicator comparison, observation years and a validation task for each region.
PUBLIC SAMPLE: limited public-source evidence

What completion looks like

A documented regional shortlist with the next local validation task.

Evidence still required

Sector demand, premises costs, access, competitors and local partners.

Validate before selection: 3

Population: highest Berlin (3,685,265 people), lowest Pirkanmaa (545,406 people).

Population density: highest Berlin (4,342.6 per km²), lowest Pirkanmaa (39.1 per km²).

Median age: highest Pirkanmaa (42.0 years), lowest Stockholms län (39.4 years).

Population growth rate: highest Helsinki-Uusimaa (12.9 per 1,000 residents), lowest Berlin (6.2 per 1,000 residents).

GDP per inhabitant: highest Stockholms län (72,300 EUR), lowest Pirkanmaa (45,500 EUR).

First records to review

All actions are in the workbook, CSV and offline workspace. The order is an operational review queue, not a profitability or win-probability forecast.

Helsinki-Uusimaa (FI1B1, NUTS 3)

Validate before selection

Population 1,782,300 people (2025); Population density 194.7 per km² (2024); Median age 40.4 years (2025); Population growth rate 12.9 per 1,000 residents (2024); GDP per inhabitant 61,300 EUR (2024); GDP per inhabitant, purchasing power 51,000 PPS (EU27=2020) (2024); Employment 997.8 thousand persons (2024)

Shortlist on the measured differences, then check premises cost, access, competitors and your own customer demand locally.

Sector demand, rents, footfall and competitors are not in regional statistics.

<https://ec.europa.eu/eurostat/about-us/policies/copyright>

Stockholms län (SE110, NUTS 3)

Validate before selection

Population 2,473,307 people (2025); Population density 377.7 per km² (2024); Median age 39.4 years (2025); Population growth rate 7.5 per 1,000 residents (2024); GDP per inhabitant 72,300 EUR (2024); GDP per inhabitant, purchasing power 61,100 PPS (EU27=2020) (2024); Employment 1,404.7 thousand persons (2024)

Shortlist on the measured differences, then check premises cost, access, competitors and your own customer demand locally.

Sector demand, rents, footfall and competitors are not in regional statistics.

<https://ec.europa.eu/eurostat/about-us/policies/copyright>

Berlin (DE300, NUTS 3)

Validate before selection

Population 3,685,265 people (2025); Population density 4,342.6 per km² (2024); Median age 41.3 years (2025); Population growth rate 6.2 per 1,000 residents (2024); GDP per inhabitant 54,700 EUR (2023); GDP per inhabitant, purchasing power 48,700 PPS (EU27=2020) (2023); Employment 2,197.4 thousand persons (2024)

Shortlist on the measured differences, then check premises cost, access, competitors and your own customer demand locally.

Sector demand, rents, footfall and competitors are not in regional statistics.

<https://ec.europa.eu/eurostat/about-us/policies/copyright>

Use your decision workspace

Open decision-workspace.html from the ZIP in your browser. Assign actions, record evidence and export a backup. Client-entered status does not change source verification. No messages, registrations or bids are sent by this tool.