



GERMANY HUB · LOCATION INTELLIGENCE

North & West Zone

Franchise Location Market Report

62

PROPOSED LOCATIONS

8.558.654

EST. CATCHMENT POPULATION

914.051

EST. SCHOOL-AGE CHILDREN

€88.9m

MODELED ANNUAL MARKET

€55.252

AVG. HOUSEHOLD INCOME

Scope and use

This report covers the proposed CHESS KLUB locations in **North & West Zone**. It supports franchise territory screening, school-partnership planning, and early-stage demand sizing. Every address is a planning locality; a street site remains pending local validation and franchise award.

Data basis

Population: Destatis GV-ISys, 31 December 2025. Pupils and schools: Destatis, school year 2024/25. Household income: AK VGRdL district disposable income, 2023. School-radius counts: OpenStreetMap/Overpass.

Market-size formula Estimated school-age children × 6% paid participation × €135 monthly tuition × 12 months. Values are rounded and illustrative; they are not revenue guarantees.

Average mapped/estimated schools per catchment: 198.7 · Service radius: 8–10 km · Report generated September 2026

Location schedule

All population, child, market, and household-income values are planning estimates derived consistently across the 175-location network.

ID	Franchise location	Planning locality	Population	Schools	School-age	Annual market	Avg. HH income	Role
NW-01	Hamburg Eimsbüttel	Eimsbüttel, Hamburg, Germany	232.646	284	24.846	€2.4m	€60.100	Primary Hub
NW-02	Hamburg Winterhude	Winterhude, Hamburg, Germany	220.182	295	23.515	€2.3m	€60.100	Spoke
NW-03	Hamburg Altona	Altona, Hamburg, Germany	213.951	235	22.850	€2.2m	€60.100	Spoke
NW-04	Hamburg HafenCity	HafenCity, Hamburg, Germany	207.719	307	22.184	€2.2m	€60.100	Spoke
NW-05	Hamburg Harburg	Harburg, Hamburg, Germany	201.488	255	21.519	€2.1m	€60.100	Spoke
NW-06	Hamburg Wandsbek	Wandsbek, Hamburg, Germany	195.256	253	20.853	€2.0m	€60.100	Spoke
NW-07	Hamburg Bergedorf	Bergedorf, Hamburg, Germany	189.024	301	20.187	€2.0m	€60.100	Spoke
NW-08	Hamburg Blankenese	Blankenese, Hamburg, Germany	182.793	175	19.522	€1.9m	€60.100	Spoke
NW-09	Hamburg Rahlstedt	Rahlstedt, Hamburg, Germany	226.414	297	24.181	€2.4m	€60.100	Spoke
NW-10	Cologne Lindenthal	Lindenthal, Cologne, Germany	187.678	304	20.044	€1.9m	€58.400	Primary Hub
NW-11	Cologne Innenstadt	Innenstadt, Cologne, Germany	177.623	310	18.970	€1.8m	€58.400	Spoke
NW-12	Cologne Ehrenfeld	Ehrenfeld, Cologne, Germany	172.596	302	18.433	€1.8m	€58.400	Spoke
NW-13	Cologne Nippes	Nippes, Cologne, Germany	167.569	304	17.896	€1.7m	€58.400	Spoke
NW-14	Cologne Rodenkirchen	Rodenkirchen, Cologne, Germany	162.542	309	17.359	€1.7m	€58.400	Spoke
NW-15	Cologne Mülheim	Mülheim, Cologne, Germany	157.515	299	16.822	€1.6m	€58.400	Spoke
NW-16	Düsseldorf Oberkassel	Oberkassel, Düsseldorf, Germany	133.934	199	14.304	€1.4m	€65.900	Hub
NW-17	Düsseldorf Pempelfort	Pempelfort, Düsseldorf, Germany	126.759	203	13.538	€1.3m	€65.900	Spoke
NW-18	Düsseldorf Benrath	Benrath, Düsseldorf, Germany	123.171	232	13.154	€1.3m	€65.900	Spoke
NW-19	Düsseldorf Gerresheim	Gerresheim, Düsseldorf, Germany	119.584	190	12.771	€1.2m	€65.900	Spoke
NW-20	Düsseldorf Kaiserswerth	Kaiserswerth, Düsseldorf, Germany	115.996	206	12.388	€1.2m	€65.900	Spoke
NW-21	Essen Rüttenscheid	Rüttenscheid, Essen, Germany	124.026	367	13.246	€1.3m	€52.500	Spoke
NW-22	Essen Bredeney	Bredeney, Essen, Germany	117.381	373	12.536	€1.2m	€52.500	Spoke
NW-23	Essen Werden	Werden, Essen, Germany	114.059	314	12.181	€1.2m	€52.500	Spoke
NW-24	Essen Südviertel	Südviertel, Essen, Germany	110.737	360	11.827	€1.1m	€52.500	Spoke
NW-25	Essen Borbeck	Borbeck, Essen, Germany	107.415	352	11.472	€1.1m	€52.500	Spoke
NW-26	Dortmund Kreuzviertel	Kreuzviertel, Dortmund, Germany	129.920	165	13.875	€1.4m	€49.100	Hub
NW-27	Dortmund Hombruch	Hombruch, Dortmund, Germany	122.960	189	13.132	€1.3m	€49.100	Spoke
NW-28	Dortmund Hörde	Hörde, Dortmund, Germany	119.480	176	12.760	€1.2m	€49.100	Spoke
NW-29	Dortmund Aplerbeck	Aplerbeck, Dortmund, Germany	116.000	176	12.389	€1.2m	€49.100	Spoke
NW-30	Dortmund Brackel	Brackel, Dortmund, Germany	112.520	186	12.017	€1.2m	€49.100	Spoke
NW-31	Duisburg Duissern	Duissern, Duisburg, Germany	133.232	206	14.229	€1.4m	€42.800	Spoke
NW-32	Duisburg Neudorf	Neudorf, Duisburg, Germany	126.095	160	13.467	€1.3m	€42.800	Spoke
NW-33	Duisburg Rheinhausen	Rheinhausen, Duisburg, Germany	122.526	137	13.086	€1.3m	€42.800	Spoke

ID	Franchise location	Planning locality	Population	Schools	School-age	Annual market	Avg. HH income	Role
NW-34	Duisburg Meiderich	Meiderich, Duisburg, Germany	118.957	202	12.704	€1.2m	€42.800	Spoke
NW-35	Bonn Südstadt	Südstadt, Bonn, Germany	86.085	208	9.194	€890k	€59.000	Spoke
NW-36	Bonn Bad Godesberg	Bad Godesberg, Bonn, Germany	81.473	169	8.701	€850k	€59.000	Spoke
NW-37	Bonn Beuel	Beuel, Bonn, Germany	79.167	189	8.455	€820k	€59.000	Spoke
NW-38	Bonn Duisdorf	Duisdorf, Bonn, Germany	76.862	201	8.209	€800k	€59.000	Spoke
NW-39	Hannover Mitte	Mitte, Hannover, Germany	139.083	148	14.854	€1.4m	€54.400	Hub
NW-40	Hannover List	List, Hannover, Germany	131.632	145	14.058	€1.4m	€54.400	Spoke
NW-41	Hannover Südstadt	Südstadt, Hannover, Germany	127.907	134	13.660	€1.3m	€54.400	Spoke
NW-42	Hannover Kleefeld	Kleefeld, Hannover, Germany	124.181	146	13.262	€1.3m	€54.400	Spoke
NW-43	Bremen Schwachhausen	Schwachhausen, Bremen, Germany	205.303	172	21.926	€2.1m	€54.500	Spoke
NW-44	Bremen Mitte	Mitte, Bremen, Germany	194.305	165	20.751	€2.0m	€54.500	Spoke
NW-45	Bremen Horn-Lehe	Horn-Lehe, Bremen, Germany	188.805	175	20.164	€2.0m	€54.500	Spoke
NW-46	Münster Kreuzviertel	Kreuzviertel, Münster, Germany	157.400	133	16.810	€1.6m	€59.200	Spoke
NW-47	Münster Mauritz	Mauritz, Münster, Germany	148.968	119	15.910	€1.6m	€59.200	Spoke
NW-48	Kiel Düsternbrook	Düsternbrook, Kiel, Germany	129.387	101	13.818	€1.3m	€50.900	Spoke
NW-49	Kiel Mitte	Mitte, Kiel, Germany	122.455	103	13.078	€1.3m	€50.900	Spoke
NW-50	Lübeck Altstadt	Altstadt, Lübeck, Germany	111.518	125	11.910	€1.2m	€52.000	Spoke
NW-51	Lübeck St. Jürgen	St. Jürgen, Lübeck, Germany	105.543	118	11.272	€1.1m	€52.000	Spoke
NW-52	Braunschweig Östliches Ringgebiet	Östliches Ringgebiet, Braunschweig, Germany	129.885	157	13.872	€1.4m	€56.400	Spoke
NW-53	Braunschweig Innenstadt	Innenstadt, Braunschweig, Germany	122.926	161	13.128	€1.3m	€56.400	Spoke
NW-54	Göttingen Ostviertel	Ostviertel, Göttingen, Germany	67.057	68	7.162	€700k	€53.100	Spoke
NW-55	Göttingen Südstadt	Südstadt, Göttingen, Germany	63.464	65	6.778	€660k	€53.100	Spoke
NW-56	Oldenburg Dobben	Dobben, Oldenburg, Germany	90.964	87	9.715	€940k	€53.400	Spoke
NW-57	Oldenburg Eversten	Eversten, Oldenburg, Germany	86.091	87	9.194	€890k	€53.400	Spoke
NW-58	Rostock Kröpeliner-Tor	Kröpeliner-Tor, Rostock, Germany	105.285	84	11.244	€1.1m	€48.700	Spoke
NW-59	Rostock Südstadt	Südstadt, Rostock, Germany	99.644	86	10.642	€1.0m	€48.700	Spoke
NW-60	Wolfsburg Stadtmitte	Stadtmitte, Wolfsburg, Germany	129.813	70	13.864	€1.4m	€57.300	Spoke
NW-61	Aachen Mitte	Mitte, Aachen, Germany	135.480	137	14.469	€1.4m	€51.900	Spoke
NW-62	Aachen Burtscheid	Burtscheid, Aachen, Germany	128.223	145	13.694	€1.3m	€51.900	Spoke

Methodology and source notes

Population

Municipality totals come from the German Federal Statistical Office (Destatis) GV-ISys file for 31 December 2025, based on Census 2022. For cities with multiple proposed protected catchments, the official municipality total is allocated across those catchments using a fixed, deterministic urban-weight profile. The allocation preserves the municipality total.

Schools and school-age children

The Destatis 2024/25 general-school report records 32,836 schools and 8,914,158 pupils. School-age children are estimated by applying the pupil share of the official 2025 population baseline. School counts use OpenStreetMap/Overpass school features within each proposed 8–10 km radius where available; missing counts use the official national pupils-per-school ratio.

Market size

The annual serviceable market is modeled as school-age children × 6% paid participation × €135 per month × 12 months. It describes demand potential for recurring chess education, not expected unit revenue. Actual conversion, pricing, taxes, travel patterns, competition, and center capacity may differ.

Average household income

The annual average household-income estimate uses the AK VGRdL 2023 disposable income per inhabitant for the applicable district, multiplied by the 2.03-person national household factor and rounded to the nearest €100. It is a regional affordability indicator, not a forecast of franchise revenue.

Address status

The report identifies neighborhood and municipality planning localities, not signed premises. Final street addresses require local property review, zoning/use approval, school and transit validation, and franchise award.

Source links

- Destatis GV-ISys municipality directory
- Destatis school statistics
- AK VGRdL district household-income statistics
- OpenStreetMap contributors / ODbL