ChainLocations
Release Notes

What is it?

ChainLocations provides curated location data for retail, restaurant, and service chains across Canada and the U.S. This comprehensive database produced by ChainXY, offers geocoded location data for over 1,566 chains in Canada, from single storefronts to companies with hundreds of locations. In addition to providing geographic coordinates for each location, the database offers the name and North American Industry Classification System (NAICS) code for each chain. Location data is collected directly from retailer websites, undergoing a multi-step, rules-based geocoding and verification process to ensure their accuracy. ChainLocations is updated regularly to provide you with the most up-to-date resources.

Data Vintage
2024

Update Frequency
Quarterly

Records
165,565

*To view the complete list of variables please visit:
environicsanalytics.com/en-ca/variables

How is it used?

Chain retailers can use the ChainLocations database to monitor expansion and location strategy of their competition.

The geocoded locations allow advertisers to target chains by company, trade area, or industry, based on NAICS or SIC codes.

B2B companies can improve their logistics operations by finding the optimal location for their distribution hubs relative to stores in their chain network.

Sample questions it can answer

- Where are my competitors located relative to my stores?
- Where should my warehouse be located to efficiently supply my quick service restaurants (QSRs)?
- Can I acquire my competitors' chain latitude/longitudes for a digital ad campaign?
- How does the market penetration of my stores compare to the presence of competitive chains operating within the same industry or NAICS code?