



GS1 Global Data Model Market Stages Guideline

In June 2023, the GS1 GDM Market Stages Guideline was approved. It was the culmination of a focused, industry-led effort to enhance data exchange between trading partners.

In the product lifecycle, complete and accurate product data is available at different stages. However, the challenge arises when certain information is missing or only provided as preliminary data. This leads to issues with poor or outdated product data. To address these challenges, guidelines have been developed for the Global Data Model (GDM) attributes, specifying the market stage when data is required and whether it should be preliminary or final. Splitting the data exchange into phases based on market stages improves agility and efficiency while reducing the exchange of incomplete information. This roadmap helps organisations define the timeliness of trade and reduce delays or unstructured data.

How it Works

For each GDM attribute, determine at which lifecycle stage a recipient needs the data item and when that data must be final to support the relevant business processes. For example:

- Attribute *Stacking Factor* (how many units of a trade item can be safely stacked)
 - May be preliminary at the List/Order stage to support creation of a PO
 - Must be final at the Move/Store stage to support transportation and warehouse storage practices

Market stages designations for all attributes in the GDM Global and Regional layers are found in the Market Stages Guideline, which is published as part of the Global Data Model standard spreadsheet. The spreadsheet provides definitions, terms, and values for each market stage.

Industry Benefits

The benefits for the industry include: retailers receiving information when needed, brand owners not being pressured to provide all data at once, data recipients identifying complete attributes for relevant business processes, reduced incentive to send poor quality data, and trust in the accuracy and completeness of data at each market stage.

The market stages guideline enhances data exchange between trading partners and can be applied across technologies. It is a flexible, optional standard that can be used in conjunction with the GDM and Global Data Synchronisation Network (GDSN) standards. The technical implementation and timing between market stages is determined by mutual agreement.

[Click here to view the GDM Market Stages Guideline](#)

If you have any questions or concerns regarding this, please contact:

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