

# ABOUT STATISTA



# Company profile & key figures

From Hamburg start-up to one of the leading statistics portals worldwide



- One data portal comprising **four platforms** (German, English, French, Spanish)
- Over **1 million statistics** from **22,500 sources** covering **80,000 topics** and **170 industries**
- **Worldwide coverage** with a focus on data from Europe, North America & China
- **Over 2,000 international universities**
- Media partners include **Mashable.com, Business Insider and Forbes**

# Selection of Universities

A selection of the universities that are using statista already



# A selection of our data partners

Several partners for each region of the world

## Global partnerships

### UNWTO

As the leading international organization in the field of tourism, the UNWTO promotes tourism as a driver of economic growth, inclusive development, and environmental sustainability, and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide.

### GfK

The consumer climate study, provided by the German market research institute GfK, measures private households' propensity to consume and therefore serves as one of the most important indicators for the economic development of a country.

### WHO

The WHO is building a better, healthier future for people all over the world. Working with 194 member states, across six regions, and from more than 150 offices, WHO staff are united in a shared commitment to achieve better health. Together they strive to combat diseases.

### Cint

Cint is the technology backbone of the world's most successful insights companies. Cint's platform automates sample fieldwork and operations so that companies can gather insights faster, more cost-effectively, and at scale. More than 2,000 researchers, agencies, and brands – including Kantar, Zappi, GfK, and SurveyMonkey – use Cint.

### McKinsey & Company

McKinsey helps organizations across the private, public, and social sectors create change that matters. Clients get support in transforming their organizations in the ways that matter most to them. This requires embedding digitalization, analytics, and design into core processes and mindsets, and building capabilities that help organizations and people to thrive in an ever-changing context.

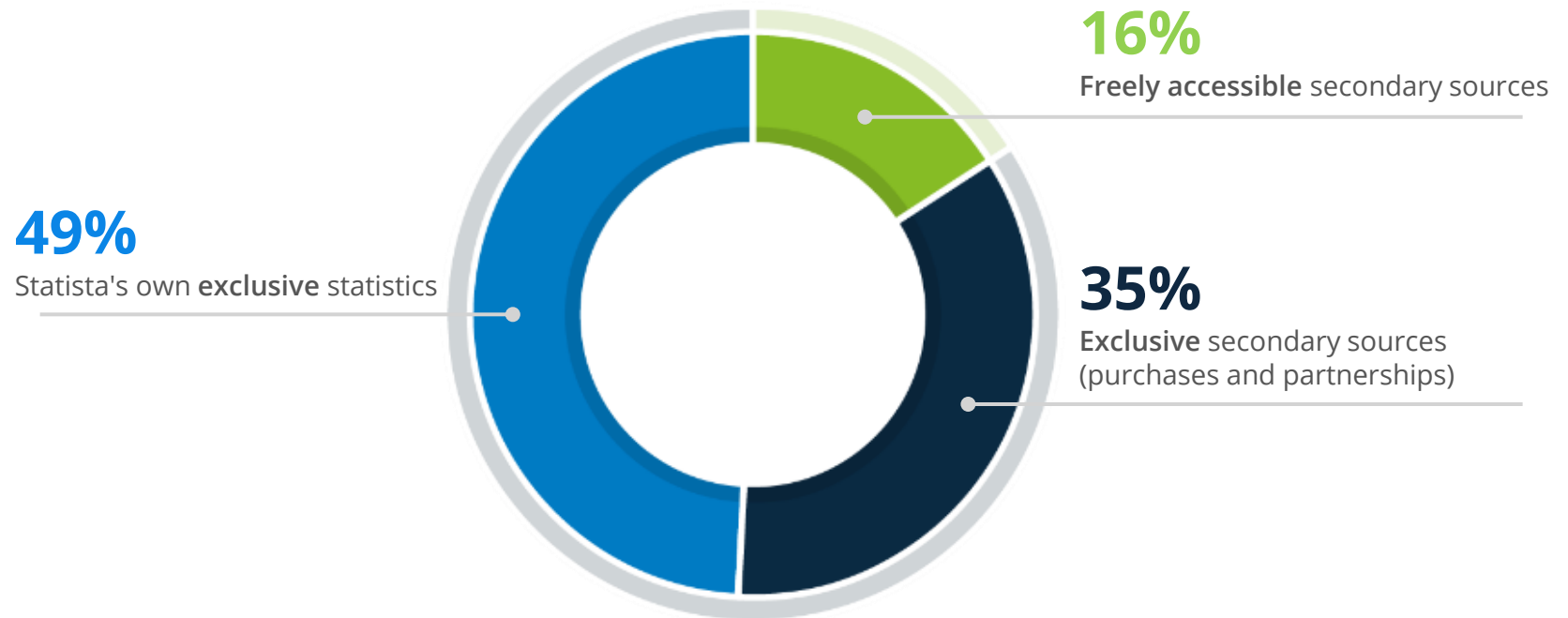
### Kantar Media

Kantar Media measures and monitors media consumption and makes its findings available to support customers in their decision-making.

# Our sources

Statista collects data from more than 22,500 sources

## Origin of our data

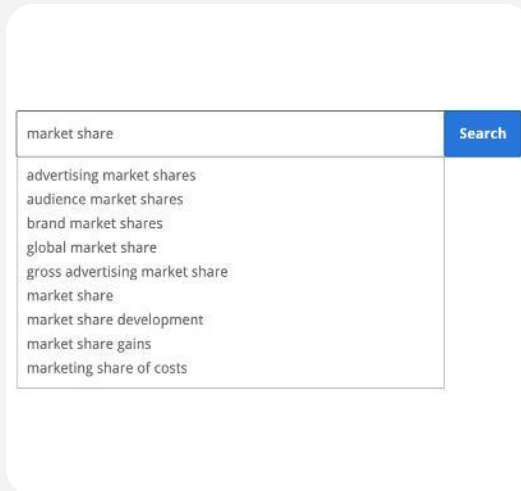


# Our focus points

The road to success

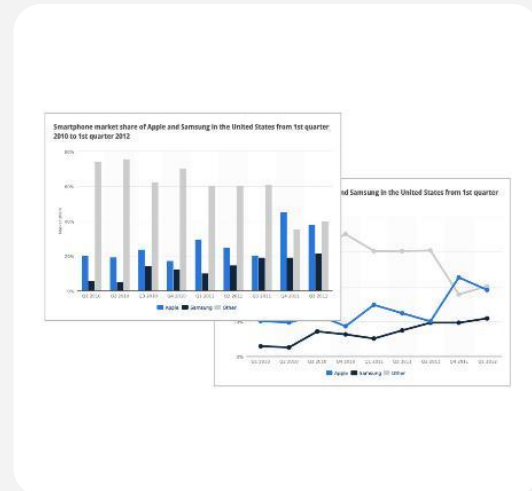
## 1 Saving of time

Simple search  
by entering a keyword



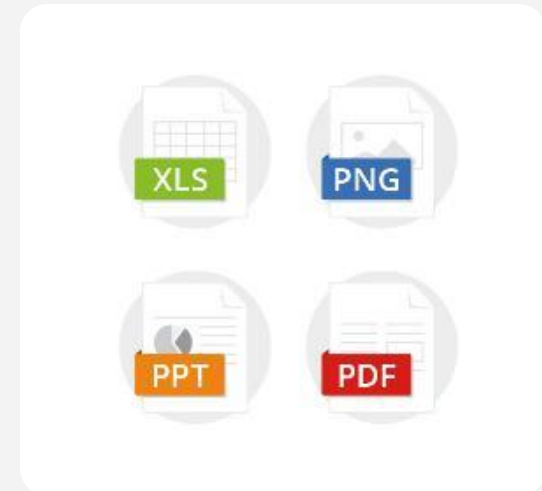
## 2 Data quality

Graphical presentation of data  
reviewed by our editorial teams



## 3 Usage

Direct download &  
publication rights



# Our content

Statistics & analyses on markets, customers, companies, and drivers

## Data on ...

### Markets

- Revenue
- Revenue development
- Market indicators
- Forecasts
- Industry segments
- Market shares
- Cost KPIs

### Customers/consumers

- Attitudes
- Behavior
- Wishes
- Target groups
- Media usage & ownership

### Companies

- Company profiles
- Benchmarking
- Top player ranking
- Financial indicators

### Drivers

- Trends
- Technologies
- Macroeconomic data



# Industry overview

Covered trends in 170 industries in 150 countries

## Agriculture

- Farming
- Fisheries & Aquaculture
- Forestry

## Chemicals & Resources

- Chemical Industry
- Fossil Fuels
- Mining, Metals & Minerals
- Nonmetallic Mineral Products
- Petroleum & Refinery
- Plastic & Rubber
- Pulp & Paper

## Construction

- Building Construction
- Heavy Construction

## Consumer Goods & FMCG

- Alcoholic Beverages
- Cleaning Products
- Clothing & Apparel
- Cosmetics & Personal Care
- Food & Nutrition
- Furniture, Furnishings & Household Items
- Home Improvement & Gardening
- Non-Alcoholic Beverages
- Pets & Animal Supplies
- Tobacco
- Toys

## eCommerce

- B2B eCommerce
- B2C eCommerce
- C2C eCommerce
- Digital Payments
- Key Figures of eCommerce

## Energy & Environmental Services

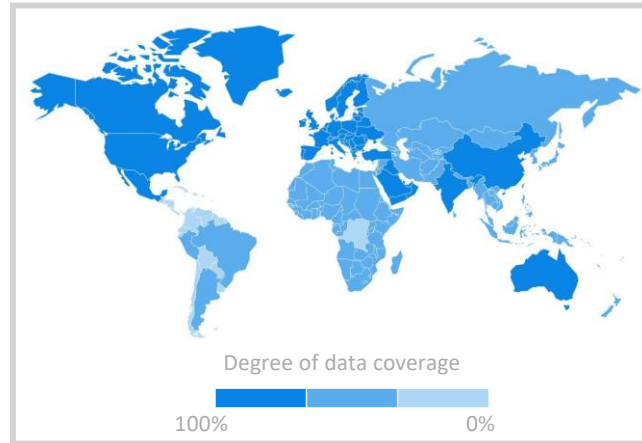
- Electricity
- Emissions
- Energy & Environmental Technology
- Waste Management
- Water & Wastewater

## Finance, Insurance & Real Estate

- Banks & Financial Services
- Financial Institutions
- Financial Markets
- Insurance
- Real Estate, Rental & Leasing

## Health & Pharmaceuticals

- Care & Support
- Health System
- Medical Technology
- Pharmaceutical Products & Market
- Physicians, Hospitals & Pharmacies
- State of Health



## Internet

- Advertising & Marketing
- Cyber Crime
- Demographics & Use
- Mobile Internet & Apps
- Online Video & Entertainment
- Reach & Traffic
- Search Engines & SEO
- Social Media & User-Generated Content

## Life

- Celebrities
- Family & Friends
- Love & Sex
- Personality & Behavior

## Media & Advertising

- Advertising & Marketing
- Books & Publishing
- Media Usage
- Music
- Radio, TV & Film
- Video Games & Gaming

## Metals & Electronics

- Aerospace Manufacturing
- Defense Industry
- Electronics
- Engineering
- Metals
- Rolling Stock Manufacturing
- Shipbuilding
- Vehicle Manufacturing

## Retail & Trade

- DIY Retail
- Electronic Retailers
- Fashion & Accessories
- Food & Beverage
- Furniture Retail
- Health & Hygiene
- International Trade
- Key Figures of Retail
- Office Supplies
- Shopping Behavior
- Shopping Center & Factory Outlets
- Sports & Leisure
- Wholesale

## Services

- Business Services
- Skilled Labor

## Society

- Crime & Law Enforcement
- Demographics
- Economy
- Education & Science
- Geography & Environment
- Politics & Government
- Religion

## Sports & Recreation

- Art & Culture
- Gambling
- Hobbies
- Parks & Outdoors
- Sports & Fitness

## Technology & Telecommunications

- Consumer Electronics
- Hardware
- Household Appliances
- IT Services
- Software
- Telecommunications

## Transportation & Logistics

- Aviation
- Logistics
- Rail Transport
- Vehicles & Road Traffic
- Water Transport

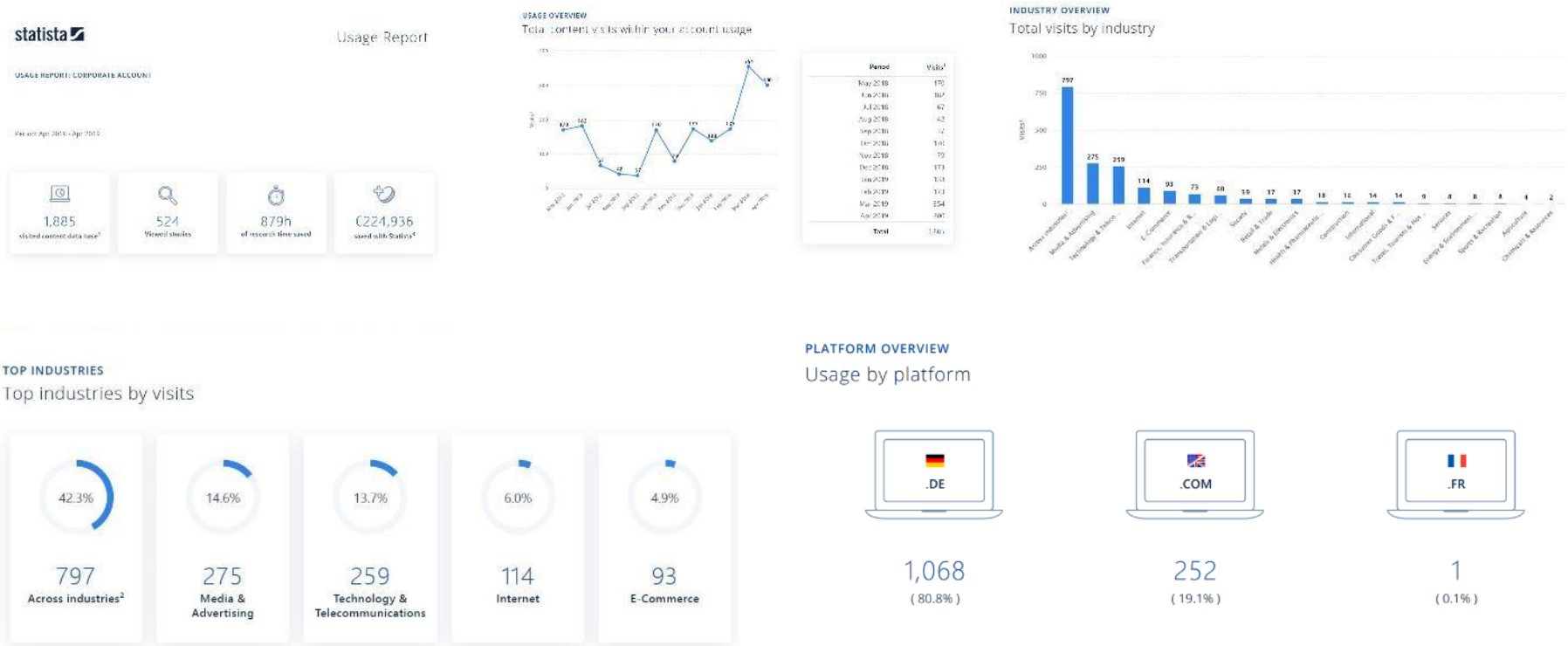
## Travel, Tourism & Hospitality

- Accommodation
- Business Travel
- Leisure Travel
- Restaurants



# Providing regular usage reporting

Creating transparency for the clients





# The components of our content

## Statistics



### Statistics

The heart of our product: **over one million statistics** from four databases: German, English, French and Spanish.\*

Data on 80,000 topics and 170 industries from 22,500 sources.

Our **Premium Statistics** (approx. 93% of all statistic), are available exclusively to Premium, Corporate and Enterprise Account users.

Available to **download in XLS, PNG, PPT and PDF** format.



### Forecasts & surveys

**With our 5-year market forecasts** our experts offer you relevant data on market trends of about 400 industries in around 40 countries.

Based on historic data and a detailed market model the future market size is calculated.

### Exclusive surveys among consumers and experts

Statista's Consumer and Business Insights team conducts exclusive quantitative online and telephone surveys. The collected primary data is published in the form of statistics and as parts of studies and dossiers.



### Infographics

Our infographics **visualize hot topics and issues**. Every day our data journalists publish several graphics about different topics such as Media, Society, Politics, Economy or Technology.

For more information, please visit <https://www.statista.com/chart-oftheday/>.



### Topic pages

With our topic pages we provide you with an **initial comprehensive overview of all content** that we offer on a certain topic.

Along with a short synopsis, these pages link to relevant dossiers and forecasts as well as the latest and most popular statistics on the chosen topic.



# The components of our content

## Studies & reports



### Dossiers & DossierPlus

All relevant statistics on a certain topic in one document.

Dossiers focus on topics that our users access particularly often. They help you quickly and thoroughly familiarize yourself with a new topic.

All dossiers incl. detailed references are available to **download in PowerPoint and PDF format.**

They are regularly updated by research experts and new statistics are continually added.



### Statista studies

**Outlook reports** provide background information, trends, and forecasts for the future development of several digital and consumer goods markets.

**Surveys** include the complete tables for the exclusive consumer and expert surveys conducted by Statista's Consumer and Business Insights team in Excel format.

**Toplists** include all top companies in a given industry or region based on revenue. They provide contact information and the most important corporate key figures.



### Industry & Country Reports

**Industry reports** consolidate the most important information on industries, presenting important and insightful data about the status quo and the trends of the industry including forecasts up to 2023 including high-quality diagrams and tables which give a quick overview of the industry's current situation.

**Country Reports** give insights into the major country trends in order to assess the risks and opportunities relevant for international business. They cover economic conditions, public finances, labor force, consumption, social development, etc., and include statistics, forecasts, survey results and analyses.



### External Studies

**41,000 external studies**, which provide a detailed insight into the general context of a specific topic.

These include studies from market researchers, organizations, companies and public institutions across more than 170 industry sectors.



# The components of our content

## Studies & reports



### Global Business Cities Reports

The Global Business Cities 2025 Reports rank 200 of the most important business cities around the world based on their potential as a business hub for companies. Thanks to a comprehensive overview including detailed data based on our analysts' research, you can make unique comparisons between cities in the regions you are interested in.



### Brand Reports

The Brand Reports are based on the Statista Global Consumer Survey, a worldwide online survey exclusively carried out by Statista in 55 countries among more than 700,000 consumers, covering more than 6,500 brands in more than 50 industries. Use the reports' insights to strengthen your brand and set yourself apart from your competitors.



# The components of our content

## Outlooks



### Digital Market Outlook

The Digital Market Outlook provides regularly updated **5-year forecasts on revenue, users and relevant market indicators for 9 digital core markets** covering over 150 countries and regions.

In total, the tool covers 90 segments and offers **100,000 interactive statistics**, which are available to download in PNG and XLS format.

All **comparable key figures** are based on extensive analyses of relevant indicators from the areas of society, economy, and technology.



### Consumer Market Outlook

The Consumer Market Outlook portrays the **18 major consumer goods markets worldwide and more than 200 product categories**.

It provides **historic data and 4-year forecasts on the most relevant KPIs of each market** including market value and market size.

The forecasts are modeled using industry-specific data as well as general indicators like gross domestic product and import/export volumes of goods.



### Mobility Market Outlook

The Mobility Market Outlook presents the **key figures** from the world of **automotive and mobility** – sales, revenues, prices, and brands. Simply said, it is an overview about how people move from a point A to a point B.

The tool provides **key market indicators, independent forecasts, and detailed market insights** for the most relevant mobility markets: **Vehicle Sales, Mobility Services** and **Travel & Tourism**.



### Country Outlook

The Country Outlook provides current **key figures and forecasts on the economic and social development of a country**.

The key figures are based on extensive analyses and research on **society, economy, business environment, digital economy, labor force, environment, and public sector**.

The tool combines third-party data with Statista forecasts to provide a comprehensive insight into the status quo and future developments of **more than 150 countries** worldwide.



# The components of our content

## Outlooks



### Technology Market Outlook

The Statista Technology Market Outlook constitutes an **intuitive tool and provides you with valid and comparable information about different technology markets**, which can be processed immediately.

The Technology Market Outlook **gives a clear, structured, and transparent overview of the key performance indicators, e.g., revenues and market shares, of the most important technology markets.**



### Advertising & Media Outlook

The Advertising & Media Outlook provides forecasts and detailed market information regarding **two interlinked topics** relevant to decision-makers in almost every industry. It is designed to help you understand these markets on a global scale.

All insights are based on the analyses of relevant indicators for **46 countries** and **16 regions** that cover more than 90% of worldwide GDP.



### Industry Outlook

The Statista Industry Outlook provides you with **industry forecasts** and **market information** based on data from national statistical offices. The data covers the agricultural, manufacturing, and service sectors.

With up to **450 time series analyses** in approximately **40 countries**, the Statista Industry Outlook provides a comprehensive and reliable basis for decision-making.



# The components of our content

## Tools



### Company DB\*

The **Company Database** provides information on more than 1.5 million companies worldwide, including 40,000 stock listed companies. It contains the most important company key figures as well as in-depth analyses. Additionally, we offer a wide range **of extra KPIs for listed companies. Use the Company Database as a starting point for your further market assessment.** It is also the perfect tool for a quick research on basic data and provides valuable insights into foreign markets.



### Sources Database

Statista's **sources database** contains background information on all 22,500 sources. It includes all market research institutes, organizations, companies, and governmental institutions that act as the basis of the Statista portal.



### Business Plan Export

With your individual **Business Plan Export** you get all important data for your industry in a few seconds.

The intuitive menu navigation and a simple template, you can model your market and business case simply and comprehensively.



### Publication Finder

The Publication Finder lets users **swiftly discover publications** on their research topic by letting them search over **3 million studies, reports and other documents** in German or English.

All search results can be filtered by, for instance, date of publication, number of pages, industry or document type.

\* Access to the Company DB is not included in the Corporate or Enterprise Account and costs €295.00 per month



# Global Consumer Survey

Understand consumer behavior and their interactions with brands



The Global Consumer Survey offers a global perspective on **consumption and media usage**, covering the **offline and online** world of the consumer.

It is designed to help marketers, planners and product managers **understand consumer behavior and consumer interactions with brands**.

## DO-IT-YOURSELF-ANALYSIS

The Global Consumer Survey is accessible via an **interactive online evaluation tool**: users can carry out their own evaluation of the Global Consumer Survey data, **select their own criteria to create cross tables and customize target groups**.

-  700,000+ consumers
-  50+ industries and topics
-  55 countries
-  6,500+ international brands
-  Customized target groups
-  Do-it-yourself analyses
-  Content specials

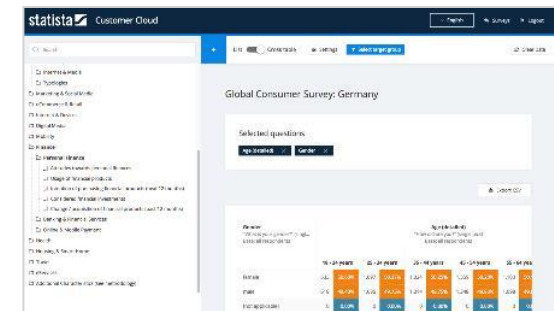
What is the demographic profile of online food shoppers in the UK?



How many Americans have a Video on Demand subscription?



Which fashion brands are en vogue among German teens and twens?



# ecommerceDB.com

Data on more than 20,000 online stores worldwide

## Detailed store profiles

Over 20,000 comprehensive store profiles including sales, payment methods, shipping and 26 additional KPIs

## Country Insights

Understand international markets by identifying market leaders and fastest growing online stores

## Category Insights

Identify the market development of a specific industry sector and find the market leaders at a glance

## KPIs

- Net online sales until 2018
- Forecasted online net sales 2019
- Respective market shares
- Cross border and category analysis
- Social media activity
- Shipping service provider
- Payment methods
- Company information incl. management structure and associated online stores
- Contact information (Management --, Marketing and eCommerce contacts)



Regularly Updated



## Easy-to-use

ecommerceDB.com features a clear design and intuitive navigation



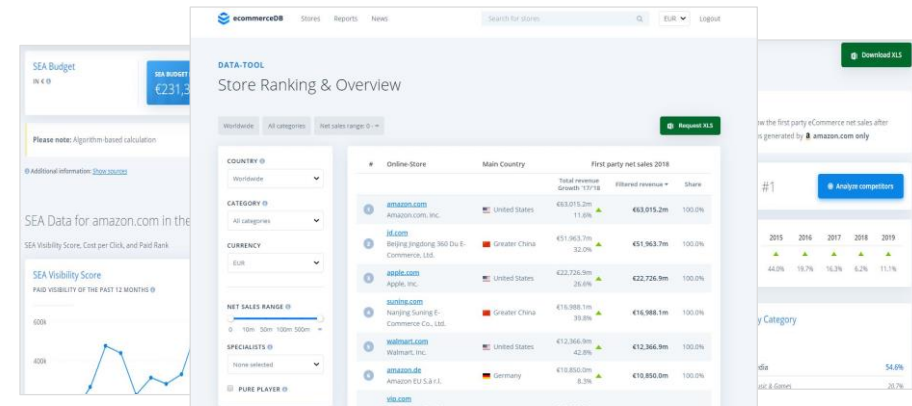
## Seamless workflow

Content can be instantly downloaded in Excel format



## Daily updates

New information on online store revenues are updated on a daily basis





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