

Statista – The Statistics Portal

Company Brochure

Contents

Why Statista	04 – 11
The Portal	12 – 33
Additional Products and Services	34 – 43
Media and Clients	44 – 51
About Us	52 – 55
Industry Index	56 – 61



Why Statista

Good reasons to work with www.statista.com



Statista has been my savior on several occasions. The site is easy to maneuver and the data is in a format that can go right into a report or presentation.

Marlene Greenfield
Vice President, Hearst Magazines

Why Statista

www.statista.com

Statista Saves Time

Focus on what's essential

What are the latest market developments? How do we reach our target group? What will be the next big trend in our industry? Many different situations require reliable market data every day. Be it in product development, marketing, business development, controlling, research and development, PR, advertising, corporate publishing or on the management level, every department needs information. Employees, especially those who do not deal with data regularly, are often inexperienced when it comes to research and spend valuable time searching for relevant figures.

This is where the Statista Corporate Account comes in to increase work efficiency. It provides quick and reliable access to over 1 million statistics on 80,000 topics from 18,000 sources.

Statista.com is clearly structured and easy to use with a filter function that helps to narrow down results. Instead of wasting time on research, you're only one click away from finding the right publications and data for your industry.

Research with Statista saves time and resources

Save nearly 30 minutes per research inquiry



Time saved
29 minutes per statistic

We Believe in Experts

Ensuring quality with expertise, knowledge and multi-level monitoring

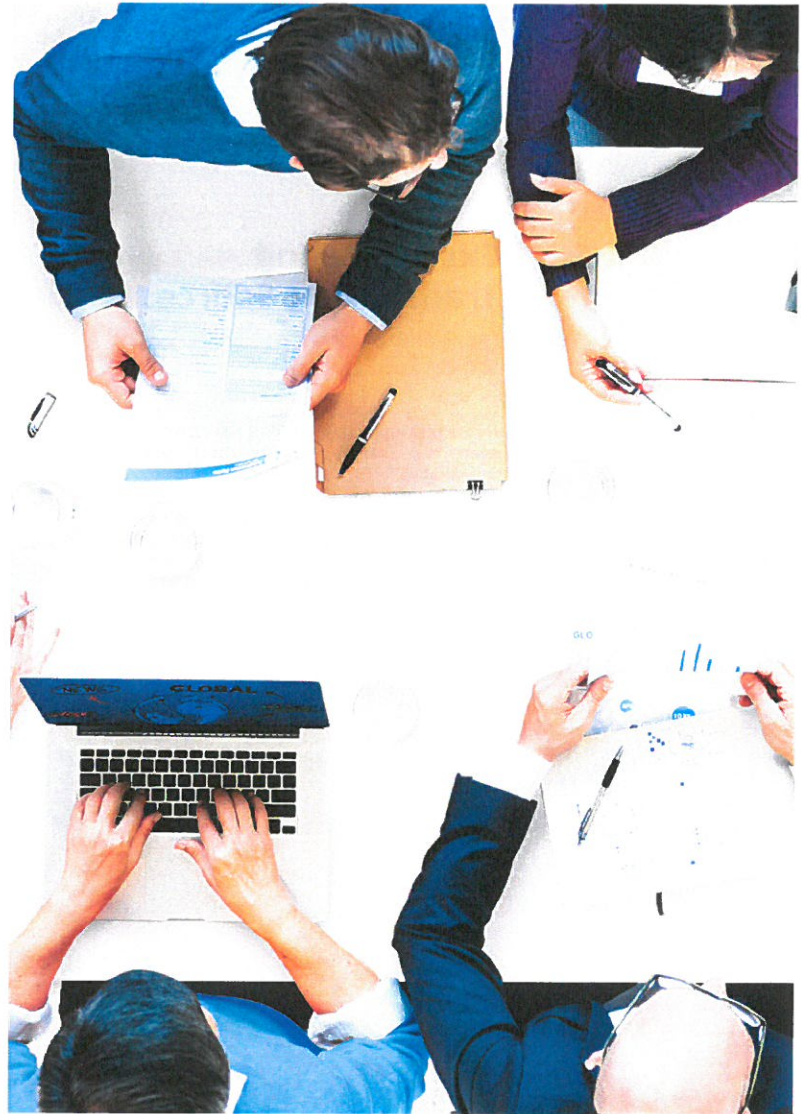
Our research managers check thousands of sources, studies and databases every day to identify relevant content and add it to the platform. Specialized industry experts analyse the most important macro data, current trends and publications to help you find what you need. All uploaded content has to pass our multi-level monitoring process first. This guarantees validity in terms of content and illustration.

Statista Research & Analysis is the analytical department of the company. Our experienced analysts, mathematicians and trend scouts work together to evaluate market and industry trends. Relying on their expertise and knowledge, our R&A specialists are experts at presenting complex matters as easy-to-grasp content.



Our research managers are the team behind your team. Our expertise with data and sources will help you find the information you need faster.

Tim Kröger,
CEO Statista GmbH



Extensive and Transparent Sources

Excellent research is based on
source expertise

Numerous institutions publish relevant publications every day. Statista validates them focussing on quantitative facts to provide a quick and comfortable starting point for your research. This is why we always make it clear where data comes from. Statista also publishes results from well-known market and media studies in cooperation with market research institutions like Ipsos. This approach ensures that you have access to the latest information on the market penetration of products, technologies and brands. Among our other renowned sources are Scarborough, Target Group Index, Simmons, AWA, ACTA, VUMA, Outfit, GfK, Euromonitor and SOEP.

In case there should ever be a question about one of our statistics, Corporate Account customers can use our contact form to get in touch with the responsible research manager.



*Statista's sound and
well-researched market data
are valuable for our business
development decisions.*

Kathrin Rüstig
Senior Director Content & Publishing, Audible GmbH



The Portal

More than 1,000,000 statistics on
80,000 topics from around 18,000 sources



*I think of Statista as Google
for researchers. Statista provides
you with information you
search for right away.*

Dr. Horst Stipp
Executive Vice President, Advertising Research Foundation

The Portal //

As one of the largest statistics portals worldwide, statista.com professionally gathers and compiles data from numerous institutes and sources. The portal offers four languages: the German platform focuses on content about DACH-countries; the international platform incorporates international data. Since 2015, the French and Spanish platforms provide country-specific data in their respective languages. On each platform, users have access to statistics on more than 80,000 topics from over 18,000 individual sources covering roughly 170 different industry sectors.

Dossiers //

Statista dossiers are a compilation of the most important statistics and forecasts regarding one specific topic. Dossiers help to gain insights into certain subject areas quickly and comprehensively. For your convenience, all dossiers are available as PowerPoint and PDF files, so you can easily incorporate the data you need into your own reports or presentations.

Industry reports //

The Statista market analysts annually produce industry reports

on the most relevant industries (e.g. telecommunications) with detailed information on market structures and developments, including revenue predictions.

Digital Market Outlook //

Statista's Digital Market Outlook provides forecasts, detailed market insights and key performance figures on the most important sectors of the "Digital Economy". Based on the constant observation of markets and trends and the substantial market expertise provided by our analysts, the Digital Market Outlook delivers insights into trending consumer behavior and the demographic structure of digital consumer markets.

Forecasts //

The forecast team in the Statista Research & Analysis department specializes in analyzing market developments for the period covering the next five years. For a total of 40 countries, forecasts include 425 detailed industry evaluations per country. Our forecast model takes into account historic country and industry data provided by national statistical offices. Future prognoses are based on economic trends and industry-specific developments.

Study Database //
The Statista study database contains over 20,000 studies from market researchers, organizations, companies and public institutions across more than 170 industry sectors.

Company Database //
In cooperation with Buergel, a leading German company for economic data and credit ratings, statista.de offers one of the biggest company databases in Germany. The database summarises information on revenues, employee numbers and the respective industry sectors.

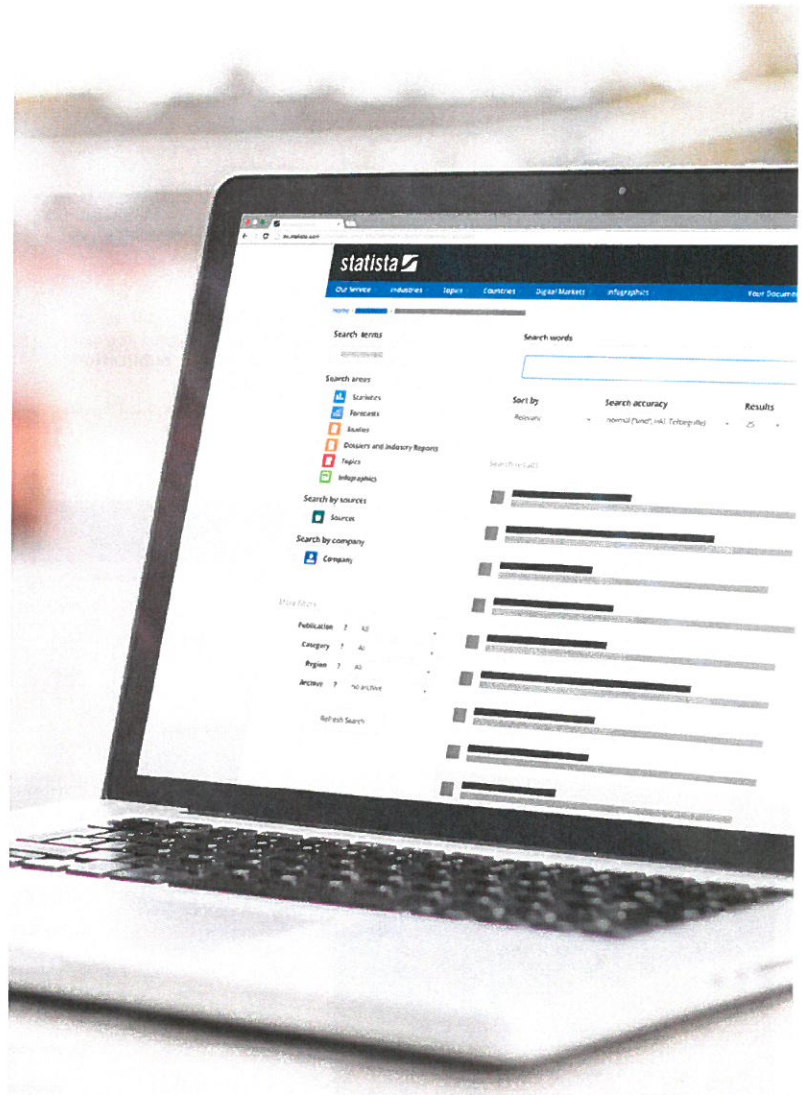
Source Database //
Statista has set up a source database (incl. 18,000 entries) that lists all the market researchers, organizations, companies and governmental institutions that act as the basis of the portal. In the interest of full transparency, the database includes a classification according to industry, a web link and a short description for all sources.

Topic pages //
Topic pages entail a quick and comprehensive overview of a specific subject. Along with a short synopsis, these pages link to rele-

vant dossiers and forecasts as well as the latest and most popular statistics on the topic on the chosen topic.

Consumer Market Outlook //
The Statista Consumer Market Outlook portrays the most important consumer markets and product categories and examines the essential KPIs for each market. Forecasts for each individual country and market are based on industry-specific data as well as general indicators like gross domestic product and import/export volumes of consumer goods trade.

Toplists //
For various industries, our toplists rank the respective top 100 private and listed companies by revenue. Along with total revenue they – in the form of an Excel table – also provide information about the number of employees, annual net profit and loss, and market capitalization in a 3-year time series. Furthermore, they – in addition to other essential industry KPIs – also include each company's contact details.





Search Function

In order to simplify your search process, the portal offers a number of functions to narrow down results. Choose if you would like your results in German (data focus on German-speaking Europe) or English (international data).



Sorting

Decide in what order you would like your results displayed. You can sort by **relevance**, **publication date** or **popularity**.



Search Accuracy

Determine the accuracy of your search by using the **AND/OR function** to specify whether you would like to include word fragments or only identical words.



Results

Decide how many statistics you would like to see displayed per page: 25, 50 or 100.



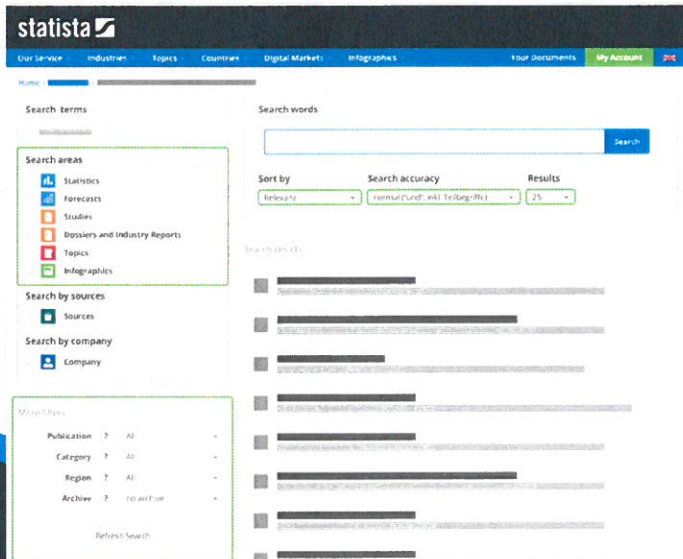
Filter Function

The filter function gives you the chance to **add parameters to your search**. Narrow down your results by specifying a publication date, industry or region. All our data are indexed according to a standardized system.



Search Areas

Specify search areas by choosing between statistics, forecasts, studies, dossiers and industry reports, topic pages, infographics or the source database.





Exporting Data

You can export data in a range of different file types to match your own documents. Statista offers downloads in the most widely used formats: PowerPoint, Excel, PNG or PDF.



Detailed Source Citation

Each of our statistics comes with a detailed source citation and a publication date. Statista also provides information on other parameters, such as the survey period or number of respondents.

The screenshot displays the Statista website interface. At the top, there is a navigation bar with the Statista logo and various menu items like 'Our Service', 'Industries', 'Topics', 'Countries', 'Digital Markets', and 'Infographics'. Below the navigation bar, a search bar is visible. The main content area features a bar chart with a legend and a 'Download as...' dropdown menu. The dropdown menu includes options for 'Graphic (PNG)', 'Excel (XLS)', 'PowerPoint (PPT)', and 'PDF'. There are also 'Options' for 'Settings', 'Save Favorite', 'Print', and 'Update Alerts'. Below the chart, there is a 'Source' section with 'Source', 'Release', and 'Published info' fields. A 'Survey by' field is also present. A 'Do you have a question or a suggestion for this statistic?' link is provided. The interface also includes a 'More options' section, 'Additional information', 'Reading support' (with a text area), 'Supplementary notes', and 'You may also be interested in' sections.



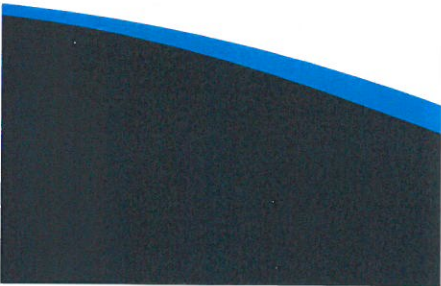
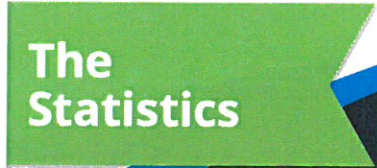
Research Service

You have a specific question or need an update of a statistic? As a Corporate Account user, you can simply use our contact form to get in touch with the researcher in charge of the data.



Reading Supports

Our research managers prepare a short reading support for every statistic on the platform. This helps to interpret the data and provides you with additional information regarding the type of study used, the evaluation period in question and the subject of analysis.





Settings

Every statistic can be displayed as a bar chart, a line graph, or as a table. You can also edit data labels: default, all, none or customised according to your wishes.



Save Favorites

Mark the statistics that are especially relevant to your project as favorites and save them all in one place. Just click the "my account"-button and access them.

The screenshot shows the Statista website interface. At the top, there is a navigation bar with the Statista logo and a search bar. Below the navigation bar, there are several tabs: "Our Service", "Industry", "Topics", "Countries", "Digital Markets", "Infographics", "Your Documents", and "My Account". The main content area features a bar chart with a legend indicating "WORLD" and "EUROPE". To the left of the chart, there are several options for downloading the data: "Graphic (PNG)", "Excel (XLS)", "PowerPoint (PPT)", and "PDF". There are also options for "Settings", "Save Favorite", "Print", and "Update Alerts". Below the chart, there is a section for "Additional Information" and "Find related post".



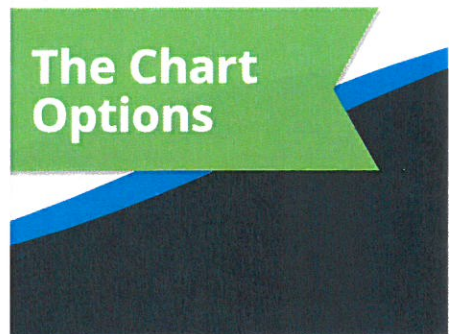
Create Collections

Create your own statistics collections and organize them in folders and chapters. You can add up to 10 statistics to each chapter and instantly turn your collection into a PowerPoint presentation that will be sent to you via e-mail.



Updates via E-Mail

All our statistics are subject to constant updates. Statista offers weekly e-mail updates on the topics that are most relevant to you.



Digital Market Outlook

Statista's Digital Market Outlook offers detailed insights into the digital economy of 50 countries worldwide.

- ▶ Revenue forecasts, user development, demographic insights and relevant market indicators
- ▶ Comparison of key figures for digital product groups and business models
- ▶ Combination of the latest trends in digitization and the data-focused observation of markets
- ▶ International market research combined with renowned sources of the Statista database
- ▶ All graphs and data tables can be exported to different file types for further use



Digital Media



Digital Advertising



eCommerce



Smart Home



FinTech



eServices



eHealth



Connected Car



eTravel

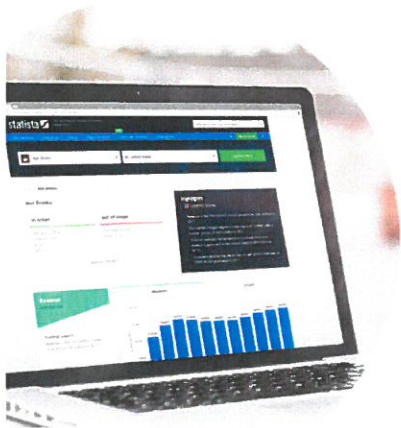
de.statista.com/outlook/digital-markets



















Consumer Market Outlook

The Consumer Market Outlook provides information on the development of the most important KPIs for the consumer goods industry in Europe, the USA, and Canada.

- ▶ Market developments up to 2021
- ▶ Country-specific performance indicators for the international consumer markets
- ▶ International comparisons by means of an interactive interface
- ▶ Market volume and value as well as revenue per user and unit



 Accessoires	 Footwear	 Alcoholic Drinks
 Furniture	 Clothes	 Home and Laundry Care
 Consumer Electronics	 Hot Drinks	 Cosmetics and Personal Care
 Household Appliances	 Eyewear	 Non-Alcoholic Drinks
 Tissue and Hygiene	 Tobacco Products	 Toys and Games
 Food		

de.statista.com/outlook/consumer-markets

Outlook Reports

Detailed reports from the Digital Market Outlook and Consumer Market Outlook supplement our platform's large data pool and provide background information, trends, and forecasts for the future development of several digital and consumer goods markets.

In addition to relevant correlations, the Outlook Reports offer comprehensive numerical data and give a deep insight into each segment in the form of qualitative information and analyses.

Exclusive information about revenues, usage data, or country-specific development drivers are prepared by experts. All forecasts, each industry's key players and future market potential are thoroughly analyzed and compared on a global scale.



Statista's exclusive data underpins our analyses and inspires our brainstorming.

Vincent Schmidlin
Managing Partner, Hirschen Group GmbH

Additional Features

Upgrade Functions for Enterprise Accounts



IP-Activation

- ▶ Provide your whole company with full access to Statista. No extra logins required.



Customized PPT

- ▶ Download all statistics and dossiers as PowerPoint (PPT) presentations in your own corporate design. This will prove as a helpful time saver whenever you need to include data into a business presentation.



Uploading Private Studies

- ▶ Our user-friendly editor makes it easy to upload your own documents to the portal
- ▶ Cataloging and searching: Add relevant information to your documents with the help of meta data to better keep track of your documents
- ▶ Upload up to 100 files per document (max. 100 MB)
- ▶ Use the Legal Management section to assign access permissions for your documents to pre-defined user groups



Matching Color Scheme

- ▶ Help your employees to identify with the platform by having charts displayed in your company colors
- ▶ Add your company logo for an integrated appearance

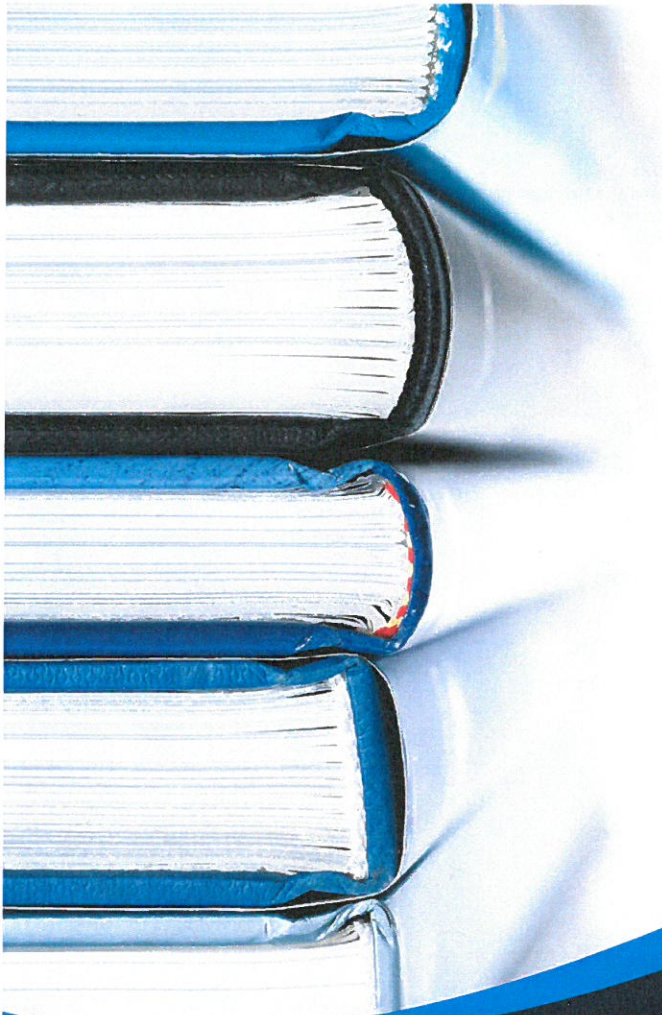
Our Account Solutions

Our features	Premium Account	Corporate Account	Enterprise Account
All Statistics	✓	✓	✓
Office downloads	✓	✓	✓
Dossiers	✗	✓	✓
Publication rights	✗	✓	✓
Digital Market Outlook	✗	✓	✓
Consumer Market Outlook	✗	✓	✓
Research Service	✗	✓	✓
Market forecasts	✗	✓	✓
Industry reports	✗	✓	✓
Studies database	✗	✓	✓
Source database	✗	✓	✓
Collections	✗	✓	✓
Activation via Domain	✗	✓	✓
IP-Activation	✗	✗	✓
Basic adjustment to Logo and Graphs	✗	✗	✓
Upload of private studies (optional)	✗	✗	✓
Duration	12 months	max. 24 months	max. 24 months
Work stations	1	by arrangement	Entire company



Additional Products and Services

Statistics are the vital DNA of Statista,
but our portfolio offers more than that



Industry Index at statista.com

On the following pages you can find a list of all topics and industries covered on the platform. All categories have been broken down into subcategories in order to help you find the right content quickly.



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

E-Commerce //

- B2B E-Commerce
- B2C E-Commerce
- C2C E-Commerce
- Digital Payments
- Key Figures of E-Commerce

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

International //

- Afghanistan
- Albania
- Algeria
- Angola
- Argentina
- Armenia
- Australia
- Austria
- Azerbaijan
- Bangladesh
- Belarus
- Belgium

- Bolivia
- Bosnia and Herzegovina
- Botswana
- Brazil
- Bulgaria
- Burundi
- Cambodia
- Cameroon
- Canada
- Chad
- Chile
- China
- Colombia
- Congo
- Costa Rica
- Croatia
- Cuba
- Cyprus
- Czech Republic
- Denmark
- Ecuador
- Egypt
- Estonia
- Ethiopia
- EU & Euro-Zone
- Finland
- France
- Georgia
- Germany
- Ghana
- Greece
- Greenland
- Guatemala
- Hong Kong
- Hungary
- Iceland
- India
- Indonesia
- Iran
- Iraq

- Ireland
- Israel
- Italy
- Japan
- Jordan
- Kazakhstan
- Kenya
- Kosovo
- Kuwait
- Latvia
- Lebanon
- Liberia
- Libya
- Liechtenstein
- Lithuania
- Luxembourg
- Macedonia
- Madagascar
- Malaysia
- Mali
- Malta
- Mexico
- Monaco
- Morocco
- Mozambique
- Namibia
- Nepal
- Netherlands
- New Zealand
- Nicaragua
- Niger
- Nigeria
- North Korea
- Norway
- Other
- Pakistan
- Panama
- Paraguay
- Peru
- Philippines

- Poland
- Portugal
- Puerto Rico
- Qatar
- Romania
- Russia
- Rwanda
- Saudi Arabia
- Senegal
- Serbia
- Sierra Leone
- Singapore
- Slovakia
- Slovenia
- South Africa
- South Korea
- Spain
- Sudan
- Sweden
- Switzerland
- Syria
- Taiwan
- Tanzania
- Thailand
- Turkey
- Uganda
- UK, Great Britain
- Ukraine
- United Arab Emirates
- USA
- Uzbekistan
- Venezuela
- Vietnam
- West Bank and Gaza
- Yemen
- Zambia
- Zimbabwe

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 //

- 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

Concept

Katja Schönemann, Rantje Looft

Implementation

Artdirection & Graphics: Katja Schönemann

Text: Rantje Looft, Katrin Kienast

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