

STATISTA COMPANY PRESENTATION

# Empowering people with data

statista 



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Get to know our company

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From quick research to in-depth analyses

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Your customized research service

## ABOUT STATISTA

Get to know our company



OUR MISSION

**We empower people  
worldwide to make fact-  
based decisions.**



ABOUT STATISTA

Where is **Statista today** –  
and what comes next?

**1200**

| Employees

**14**

| Locations

**1 Mio**

| Statistics

**2.5 Mio**

| Registered Users

# Our locations

Global competence



# Content on the Statista platform

Specific data on markets, consumers, companies, and drivers

## **Markets**

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

## **Consumers**

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

## **Companies**

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

## **Drivers**

- Trends
- Technologies
- Macroeconomic data

# The single statistic – our signature product

The image shows a laptop displaying a Statista chart. The chart is a bar graph titled "Media advertising revenue in the United States from 2012 to 2024 (in billion U.S. dollars)". The y-axis represents revenue in billion U.S. dollars, ranging from 0 to 350. The x-axis shows years from 2012 to 2024. The bars show a steady increase in revenue over the period, with values ranging from 184.19 billion in 2012 to 286.81 billion in 2024. To the right of the chart is a "DOWNLOAD" section with options for PDF, XLS, PNG, and PPT. Below the chart is a "SOURCE" section with details about the survey, including the source (GroupM), survey name ("This Year Next Year"), published by (GroupM), source link, and release date (December 2020). At the bottom of the chart area is a "Description" section with a small icon and text: "Advertising revenue in the U.S. 2012-2024. Published by A. Guttman, Jan 25, 2021. In 2021, U.S. ad revenue is expected to reach close to 242 billion U.S. dollars. Over the past decade, excluding 2020 when the advertising market".

**Title** – Media advertising revenue in the United States from 2012 to 2024  
(in billion U.S. dollars)

**Graph** – Bar chart showing revenue in billion U.S. dollars from 2012 to 2024.

**Description** – Advertising revenue in the U.S. 2012-2024. Published by A. Guttman, Jan 25, 2021. In 2021, U.S. ad revenue is expected to reach close to 242 billion U.S. dollars. Over the past decade, excluding 2020 when the advertising market

**Download** – PDF, XLS, PNG, PPT

**askStatista\*** – SOURCE, DETAILS, FAQ

**Source** – Source: GroupM, Survey by: GroupM, Survey name: This Year Next Year, Published by: GroupM, Source link: This Year Next Year U.S. End-of-Year Forecast December 2020, page 13, Release date: December 2020



# Industry overview

Data on 170 industries in 150 countries (1/2)

## Advertising & Marketing

- Advertising
- Brands & Leaders
- Marketing

## Agriculture

- Farming
- Fisheries & Aquaculture
- Forestry

## Chemicals & Resources

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

## Construction

- Building Construction
- Heavy Construction

## Consumer Goods & FMCG

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

## Economy & Politics

- Economy
- International
- Politics & Government

## eCommerce

- B2B eCommerce
- B2C eCommerce
- C2C eCommerce
- Digital Shopping Behaviour
- Key Figures of eCommerce
- Paid Content

## Energy & Environment

- Climate and Weather
- Emissions
- Energy
- Environmental Technology & Greentech
- Waste Management
- Water & Wastewater

## Finance & Insurance

- Financial Institutions
- Financial Instruments & Investments
- Financial Services
- Insurance

## Health, Pharma & Medtech

- Care & Support
- Health Professionals & Hospitals
- Health System
- Medical Technology
- Pharmaceutical Products & Market
- State of Health

## Internet

- Communications
- Cyber Crime & Security
- Demographics & Use
- Mobile Internet & Apps
- Online Search
- Online Video & Entertainment
- Reach & Traffic
- Social Media & User-Generated Content

# Industry overview

Data on 170 industries in 150 countries (2/2)

## Life

- Celebrities
- Family & Friends
- Love & Sex
- Personality & Behavior
- Public and religious holidays

## Media

- Audio
- Books & Publishing
- News
- TV, Video & Film
- Video Games & eSports

## Metals & Electronics

- Aerospace & Defense Manufacturing
- Electronics
- Industrial Machinery Manufacturing
- Metals
- Rolling Stock Manufacturing
- Shipbuilding
- Vehicle Manufacturing

## Real Estate

- Commercial Real Estate
- Industrial Real Estate
- Mortgages & Financing
- Property Services
- Residential Real Estate

## Retail & Trade

- DIY Retail
- Fashion & Accessories
- Food & Beverage
- Furniture Retail
- General Merchandise
- Health & Hygiene
- International Trade
- Office Supplies
- Private Label
- Retail Technology
- Shopping Behavior
- Sports & Leisure
- Subscriptions & Direct Selling
- Supply Chain
- Wholesale

## Services

- Business Services
- Skilled Labor

## Society

- Crime & Law Enforcement
- Demographics
- Education & Science
- Geography & Nature
- Historical Data
- Religion

## Sports & Recreation

- Art & Culture
- Gambling
- Hobbies
- Parks & Outdoors
- Professional Sports
- Sports & Fitness
- Wellness & Spas

## Technology & Telecommunications

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

## Transportation & Logistics









- Aviation
- Logistics
- Public Transportation & Mobility Services
- Rail Transport
- Vehicles & Road Traffic
- Water Transport

## Travel, Tourism & Hospitality

- Accommodation
- Business Travel
- Food & Drink Services
- Leisure Travel

# Statista is a partner for your entire company

Every department can benefit from Statista (1/2)

-  **Management**  Insert data directly into presentations. Our transparent and valid sources guarantee a high degree of reliability.
-  **Market Research**  Gain a comprehensive overview of different market segments, obtain in-depth and up-to-date industry reports on all industries, and access exclusive forecasts.
-  **Sales**  Bring our statistics into your own corporate design in PowerPoint format and use Statista for your lead generation. Our toplists show the 100 largest companies of an industry, including contact details.
-  **Product Development**  Avail yourself of our data about consumers, companies, and markets to discover trends, and conduct competitor, SWOT, and market analyses in only a few clicks.

# Statista is a partner for your entire company

Every department can benefit from Statista (2/2)



## **Business Development**



Get exclusive forecasts for the global economic developments of the next 5 years, user and revenue forecasts relating to the digitalization of every core industry, and numerous external studies, reports, and predictive analyses.



## **Marketing**



Use our data for market monitoring, digital consumer trends, and consumer insights. The Market Insights provide information on consumer behavior and revenue performance.



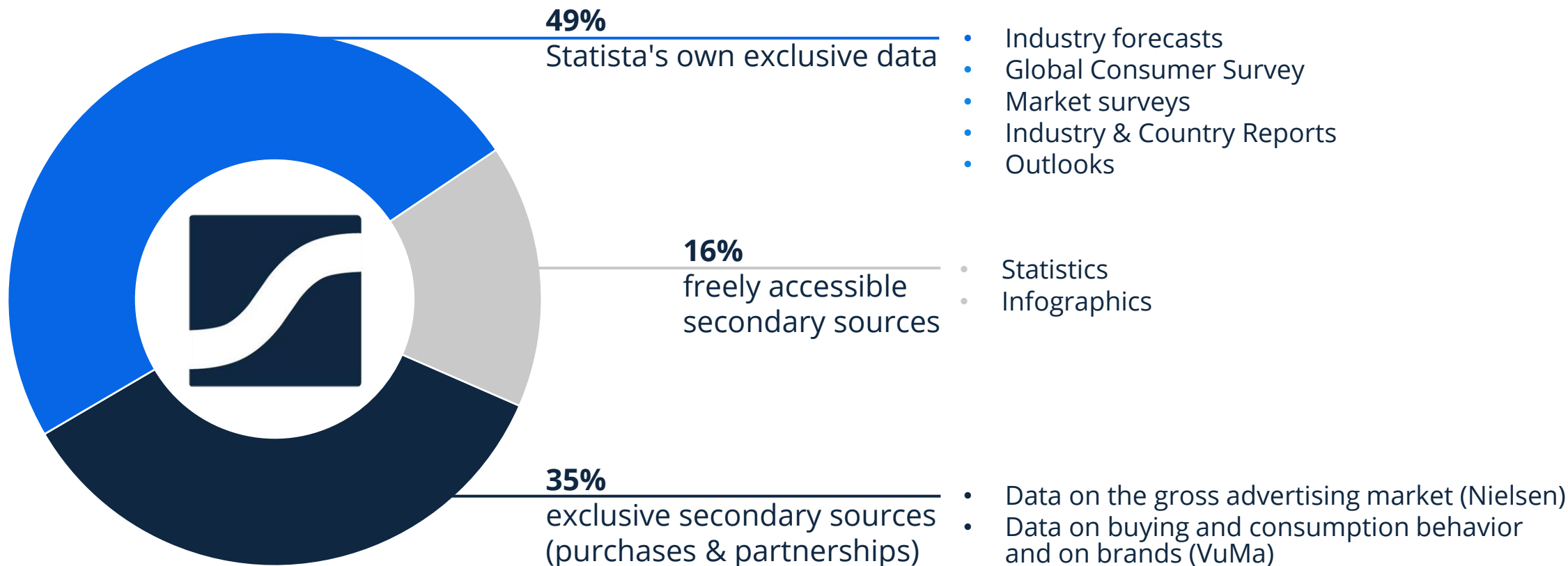
## **Human Resources**



Gain a salary overview of your industry and demographic data. Benefit from data on current trends in recruiting, social media, employer branding and more.

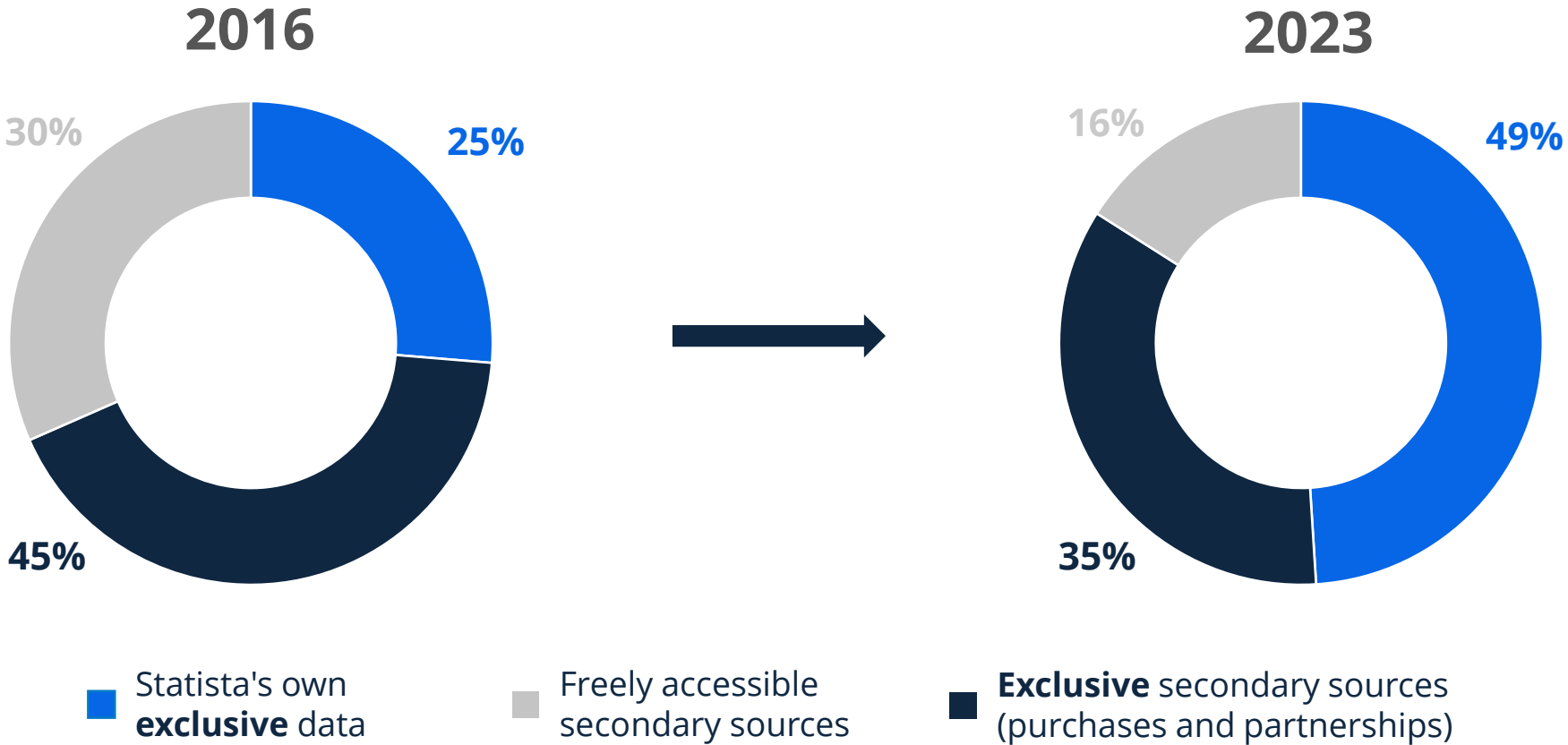
# Origin of our data

Statista aggregates its data from more than 22,500 different sources



# From data aggregator to market research company

The ratio of Statista exclusive content doubled over the past years



# We empower more than 23,000 clients with data

2.5 million registered users and 23,000 corporate clients worldwide make fact-based decisions with Statista



# The road to success

With Statista, you will save a significant amount of research time and can focus on your analyses

## 1. Saving of time

Simple keyword search and time saved on data research

## 2. Data quality

Graphical presentation of reliable data, reviewed by our editorial teams

## 3. Usage

Direct download & publication rights



## Amount of time saved

Without Statista

Find statistic

16 minutes

Convert statistic into PowerPoint slide

8 minutes

Import statistic into Excel

7 minutes



With Statista

1.4

1.6

**Time saved**  
28 minutes per statistic



# How Statista can help your business

What Statista offers to empower businesses to thrive in a data-driven world



## Diversity of industries and topics

Statista bundles statistical data on 80,000+ topics from over 170 industries. The data comes from over 22,500 sources.



## Data at your fingertips

With a Statista account, users can obtain comprehensive overviews and conduct targeted research – with minimal time expenditure.



## Global data from numerous countries

Statista offers insights and facts on industries from 150+ countries and territories. Markets, companies, and consumers from all over the world are highlighted.



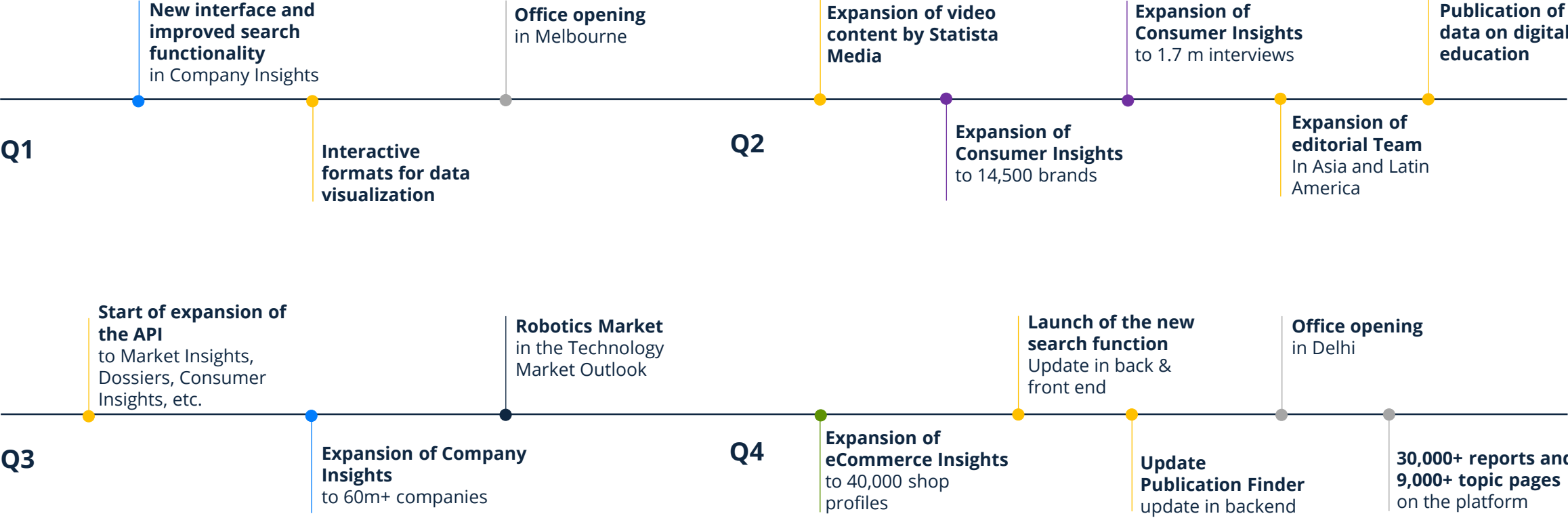
## Reliable and efficient research basis

Statista has been the market leader in providing business data since 2007. Companies, universities, schools, and the media trust our service.

# Milestones – looking back

Our highlights in 2022

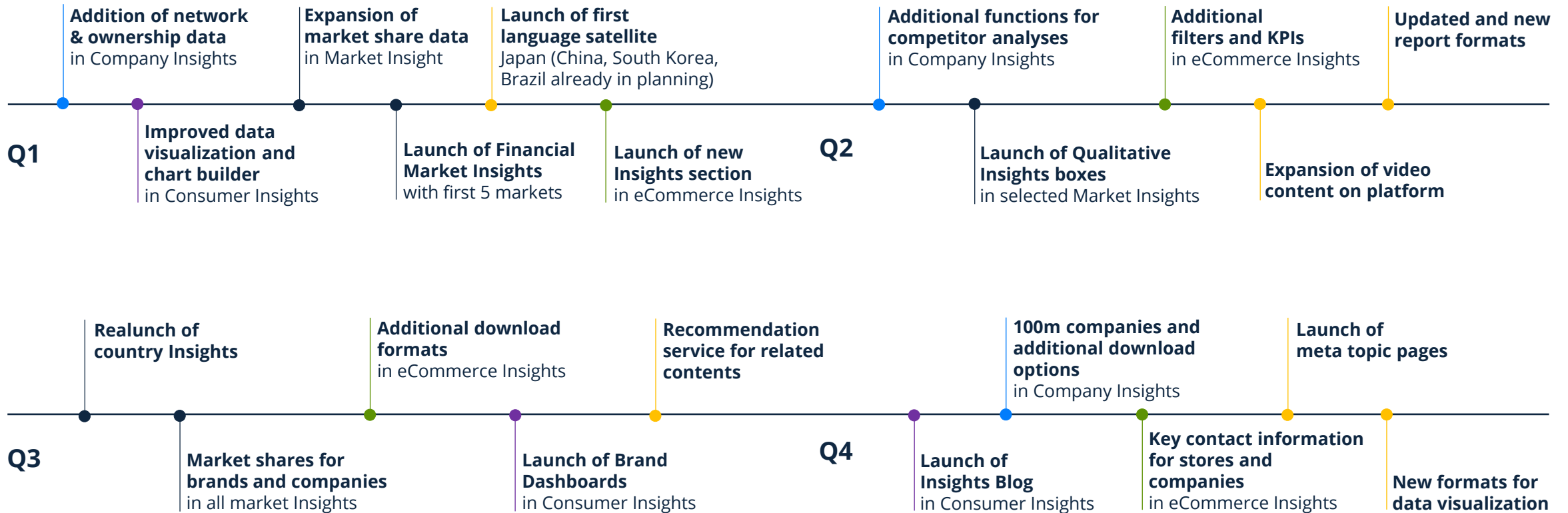
- Company Insights
- Consumer Insights
- Market Insights
- eCommerce Insights
- Platform & Content
- Statista Company News



# Milestones – looking ahead

Our highlights in 2023

● Company Insights ● Consumer Insights ● Market Insights ● eCommerce Insights ● Platform & Content



## OUR PRODUCTS

From quick research  
to in-depth analyses

# Products that will change the way you do research

We provide products for quick information and comprehensive analyses of your business environment – to make your research faster, easier, and more effective



## Statistics & Reports

Find facts and figures and ready-to-use analyses for 170+ industries and 150+ countries.



## Market Insights

Look into the future of markets with detailed, 5-year forecasts for 600+ market segments.



## Consumer Insights

Understand consumers based on over 2 million interviews and covering 15,000+ brands.



## Company Insights

Discover key metrics for over 60 million private and 50,000 stock-listed companies.



## eCommerce Insights

Understand the eCommerce landscape with data on over 30,000 online stores and marketplaces.

# Statistics

Quickly find answers – concise visual representations



## Statistics

**More than one million statistics** constitute the centerpiece of our portfolio.\*

They provide data on more than 80,000 topics and 170 industries from 22,500 sources.

Our **Premium Statistics** (approx. 93% of all statistics) can only be accessed by our **paid accounts**.

The statistics can be downloaded in **XLS, PNG, PPT, and PDF format**.



## Forecasts

**With our five-year market forecasts**, we provide you with relevant data on the market development of approx. **600 segments** in more than 150 countries.

Our experts create a detailed market model, based on which the future market volume is calculated.



## Infographics

We **depict highly topical trends and facts** with our infographics. Every day, our data journalists publish several graphics on different topics, such as politics, economy, or technology.

For more information, see [www.statista.com/chartoftheday/](https://www.statista.com/chartoftheday/).



## Topic Pages

Our topic pages provide a **comprehensive overview of all the content** offered by us on a particular topic.

In addition to a short summary, these pages contain links to relevant dossiers and forecasts as well as to the latest and most popular statistics on the topic in question.

# Studies and Reports

Dive deeper into topics – on a micro or macro level



## Dossiers & Dossier Plus

The Statista Dossiers offer a **quick and comprehensive** national or international **overview** of a topic.

They are edited and compiled by industry experts.



## Industry Reporte

Our Industry Reports offer high-quality processing of **all industry-relevant data and forecasts**, including key figures relating to the areas of finance, companies, employees, and R&D.



## Externe Studien

The Statista database contains more than 41,000 additional, external studies, which provide you with **information on more than 170 industries** and are selected by experts. The study database is regularly supplemented by new studies.



## Global Business Cities Reporte

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.



## Brand Reporte

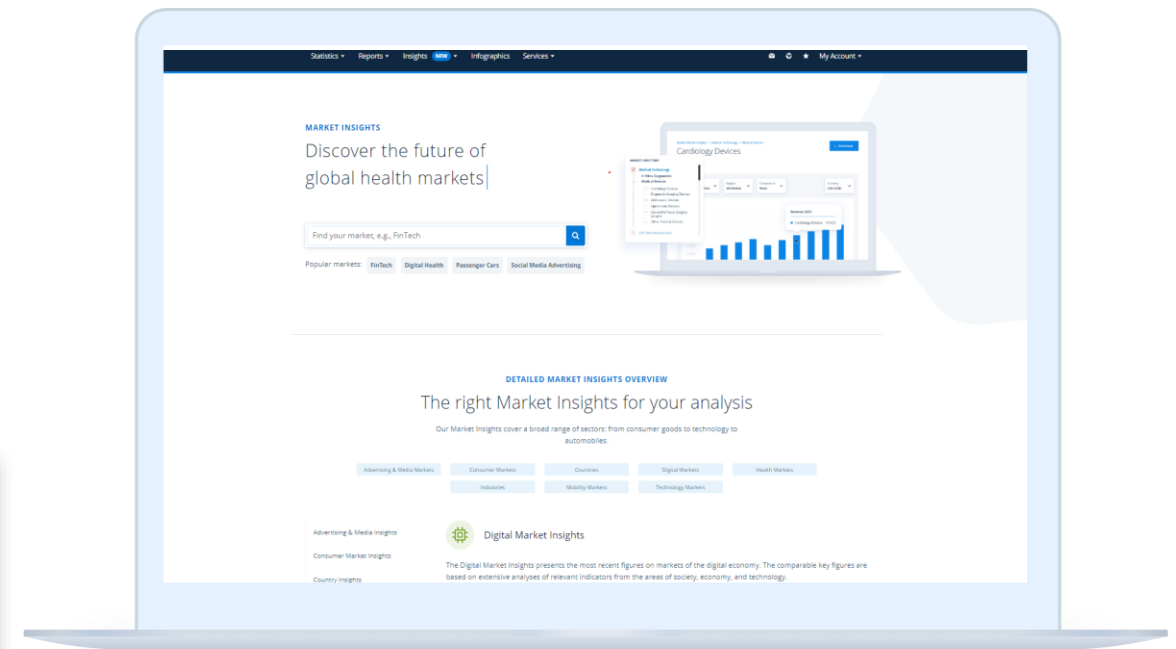
The Brand Reports are based on the Statista Global Consumer Survey, an online survey exclusively carried out by Statista in 56 countries among more than 3.4 billion consumers, covering more than 14,500 brands in more than 50 industries.

# Discover the future of your market with the Statista Market Insights

## Detailed, 5-year forecasts and expert KPIs

The Market Insights offer global and local insights into different B2B and B2C markets, countries, and industries by providing detailed, 5-year market forecasts on KPIs such as revenues, market shares, employees, and more. Assess the potential of markets relevant to you and unlock promising opportunities for your business.

- Find and understand growing markets
- Dive deeply into relevant markets
- Identify underlying factors of trends





# Detailed forecasts and key information for 600+ market segments

Market Insights at a glance



## Technology Market Insights

- KPIs on revenues, market shares, etc.
- 9 main markets & > 65 (sub-)segments
- 150+ countries



## Advertising & Media Market Insights

- KPIs on ad spending, revenue, users, etc.
- Data breakdowns: e.g. mobile vs. desktop revenues
- 4 main markets & > 40 (sub-)segments
- 150+ countries



## Industrial Market Insights

- KPIs on industry, e.g. revenue, number of enterprises
- 80+ industries
- 50+ countries



## Country Insights

- KPIs on employment, education, households, etc.
- 9 thematic areas
- 150+ countries



## Digital Market Insights

- KPIs on revenues, users & relevant market indicators
- 9 main markets & > 140 (sub-)segments
- 150+ countries



## Mobility Market Insights

- KPIs on sales, revenues, prices, brands, etc.
- 140+ car makes coverage
- 5 main markets & > 30 (sub-)segments
- 150+ countries



## Consumer Market Insights

- Most relevant KPIs for each market
- 18 main markets & > 200 (sub-)segments
- 150+ countries



## Health Market Insights

- KPIs on key players, revenue, users, hospitals, etc.
- 6 main markets & > 35 (sub-)segments
- 150+ countries

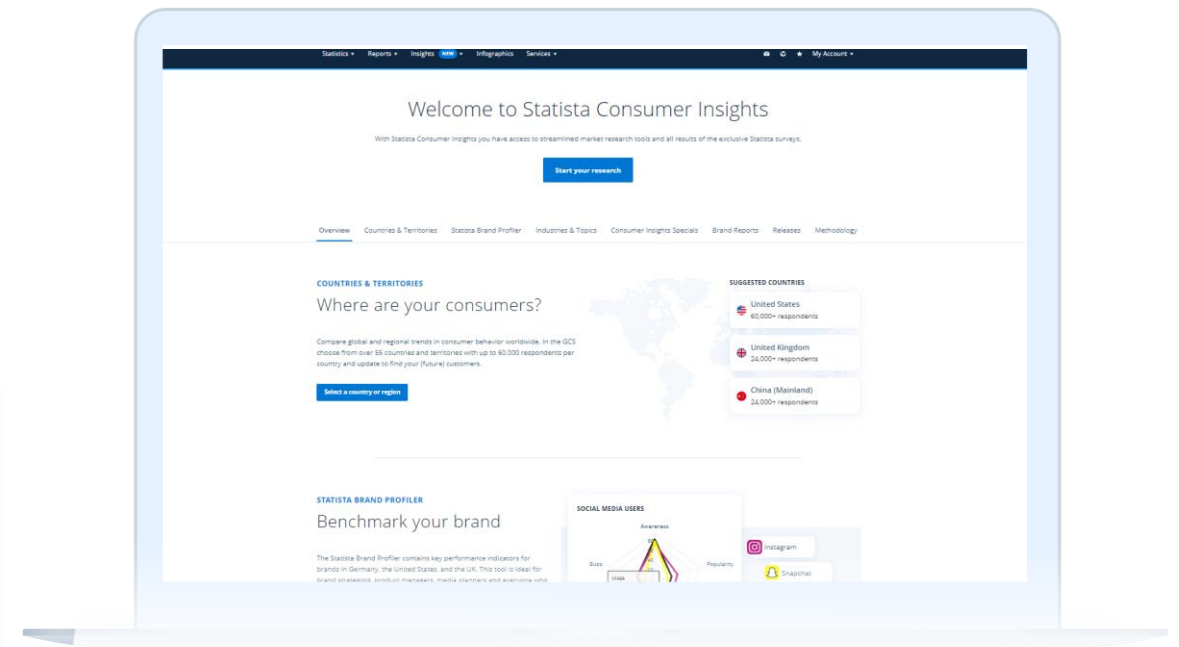
# Access the world of consumers with data based on more than 2 million interviews

Understanding consumers and brands

## Gain a global perspective on consumption

The Statista Consumer Insights offer you a global perspective on consumption and media usage, covering the offline and online world of the consumer. They are designed to help you understand consumer behavior and consumer interactions with brands.

- Survey data based on 2+ million interviews
- Regularly extended surveys on trending topics
- Online tool allowing customized target groups



# Our large survey database allows you to understand your audience on a deeper level

Surveys: Global Consumer Survey and Consumer Insights Specials

## The Global Consumer Survey (GCS)

In our main survey, we conduct over 2,000,000 interviews with 3.5 billion consumers in four waves yearly. The survey covers 56 countries and territories and over 15,000 brands, so you can be sure to find the answers you're missing.

## Consumer Insights Specials

The GCS is regularly extended by survey data on the most relevant industries and trending topics. Dig even deeper into consumer attitudes towards pets, holidays, eSports, and many more, to know what drives your audience.



# Analyze and create personalized target groups

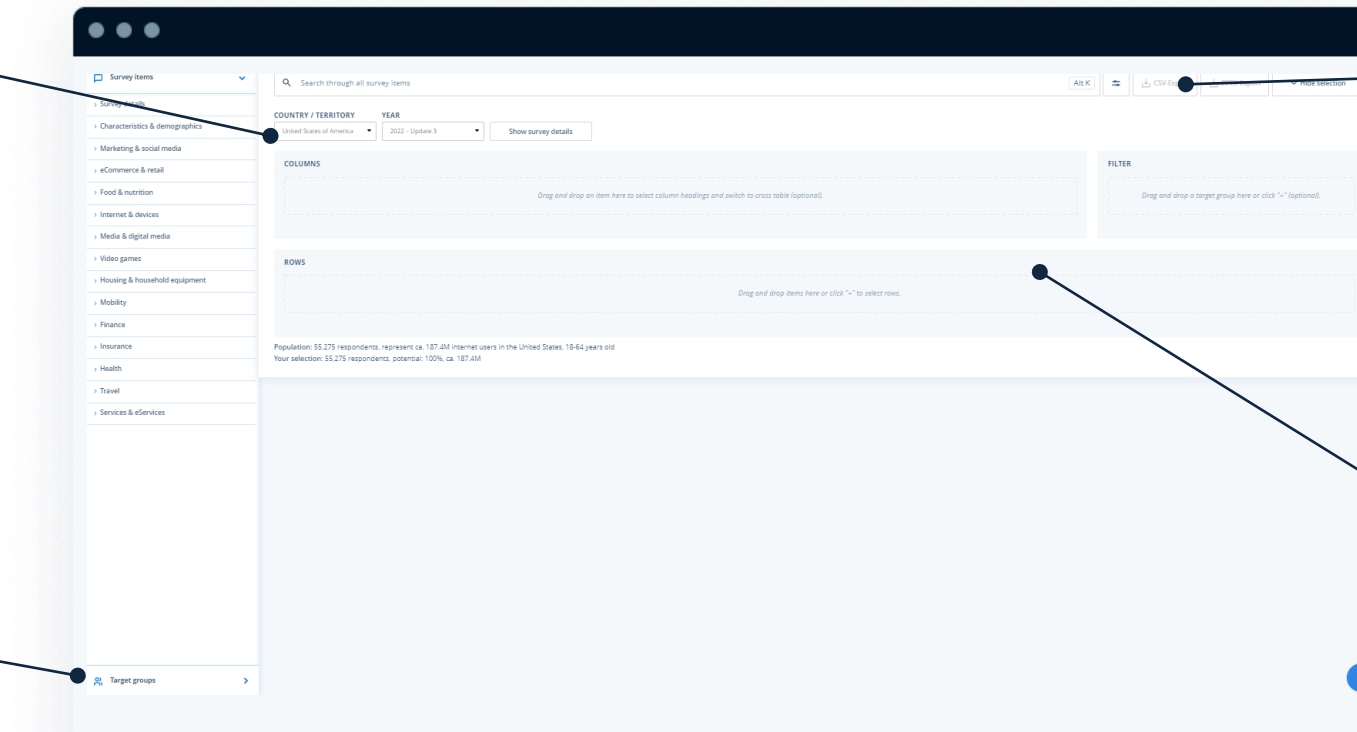
The Consumer Insights Tool makes working with data easy – filter by preset target groups, country, and year

Compare countries and regions

Export in CSV and PPT

Define and filter by personalized target groups

Use cross-tabulation to find trends and patterns quickly



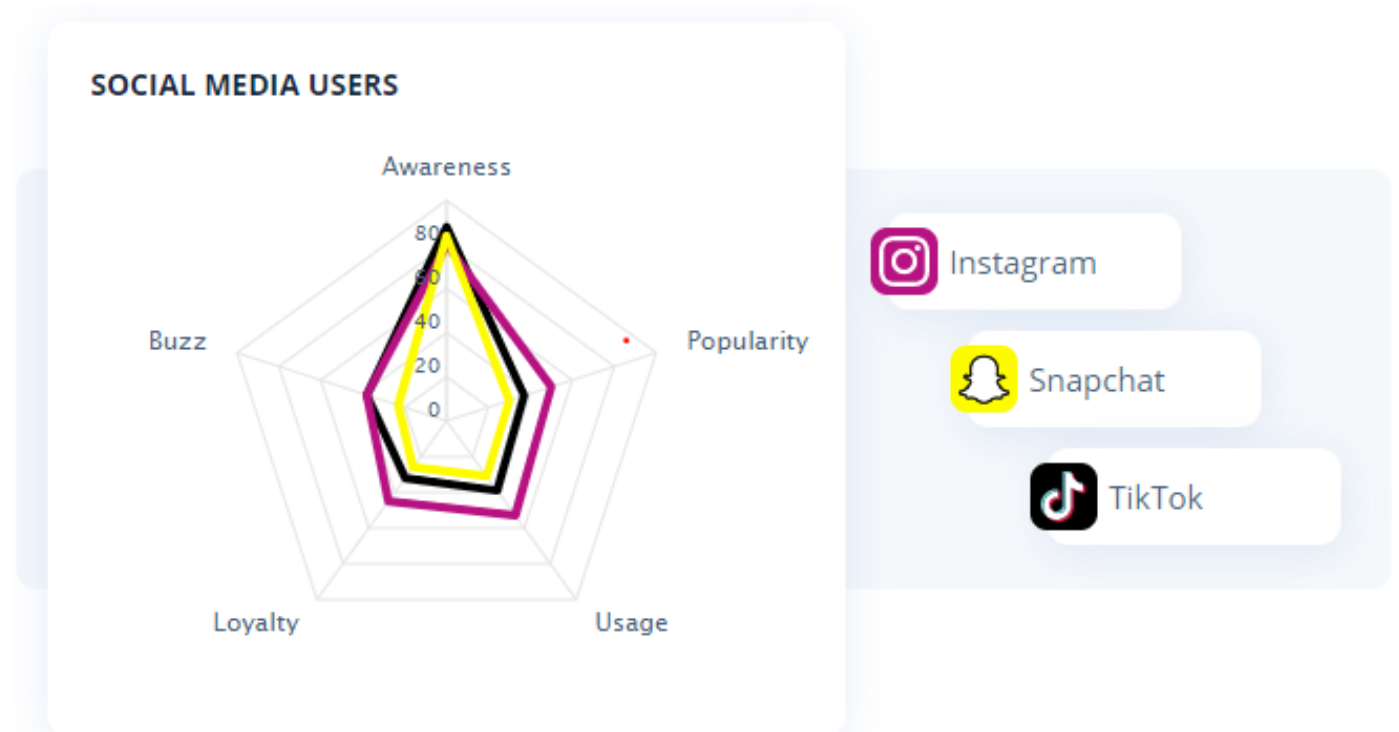
# How many people know, like, and buy your brand?

The Statista Brand Profiler covers key performance indicators for brands in Germany, the United States, and the UK

## Benchmark your brand

The Statista Brand Profiler won't leave you guessing. Find out how your and other brands perform in terms of awareness, popularity, usage, brand loyalty, and media buzz, **and build a successful brand funnel.**

The Brand Profiler covers brands in Germany, the United States and the United Kingdom, including those from traditional industries as well as new growth markets.

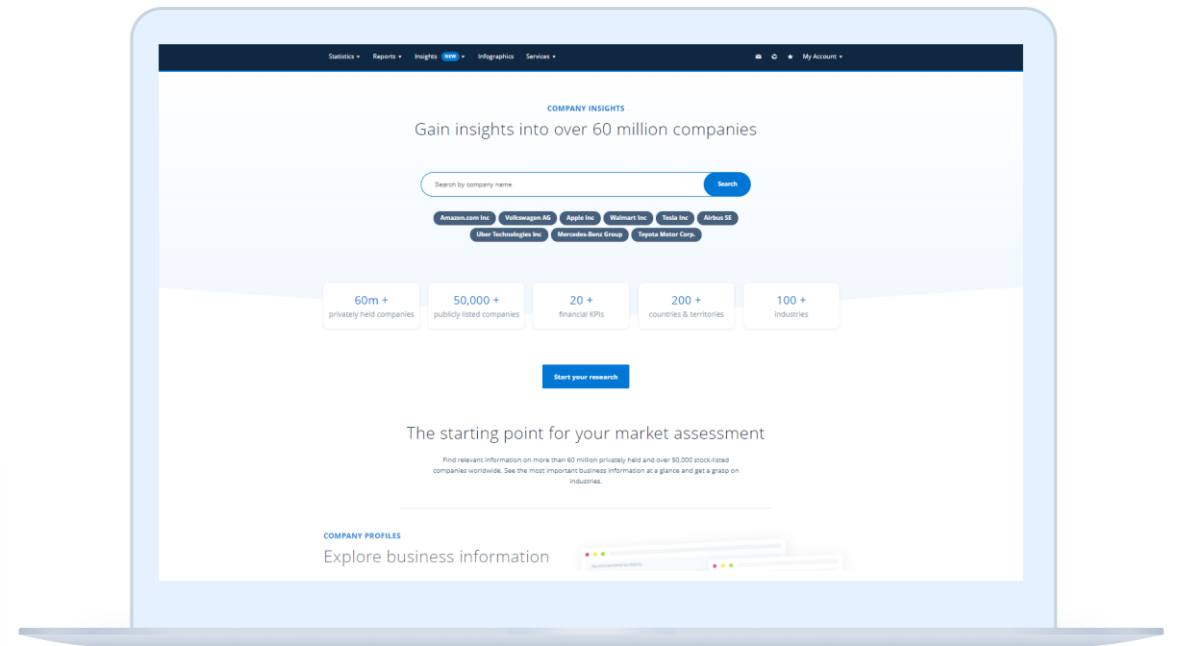


# Start your market assessment with data on over 60 million companies

## Key company figures at a glance

The Statista Company Insights provide you with information on more than 60 million listed and privately held companies and contain the most important company key figures as well as in-depth analyses, so you'll have an overview of any company landscape in no time and have the essential knowledge to evaluate your market.

- Tailored rankings in 200+ countries and territories as well as 100+ industries
- In-depth information for 50,000+ stock-listed companies

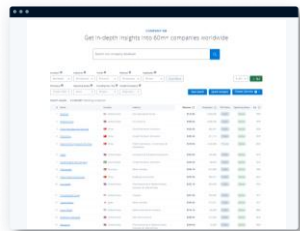


# Key features that will take your research on companies to a new level

Company Insights provide both quick and detailed information on companies worldwide, giving you the ideal basis to assess your market

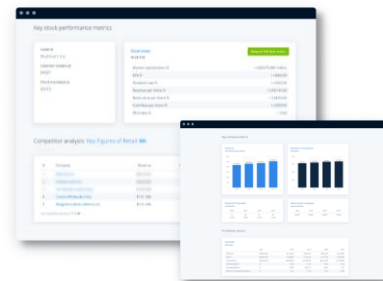
## Rankings

Find the top companies in a given industry. Identify market leaders and compare companies by size, industry, region & many more parameters.



## Detailed Profiles

Detailed information and 20+ KPIs on more than 60 million privately held and 50,000 stock-listed companies.



## Toplists\*

View contact details and figures of the top 100 companies of a given industry and download them as Excel files.



## Company Reports\*

In-depth information on companies covered in the Company Database, including financials, employees, competitive landscape, and more.



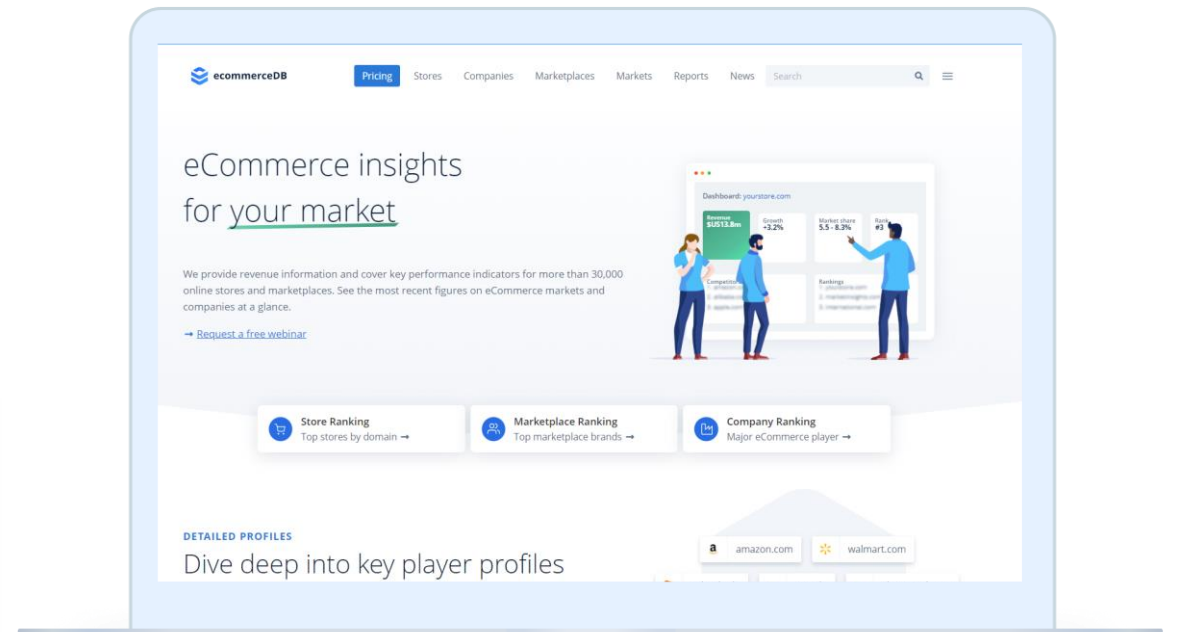
# eCommerce Insights for your needs

Understand the global eCommerce landscape in all its facets and derive valuable opportunities for your business

## Revenue information and KPIs for online stores, companies, and marketplaces worldwide

The Statista eCommerce Insights give users access to the ecommerceDB, our partner database that provides detailed information and useful KPIs on more than 30,000 online stores, companies, and marketplaces.

- **70+ KPIs for online stores in 50+ countries**
- Drill down rankings using different filters
- Smooth processing of **downloadable profiles**



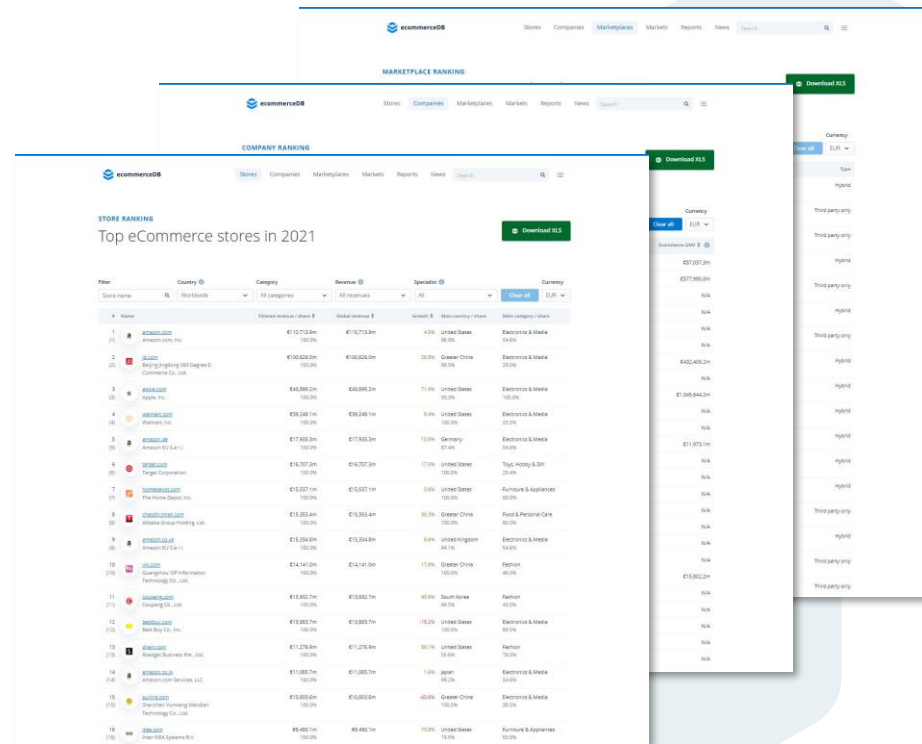


# Top Rankings

All relevant stores, companies, and marketplaces at one glance

**Filter for countries, categories, and other parameters within a matter of seconds**

With the Rankings tool, users are able to **customize their search** and use the data as a starting point for their market or competitor analysis. Rankings are available for stores, marketplaces, and companies, and can be **filtered by country, product categories, net sales, and more**. Identify market leaders, determine growth champions, and gain a deeper understanding of your market.



# Comprehensive profiles

Find the information you need about your competitors or potential marketplaces

## Gain an overview of the most relevant KPIs

 **Stores**

- eCommerce Net Sales
- Information on total market sizes
- Consumer behavior insights
- SEO & SEA data
- Mobile app analytics
- Social media activity
- Payment & shipping information
- & more

 **Marketplaces**

- Gross market volume analytics
- Mobile app analytics
- Regional scope
- Historic milestones
- Breakdown of the commission scheme for third-party vendors
- Subscription fees, commission rate, further costs, available services

 **Companies**

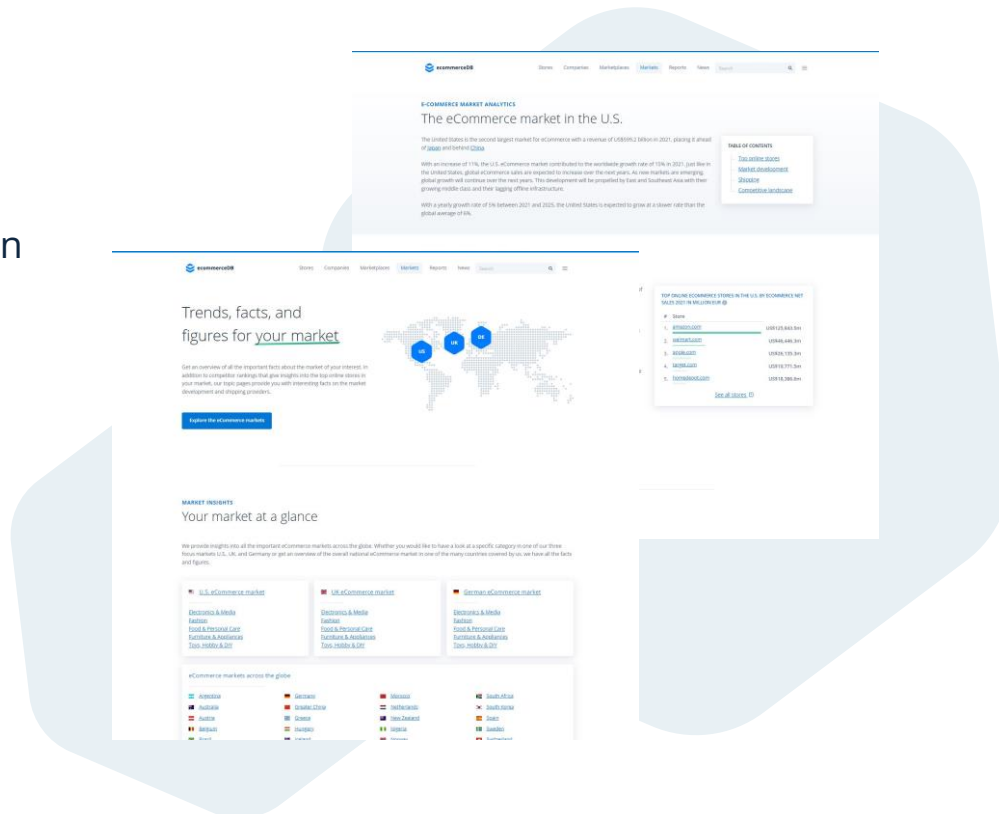
- Company revenue
- Number of employees
- eCommerce revenue development
- Financial analytics
- Key history
- Milestones
- Company information & contact

# eCommerceDB, what does the eCommerce market in Finland look like?

Trends, facts, and figures for your market on a national level

## Market overview

Insights into all relevant eCommerce markets across the globe incl. facts on the market development, shipping providers, and the competitive landscape.



## Focus markets

Have a look at a specific category in one of our focus markets (U.S., UK or Germany) or get an overview of the overall eCommerce market on a country level

# eCommerce reports

The ecommerceDB dives deep into topics in the field of eCommerce and turns complex insights into ready-to-use data for you

## eCommerce Country Reports

Macro-economic perspective

- Consumer behavior
- eCommerce market
- Competitive landscape



## eCommerce Brand Reports

Micro-economic perspective

- Competitive landscape
- Customer profile
- Customer journey



## eCommerce Trend Reports

What's trending in eCommerce?

- B2B eCommerce
- Marketplaces
- Special shopping days



## eCommerce Company Reports

Insights into several profiles

- B2C eCommerce
- Online shops
- KPIs like net sales, and more





# CONTACT

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