



CORPORATE ACCOUNT



ABOUT STATISTA



Company profile & key figures

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

- Founded in **2007**
- One of the world's leading online statistics portal
- **22.6 million page views** and **8.5 million unique visitors** every month
- **1.5 million registered users**
- **23,000 corporate customers**
- More than **700 employees** from 57 nations
- **Headquartered in Hamburg, Germany**
- Regional headquarters in **New York City, London, Paris and Singapore**



Faster than a research department: you & Statista

Save nearly 30 minutes per research inquiry



Time saved
28 minutes per statistic

How do people use Statista?

For

- new business pitches,
- strategic research and planning,
- content creation,
- consumer behavior insights,
- identifying market & industry trends,
- market sizing,
- understanding the competitive landscape,
- presentations/materials (various download formats)



All departments profit from Statista (1/2)



Management

- Data can be directly embedded into presentations, which reduces administrative costs and helps streamline workflows
- Transparent and valid sources guarantee a high degree of data reliability



Sales

- Sales staff can directly download statistics in their company's corporate design as PowerPoint files for use in customer presentations
- Detailed data on all industries and price trends
- Lead generation: lists of the top 100 largest companies of a given industry including contact details



Product development

- Current trends, data on consumers, SWOT analyses, and market forecasts give insights as to which products have market potential
- Information regarding trends of the digitalization and extensive market data about the competition guarantee a competitive advantage



Human resources

- Overviews of salaries in your industry and employee demographics assist in the selection of the optimal business location
- Monitor current recruitment trends such as, for instance, the importance of social media and employer branding

All departments profit from Statista (2/2)



Business development

- Exclusive forecasts on global economic trends covering the next 5 years
- The Digital Market Outlook provides unique revenue and user forecasts for the core industries of the digital economy
- 41,000 external studies allow for a more in-depth look into each subject



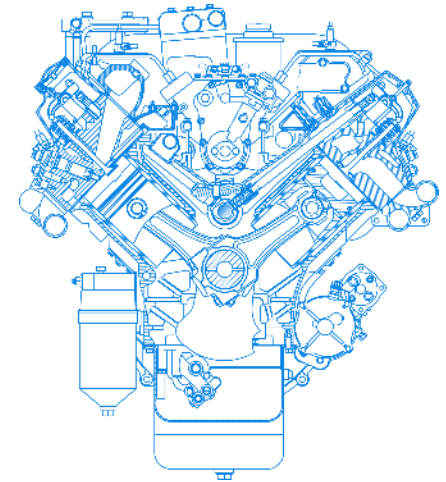
Marketing

- Market observation, digital consumer trends and insights
- Toplists for each industry and extensive data on competitors for your benchmarking projects
- The Consumer Market Outlook gives information about consumer behavior and revenue performance along with other KPIs for over 200 product categories



Market research

- The wide range of topics covered by Statista gives a well-founded overview of different segments of your market
- Detailed and up-to-date industry reports as well as exclusive forecasts give a deep insight into each industry's economic conditions



Our customers

Many renowned companies, public institutions and agencies are Statista customers



"Statista is a reliable and comprehensive source for The Wall Street Journal."

Jason Bellini
Editor, The Wall Street Journal

"Statista's designs are beautiful, informative and accurate. We have come to rely on them to illustrate the technology and business news of the day."

Matt Silverman
Editorial Director, Mashable

Our media partners

Renowned and trusted media outlets use our infographics

Data visualized: our daily infographics tell today's news stories in charts

Every day our newsroom team – experienced data journalists and designers – helps us understand today's topics by using data and thus allow us to make better decisions.

Media outlets home and abroad (US, UK, Ireland, Germany, France and Spain) trust us and use our infographics and our own Statista Market Research in their coverage – be it on politics, business, technology, internet, marketing, sport or entertainment.



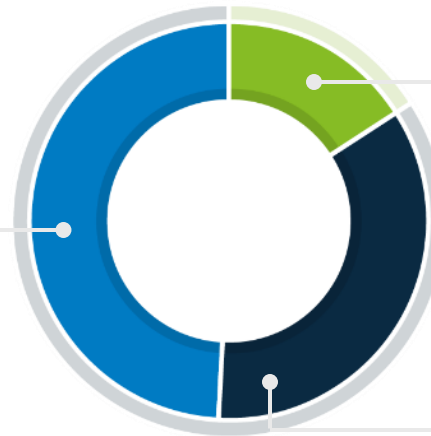
Our sources

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

In addition to the surveys that it conducts itself, Statista gathers data from secondary sources, focusing on quantitative facts. Statista then makes this data available quickly and conveniently.

Where our data comes from:

49%
Exclusive
own statistics



16%
Publicly accessible
secondary sources

35%
Exclusive
secondary
sources
(purchased data
& data from
partnerships)

A selection of our data partners

Several major partners provide results for the platform from renowned studies

As a provider of secondary data Statista works with several partners from different market research institutes and publishes relevant results in the portal. Please find below an excerpt of secondary sources:

DACH region

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.

VUMA

Analysis of consumer goods and services, with a focus on consumer buying and consuming habits and brands.

Allensbach AWA

The Allensbach market and media analysis, in short AWA, determines attitudes, habits of consumption and media use on a wide statistical basis.

ÖVA

One of the most important market and media studies in Austria. The results are representative of the Austrian resident population aged 14 and over. In combination with the sociodemographic characteristics such as age and gender, the data on ownership and use of consumer goods as well as brand knowledge offer the possibility of a general and quick examination of Austrian consumer behavior.

A selection of our data partners

Several major partners provide results for the platform from renowned studies

USA

MRI-Simmons

The Simmons® National Consumer studies give an insight into consumer behavior, product and brand preferences, habits in media consumption as well as demographic trends.



UK

Euromonitor

Euromonitor International collects primary data for the purpose of strategic market research and business intelligence. Euromonitor therefore gathers sales data and forecast values for durable and non-durable consumer goods and service industries. Great Britain, the United States of America and the region Western Europe are considered.

KANTAR

The Target Group Index studies (TGI) by Kantar provide relevant data on consumer behavior, brand preferences and social media.



A selection of our data partners

Several major partners provide results for the platform from renowned studies

Italy



Prometeia

Prometeia is a leading provider of consulting services, software solutions and economic research focused risk, wealth and performance management. The company also publishes analysis and forecasts on the industrial sectors and on the economy of the Italian regions.

Consorzio Netcomm

Consorzio Netcomm is a leading e-commerce institution in Italy providing detailed reports on all e-commerce aspects such as consumer behavior, payment methods, logistics, and social media.

Osservatorio Politecnico Milano

Osservatorio Politecnico Milano is a leading institution for digitalization in Italy providing extensive reports about start-ups, fintechs, e-commerce, information security, and industry 4.0.

JobPricing

JobPricing is the branch of JobValue Human Capital Consulting dedicated to labor market and salary dynamics in Italy. The JobPricing Observatory provides analysis and benchmarking of remuneration policies and budgeting across several industry sectors. Its publications make it one of most accredited data provider in Italy.

New Line Ricerche di Mercato

New Line Ricerche di Mercato is one of the leading consulting companies operating in the pharmaceutical sector in Italy. The company provides reports about the trends of the Italian pharmaceutical market based on the analysis of the sell-out data of over 7,000 Italian pharmacies. Also, New Line provides researches about specific pharmaceutical segments such as nutritional supplements, self-medication and dermo-cosmetics.

A selection of our data partners

Several major partners provide results for the platform from renowned studies

As a provider of secondary data, Statista cooperates with many partners from a wide range of market research institutes and identifies the most relevant sources from different countries for you. Here are a few examples of the study results available from Statista:

APAC

KOTRA

KOTRA (Korea Trade Investment Promotion Agency) is the expert for South Korea and is an agency of the South Korean Ministry of Economy. With all important information on the business location, KOTRA offers industry-specific information and provides indicators for the country's economic development.

MITSUBISHI RESEARCH INSTITUTE (MRI)

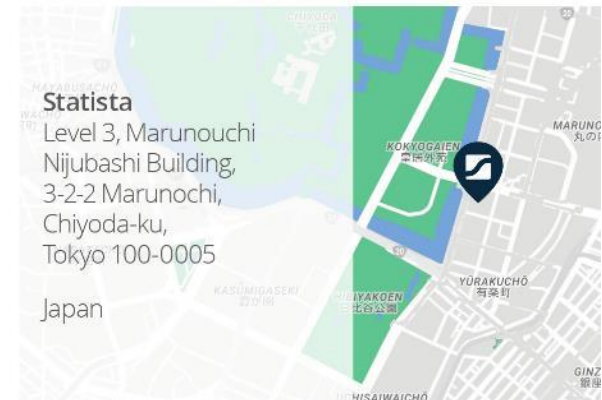
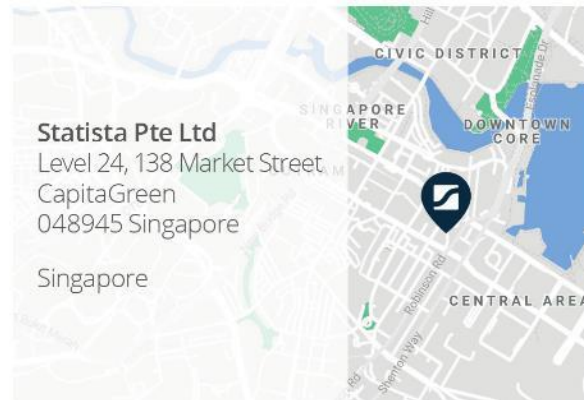
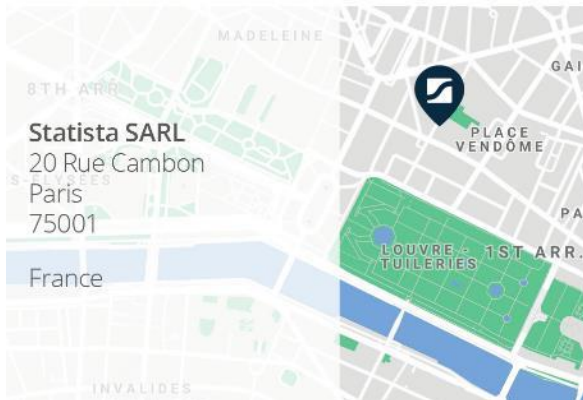
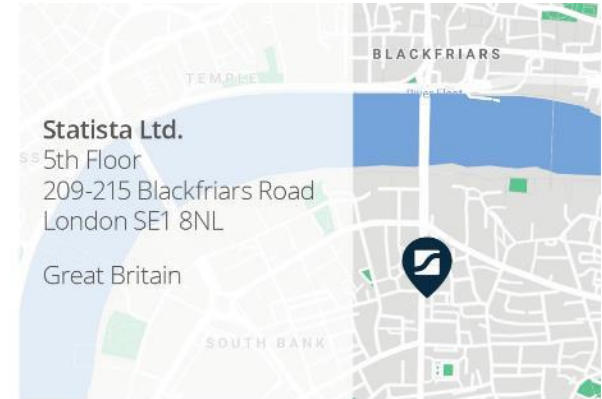
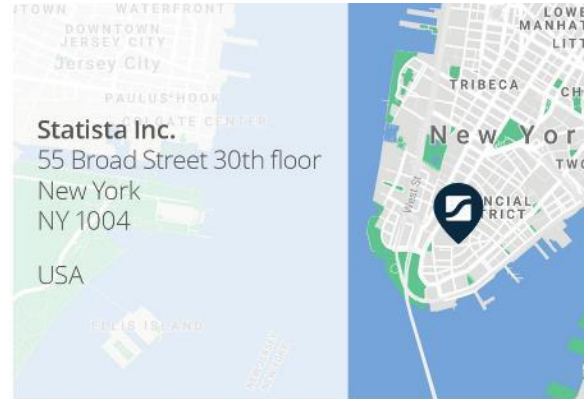
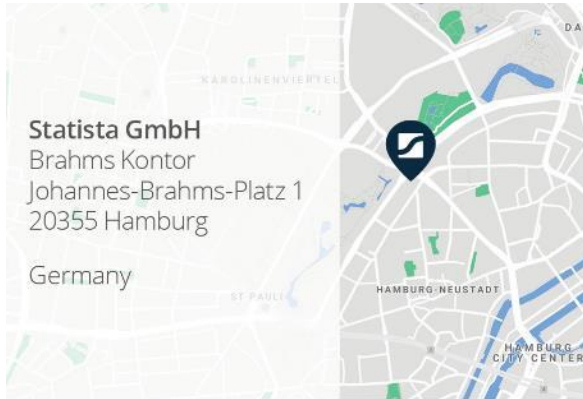
The Mitsubishi Research Institute (MRI), one of Japan's most renowned think tanks and consulting firms, provides representative data on consumer behaviour and attitudes towards social issues in Japan.

RAKUTEN Insights

For over two decades, Rakuten Insight has provided representative insights into the consumer behavior of 12 Asian countries and regions. Through its various online panels, Rakuten Insight, combined with socio-demographic features such as age and gender, provides a cross-section of the ownership and use of various consumer goods in countries such as China, Japan, Singapore and Malaysia. RAKUTEN also provides data on brand awareness and consumer attitudes to different product groups or trends.

Office locations

Feel free to get in touch



CORPORATE ACCOUNT



The Statista Corporate Account

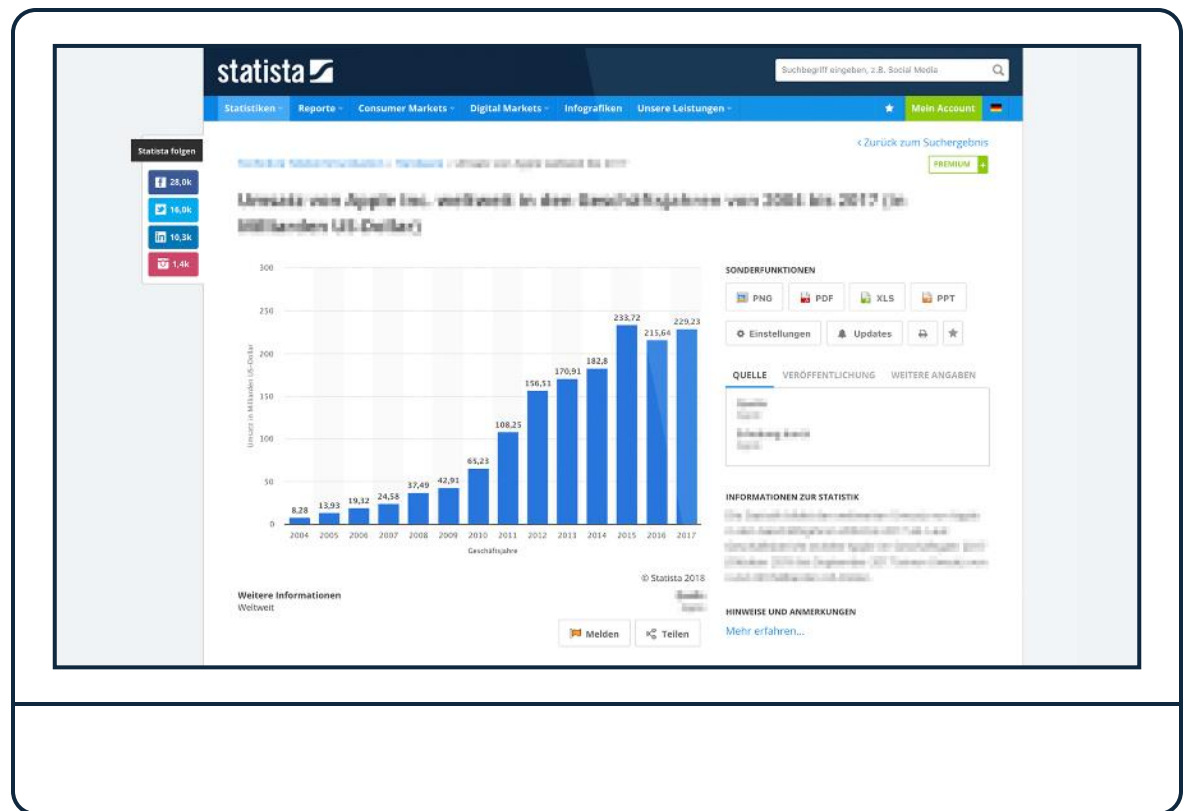
Focus on what is essential

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 22,500 sources.



Why the Corporate Account?

This is what you want

All statistics

Access both Basic and Premium Statistics on 80,000 topics and 170 industries

All download formats

Access to all download functions including PPT, XLS, PNG and PDF format

Powerful expert tools

Full access to the Digital, Consumer, and Mobility Market Outlook, company* & sources databases, Publication Finder and the Business Plan Export

All background information

Access to extensive background information about any statistic's source.

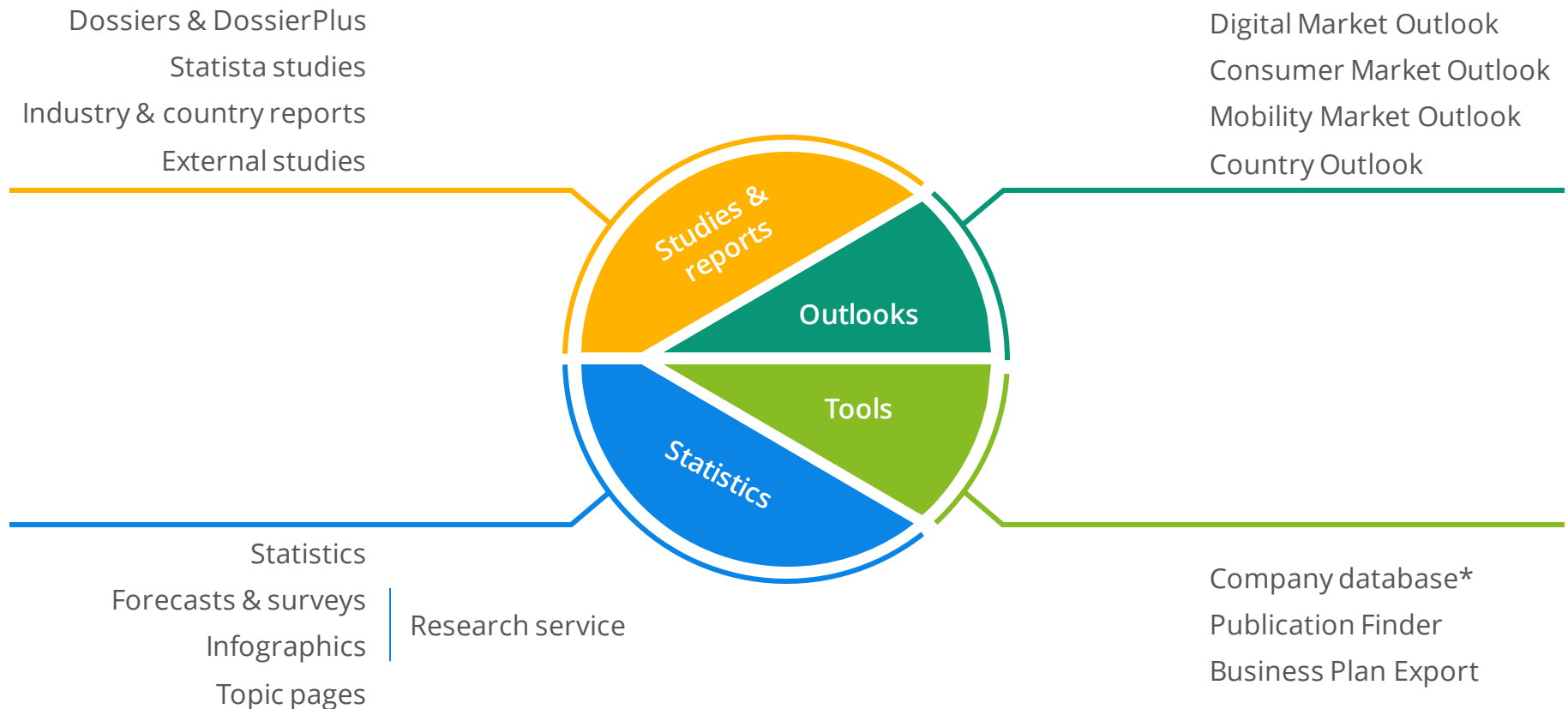
All publication rights

Ensuring quality with expertise, knowledge and multi-level monitoring

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

The components of the Corporate Account

An all-round package



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The components of the Corporate Account

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 the Corporate Account

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 the Corporate Account

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 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 the Corporate Account

Tools



Company database*

The international **company database** includes 40.000+ listed companies and provides information about a given company's headquarters, revenue, growth, and employee numbers.



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.



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.



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 Database is not included in the Corporate or Enterprise Account and costs €295.00 per month



Consumer Market Outlook

Everything about consumer goods




Get actionable data now

The Consumer Market Outlook presents the key performance indicators – sales, revenues and prices – of the most important consumer markets worldwide in an interactive interface.

The regularly updated comparable key figures are based on extensive analyses of relevant indicators from the areas of society and economy.



















All data is available to download in PNG and XLS format.

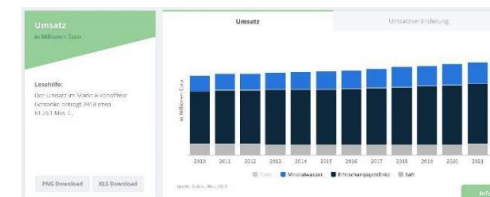
 Market insights, forecasts up to 2023, market sizes, and key performance indicators

 18 categories, 200+ markets and segments

 Over 150 countries and regions

Our categories

-  Alcoholic Drinks
-  Non-Alcoholic Drinks
-  Hot Drinks
-  Food
-  Tobacco Products
-  Home and Laundry Care
-  Cosmetics and Personal Care
-  Tissue and Hygiene Paper
-  Apparel
-  Footwear
-  Eyewear
-  Accessories
-  Consumer Electronics
-  Household Appliances
-  Furniture
-  OTC Pharmaceuticals
-  Toys & Hobby
-  Luxury Goods





Digital Market Outlook

Identify market potentials of the digital future



Get actionable data now

The Digital Market Outlook presents up-to-date figures and forecasts on markets of the digital economy in an interactive interface.

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

All data is available to download in PNG and XLS format.

Our categories



Digital Media



Digital Advertising



eCommerce



Smart Home



FinTech



eServices



eTravel



Connected Car



eHealth



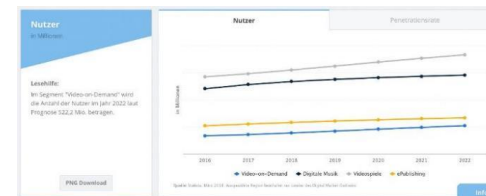
Market insights, forecasts up to 2023, market sizes, and key performance indicators



9 categories, 90+ markets and segments



Over 150 countries and regions






Mobility Market Outlook


Key topics in mobility




Get actionable data now

The **Mobility Market Outlook** presents the **key figures** from the world of **automotive and mobility** – sales, revenues, prices, and brands.

 12 car classes with over 80 major car makes

 5 mobility services markets
















 4 travel & tourism markets

 Up to 150 countries

80 major brands including:

Audi, BMW, Citroën, Fiat, Ford, GMC, Great Wall, Hyundai, Jaguar, Jeep, Kia, Land Rover, Mazda, Mercedes-Benz, Nissan, Opel, Peugeot, Renault, Saab, Škoda, SsangYong, Subaru, Tesla, Toyota, Volkswagen, Volvo and more

Our categories

- | | | |
|--|--|--|
|  Passenger Cars |  Online Mobility Services |  Travel & Tourism |
|  Mini Cars |  Small cars |  Medium cars |
|  Large Cars |  Executive Cars |  Luxury cars |
|  Minivans |  Sports Cars |  Small SUVs |
|  Large SUVs |  Pickup Trucks |  Full-Size Vans |





Country Outlook

Extensive country insights at a glance



Get actionable data now

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 and the economy.

All data is available to download in PNG and XLS format.

Segments



Economy



Labor Force



Business Environment



Digital Economy



Society



Public Sector



Historical data and valid forecasts



70+ key figures divided into six thematic segments



Over 150 Countries



A comparison of the CORPORATE ACCOUNT and the ENTERPRISE ACCOUNT

Our services	Corporate Account	Enterprise Account
Statistics	✓	✓
Forecasts & surveys	✓	✓
Download formats	PDF, XLS, PPT	PDF, XLS, PPT
International data	✓	✓
Publication rights	✓	✓
Dossiers & DossierPlus	✓	✓
Statista studies ¹	✓	✓
Industry & country reports	✓	✓
External studies	✓	✓
Consumer Market Outlook	✓*	✓
Digital Market Outlook	✓*	✓
Mobility Market Outlook	✓*	✓
Country Outlook	✓*	✓
Company database ⁴	✓	✓
Publication Finder	✓	✓
Business Plan Export	✓	✓
AskStatista	By agreement (upgrade)	By agreement (upgrade)
Global Consumer Survey	X	✓
Customized target groups	X	✓
Do-it-yourself analysis	X	✓
Maximum number of users	By arrangement	Entire company
Access via IP	X	✓
Customer service ²	Standard	Full support
Research service	Limited* ³	Unlimited
Usage reporting	1x / year	1x / quarter
Marketing support	X	✓
Trainings (product & expert)	X	✓
Corporate identity options	X	✓

* Included unless the subscription is canceled

¹ Not included are the studies created by Statista that can only be purchased separately. These studies are currently as follows: *Arbeitgeber-Studie, Online-Shop-Studie, Stromkunden und -anbieter study, Gaskunden und -anbieter study, E-Commerce Markt Deutschland, E-Commerce-Markt Österreich/Schweiz, Benchmark Studie Service-Apps, Benchmark Studie – Digitaler Kundendialog, Etude: Les meilleurs employeurs en France, Report: Employers in the U.S., Report: Employers in the UK, Internet-Markt Deutschland.*

² The Statista Customer Service is available Monday to Friday between 9:30 am and 5:00 pm.

³ Users of a Corporate Account can claim up to a total of eight hours of research work carried out on their behalf per month.

⁴ Access to the Company Database is not included in the Corporate or Enterprise Account and costs €295.00 per month

FURTHER STATISTA PRODUCTS



Further Statista products and services



Research & Analysis

Statista Research & Analysis is a provider of comprehensive services in the fields of market research and market analysis.

Market research

- Quantitative & qualitative market research

Market analyses

- In-depth analysis and company profiles

Data modeling

- Data modeling for market sizing and forecasts



Content Marketing & Information Design

- Our creative hub **develops content and visualizations for all communication goals** – from classic infographics, to contemporary animations to detailed publications.
- Using the Statista platforms, its 22,500 sources and our global network, **we combine the power of desk research, conceptualization, editorial work and custom design.**
- Project examples: creating **viral infographics** for marketing campaigns, a **new presentation for a conference**, an **animated video for a website** or a **whitepaper for lead generation purposes** – just to name a few.



Studies & Rankings

Together with media partners and review sites we create rankings, top lists and reports on numerous industries or topics, in Germany and internationally.

- **Benchmark studies** for industries and processes
- **Sales and marketing studies** aimed at selected distribution channels
- **Industry studies** for media partners and enterprises from the relevant sector
- **Sector- and industry-specific rankings**



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