Statista – The Statistics Portal

Company Brochure

statista

Contents

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

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

	Find statistic	Convert statistic to standard PowerPoint format	Export statistic to Excel
To date	16 minutes	8 minutes	7 minutes
With Statista	1.4	1.6	0.1
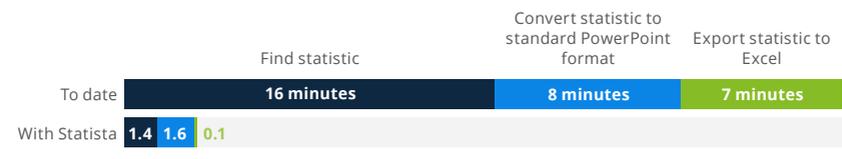
Time saved
29 minutes per statistic

We Believe in Experts

Ensuring quality with expertise, knowledge and multi-level monitoring

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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 Kroeger,
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 revenuepredictions.

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.

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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.
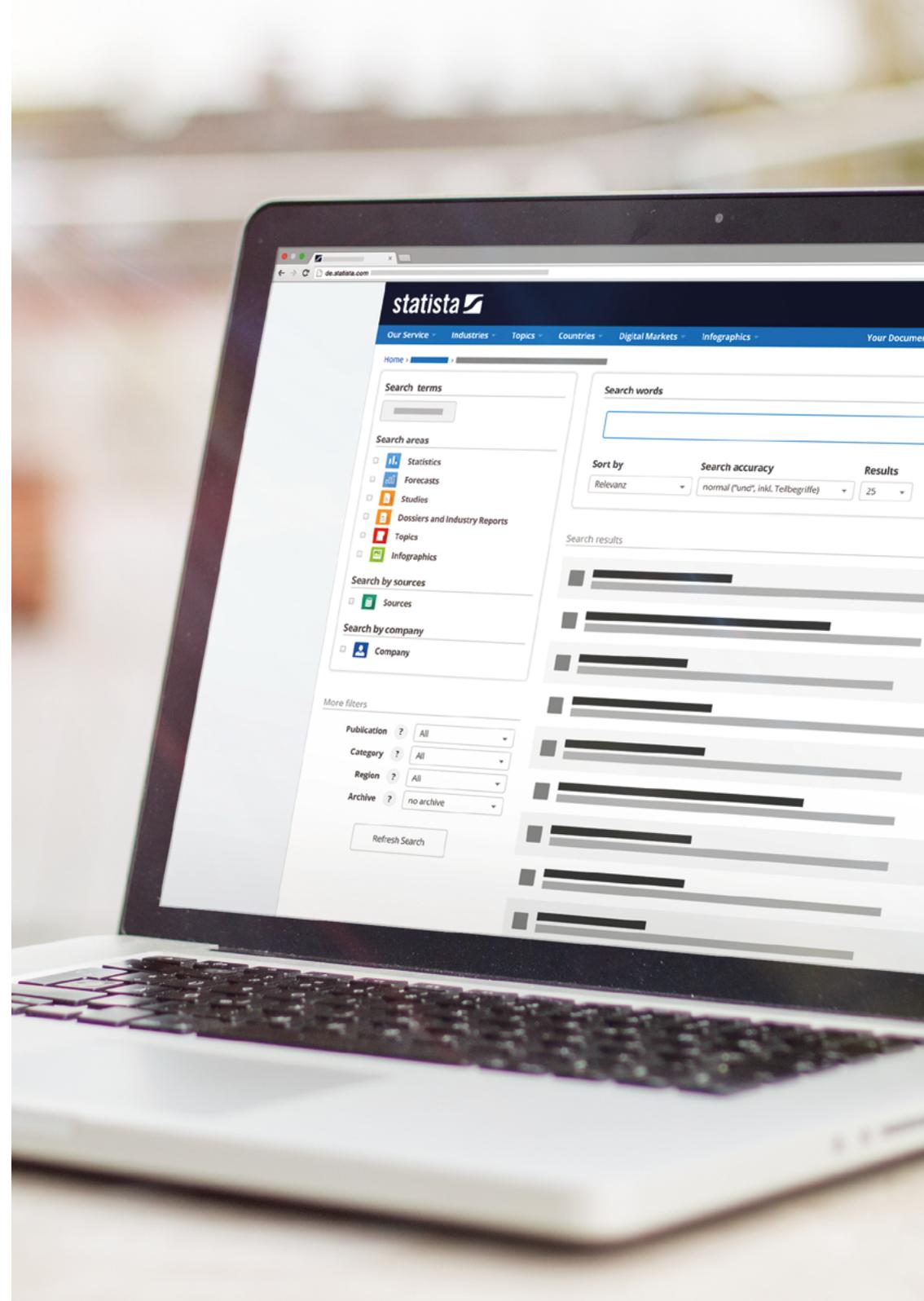
Search Function

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).

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.

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.

Search Areas

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

The Search

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.

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.

The Statistics

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.

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.

The Chart Options

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

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Accessoires

Footwear

Alcoholic Drinks

Furniture

Clothes

Home and Laundry Care

Consumer Electronics

Hot Drinks

Cosmetics and Personal Care

Household Appliances

Eyeweare

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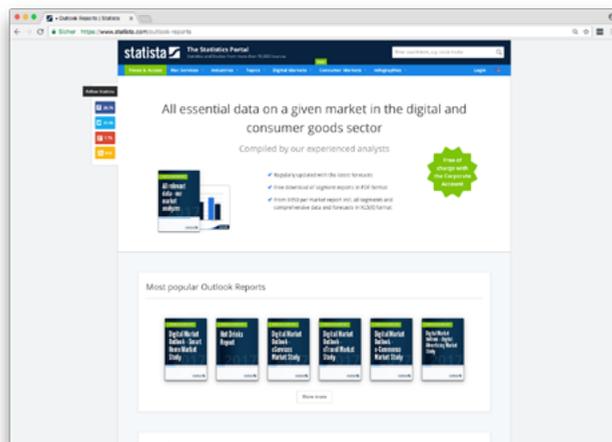
Statista's exclusive data underpins our analyses and inspires our brainstorming.

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 Oulook	✗	✓	✓
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

Statistics
Analyses *Data* *Studies*
Benchmarkstudien Market Studies
Country Profiles **Benchmarks**
Qualitative & quantitative Marketing Research
Markets Data editing *Interviews* *Target groups*
Markttreiber Research Competitor Reports
Trends **Forecasts** Facts Desk Research
Company Profiles Consulting Key Figures Panels
Target customers & competitors identification
Market Insights **Marktanalyse** Early Indicators *Infographics*
Forecasts Corporate Publishing *Rankings*
Knowledge Management *Business* Market Information
Mystery Shopping *Structural Analyses* Surveys
Process Analyses Market Segmentation
Market Potential Sources
Monitoring *E-markets*
Statements

Statista Research and Analysis

Distinct research expertise meets well-structured analyses, market research tools, profound business knowledge and an extensive pool of data

Research and Market Analysis

Statista Research and Analysis is a service for business clients. Our R&A specialists locate market and industry data, identify target consumers and competitors, and conduct qualitative market research (e.g. online surveys) and usage analyses (e.g. of online processes) for competitive comparisons.

The service also offers market and competitor analyses, e.g. company and country profiles. The proficient quantification of market potential through the development of market models and forecasts, as well as the identification of market drivers and their close monitoring complete the portfolio.

benchmark studies as well as business and industry rankings.

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Studies and Rankings

In cooperation with selected media partners and at the request of clients, Statista regularly publishes studies combining self-conducted research with data from surveys and consumer tests. This includes

Statista R&A website:
statista-research.com

Infographic Service

Content & Infographics

Statista offers content and infographics on company- and industry-related topics visualized in your corporate design. Infographics are effective for both internal and external communication and work online just as well as they do in print. At Statista our data journalists – who research, collect and prepare the numbers – work in close cooperation with a team of specialized designers. They are experts at turning plain data into pleasant graphics.

Take a look at a selection of our work on this page or find more examples on **www.statista.com.**

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Corporate Publishing

In today's digital age, nothing shows your appreciation for partners and clients more than a high quality print publication. Paint a picture of what your company, your employees and your industry stand for with our graphic interpretation of your data.

Statista offers to create texts and page layouts with infographics designed according to your wishes for your customer and staff magazine or your corporate book. All editorial, graphic and organizational work, from identifying topics and researching data to the final print, is taken care of by Statista.

Advertising

Statista.com has a monthly reach of more than 4 million users, half of them from the German-language B2B segment alone. Furthermore, students from more than 90% of German-speaking universities have full access to Statista.

Additionally, more than 100,000 users are currently subscribed to our popular Infographics newsletter. Advertising on Statista.com is a great way to make use of our extensive reach. Would you like to learn more? Don't hesitate to contact us.

Statista Infographics
in the Media

BUSINESS INSIDER

THE HUFFINGTON POST

THE WALL STREET JOURNAL.

CNN

ESPN

Mashable

Inc.

USA TODAY
A GANNETT COMPANY

VentureBeat

Slate

Forbes

A's

Media
and Clients

Numerous companies and media partners
value the close cooperation with Statista

Statista in the Press

Media partners rely on Statista as a professional partner for statistics and market data

Many well-known publications use the unique services offered by Statista on a daily basis. The results of Statista research can be found in numerous magazines, newspapers, as well as on various websites. Among them are **The Independent, Business Insider, Forbes, Wallstreet Journal, Mashable, and Capital (France).**

" *For BRAND EINS,*
Statista is an important partner
when it comes to researching facts.

Susanne Risch
Editor-in-chief, brand eins Wissen

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Forbes | 2016
AMERICA'S
BEST LARGE
EMPLOYERS
POWERED BY STATISTA

In its February/March issue 2015, FOCUS magazine published a widely recognized survey on Germany's best employers in cooperation with Statista.

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Clients

Many renowned companies, public institutions
and agencies are clients of Statista

MERCK Microsoft Adobe Google

Roland Berger Strategy Consultants DAIMLER Unilever ESPN

ebay T SAMSUNG VOLKSWAGEN AKTIENGESELLSCHAFT

P&G Mercedes-Benz H&M GREENPEACE

Massachusetts Institute of Technology

Copenhagen Business School HANDELSHØJSKOLEN INSEAD The Business School for the World®
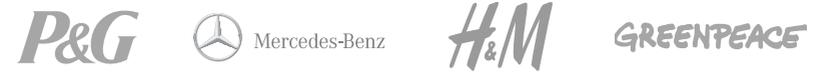
Clients shown above are selected examples.

Data for Academic Research and Universities

Researchers, professors and students at more than 600 universities worldwide have a full Statista Campus Access

All academic research is based on using empirical data to support scientific work. This is as true for students and postgraduates as it is for professors and library staff. Offering campus-wide IP-range access, Statista has become an indispensable tool for the academic landscape., covering around 8,000,000 students.

A few examples of licensed international universities are: Imperial College London, Yale University, Copenhagen Business School, INSEAD, UCLA, TU Munich, Humbold University Berlin, WHU, Vienna University of Economics and Business and University of St. Gallen.

This success is the result of **three central services** provided by our platform:

1| Statista provides convenient access to several fields of study (e.g. marketing, business, politics, social sciences, law and finance).

2| Statista treats all data according to scientific standards and offers citation functions

3| Additional background information (e.g. details regarding sources and methodology) helps placing the data into the right context.

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You can find an overview of all licensed universities on our website under Universities, Libraries & Education.

Statista is the first database that caused students to thank me for acquiring a license.

Andrea Lieb
Library Director, Leipzig Graduate School of Management

# About Us

Statista – Facts and Figures

History

From Hamburg startup to one of the leading statistics portals worldwide

Statista.com is one of the leading online statistics portals worldwide. Around 400 employees work in our headquarter Hamburg and other regional headquarters in London and New York – among them database experts, data journalists and statisticians. The company was chosen as Startup of the Year 2008 and received the renowned Gruenderpreis of the Financial Times Germany in the same year. In 2010, it was voted a Place of Innovation and European winner of the Red Herring award. In 2012, Statista was among the finalists for the German Gruenderpreis. Furthermore, Statista was awarded to be the best statistical database according to the renowned American Library Journal twice in a row. More than 4 million users visit the portal every month.

REGISTERED USERS AT STATISTA

Since the launch of the platform in 2008, more than 1,000,000 users have registered with Statista.

2009:	**5,000**
2011:	**100,000**
2013:	**300,000**
2015:	**600,000**
2016:	**1,000,000***
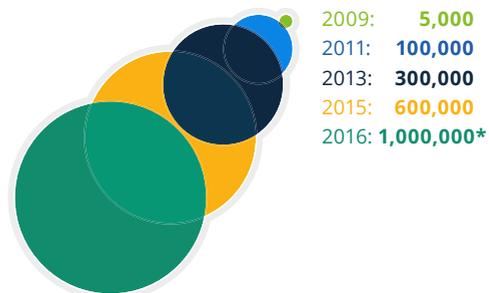
"
Our clients trust us because we provide them with extensive, well-structured and clearly defined results.

Dr. Friedrich Schwandt,
CEO Statista GmbH

* status in june 2016

Offices

HEADQUARTER HAMBURG

Statista GmbH
Brahms Kontor
Johannes-Brahms-Platz 1

20355 Hamburg

REGIONAL HEADQUARTERS ARE BASED IN LONDON AND NEW YORK

Statista Ltd.
Hudson House,
8 Tavistock St
London WC2E
7PP

United Kingdom

Statista Inc.
55 Broad Street
30th floor
New York,
NY 10004

United States
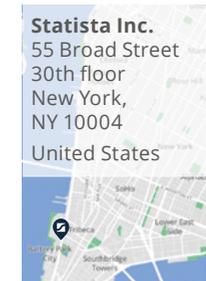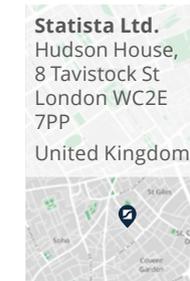
OTHER BRANCH OFFICES IN EUROPE AND ASIA

Spain
C/ María de Molina
39– 8ª planta
28006
Madrid

France
Roosevelt House, 6
Avenue Franklin D.
Roosevelt
75008 Paris

Austria
Landstraßer
Hauptstraße 71/2
1030 Vienna

Switzerland
Dreikoenigstr. 31a
8002 Zurich

Italy
Blend Tower
Piazza 4
Novembre 7
20124 Milan

The Netherlands
Keizersgracht 209
AVO
1016 DT
Amsterdam

Sweden
Wallingatan 34
11 24 Stockholm

Belgium
Place Marcel
Broodthaers 8
box 5
1060 Brussels

Turkey
Kocatepe Mh
Lamartin Cd. No: 5
Ofis Lamartine
Floor: 6
34437 Taksim
İstanbul

India
Level 1, Tower B
The Millenia, 1 & 2
Murphy Road
Ulsoor
Bangalore
Karnataka
560 008

Statista operates further offices in Berlin and Frankfurt.

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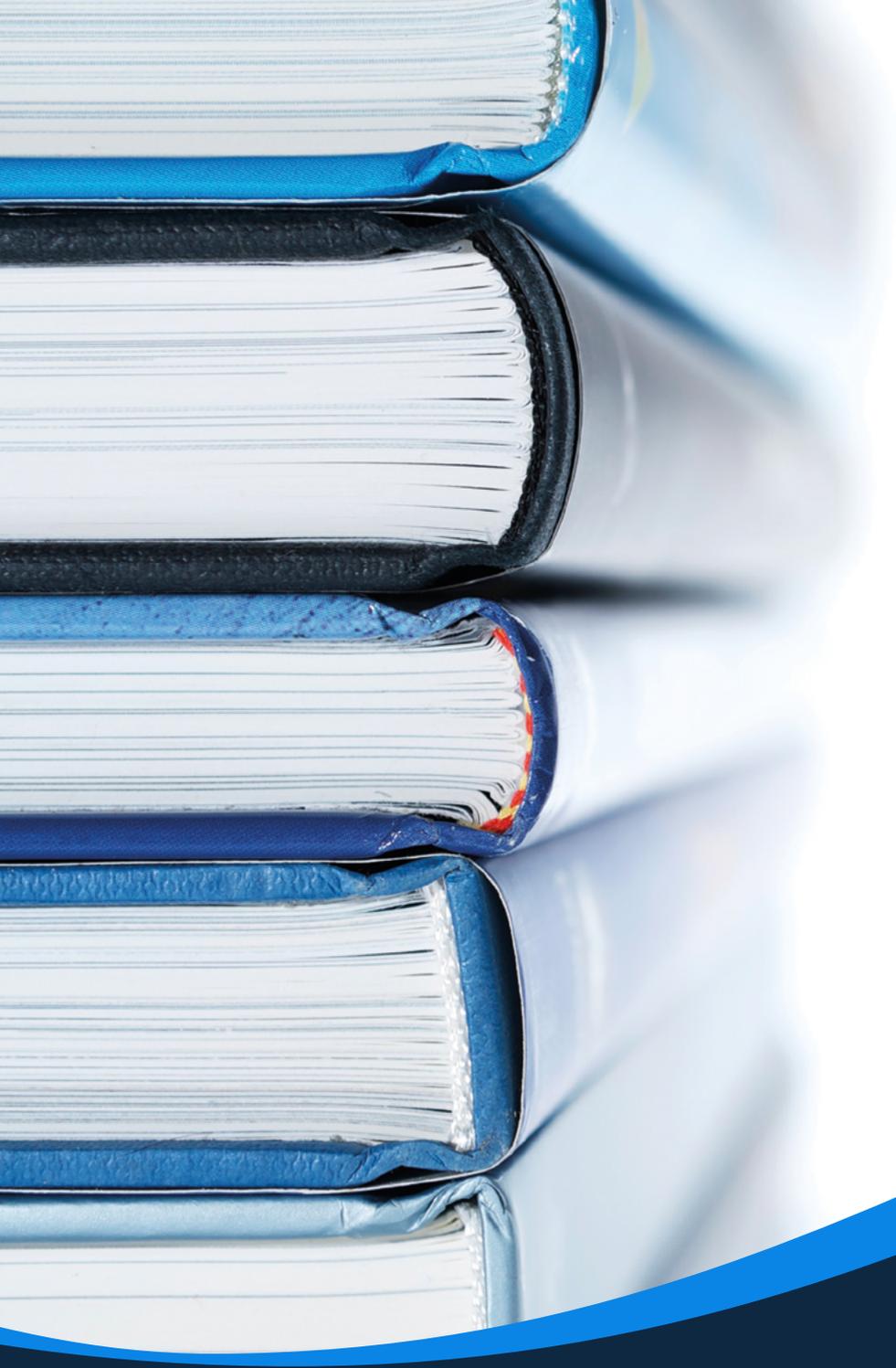
Industry Index at statista.com

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 & House-
  hold 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
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· Guatemala
· Hong Kong
· Hungary
· Iceland
· India
· Indonesia
· Iran
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· Ireland
· Israel
· Italy
· Japan
· Jordan
· Kazakhstan
· Kenya
· Kosovo
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· 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

Would you like to learn more about Statista?