STATISTA COMPANY PRESENTATION

Empowering people with data





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Get to know our company

2. Products

From quick research to in-depth analyses

3. Accounts

Data access for businesses of all sizes

4. askStatista

Your customized research service



ABOUT STATISTA

Get to know our company





ABOUT STATISTA

Where is Statista today and what comes next?

1200 14

Employees Locations

Statistics

Mio 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





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, inclduing 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

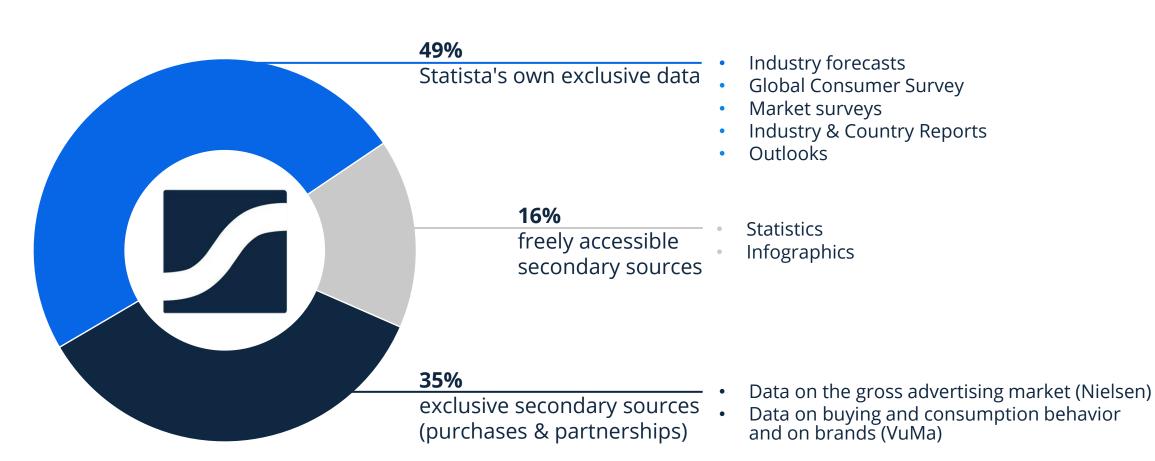


Gain a salary overview of your industry and demographic data. Benefit from data on current trends in recruiting, social media, employer branding and more.



Origin of our data

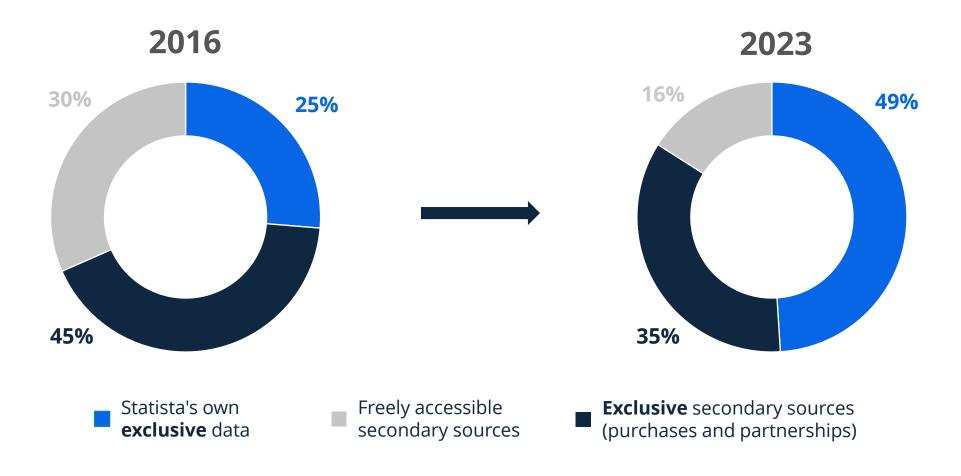
Statista aggregates its data from more than 22,500 different sources





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

2. Data quality

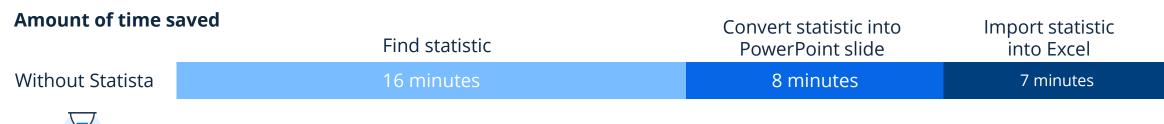
3. Usage

Simple keyword search and time saved on data research

Graphical presentation of reliable data, reviewed by our editorial teams

Direct download & publication rights







With Statista

.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.



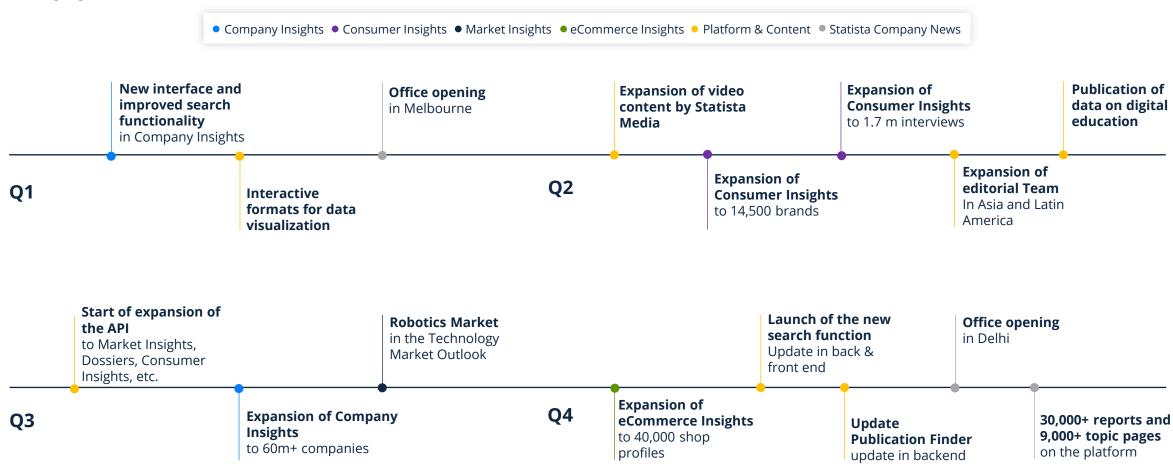
Reliable and efficient research basis

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



Milestones – looking back

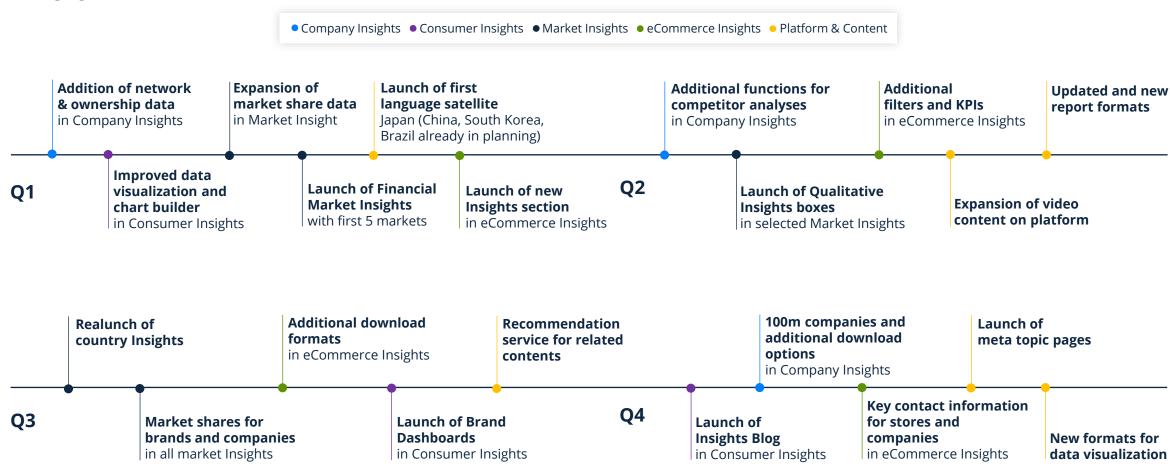
Our highlights in 2022





Milestones – looking ahead

Our highlights in 2023





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



Market Insights



Consumer Insights



Company Insights



eCommerce Insights

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

of markets with detailed, 5-year forecasts for 600+ market segments.

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

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

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/.



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.



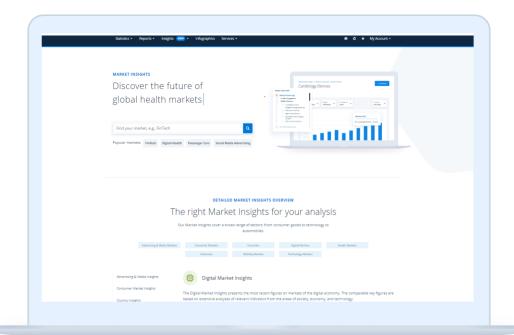


Discover the future of your market with the Statista Market Insights

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





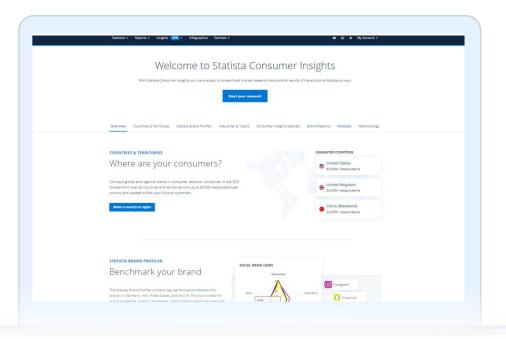
Access the world of consumers with data based on more than 2 million interviews

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

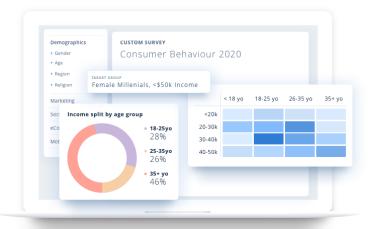
Surveys: Global Consumer Survey and Consumer Insights Specials

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.

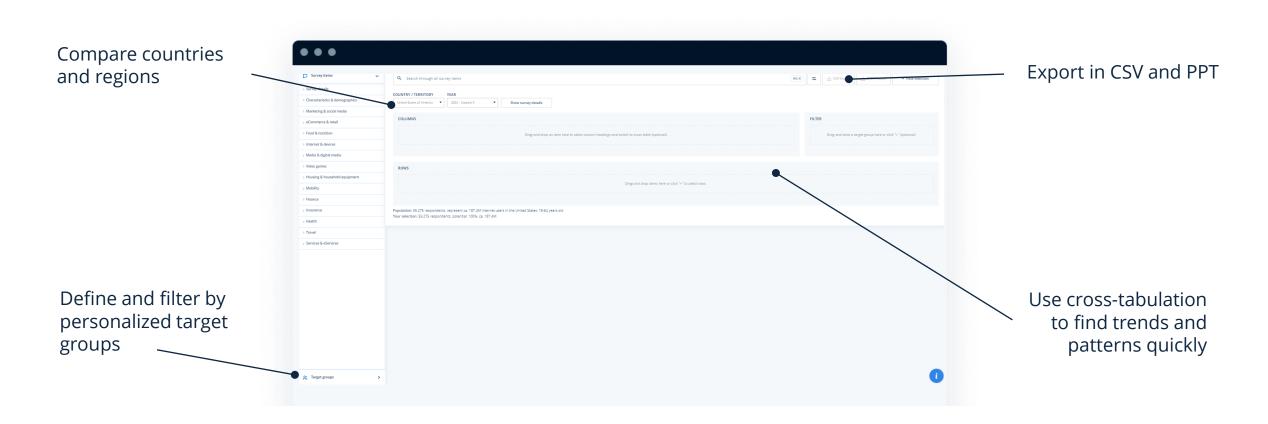






Analyze and create personalized target groups

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







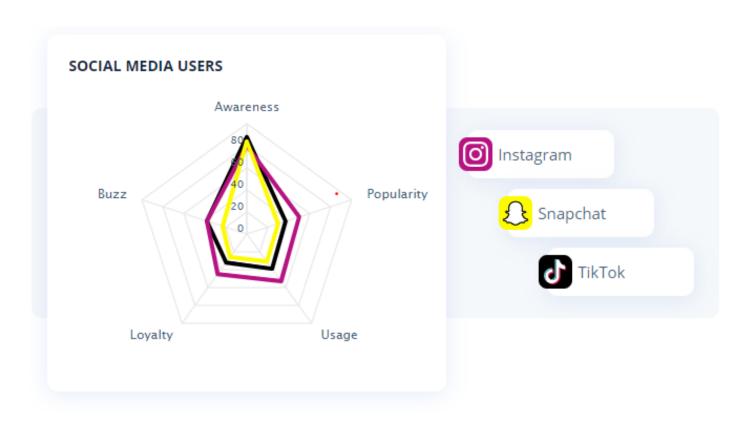
How many people know, like, and buy your brand?

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.





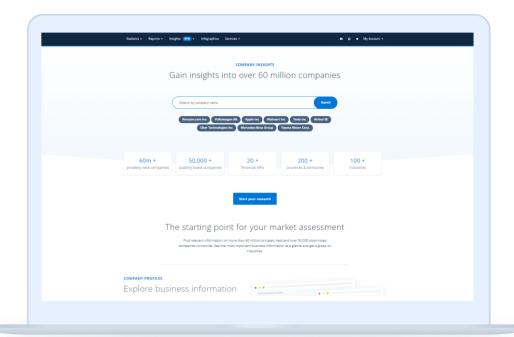


Start your market assessment with data on over 60 million companies

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 indepth 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 stocklisted 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.







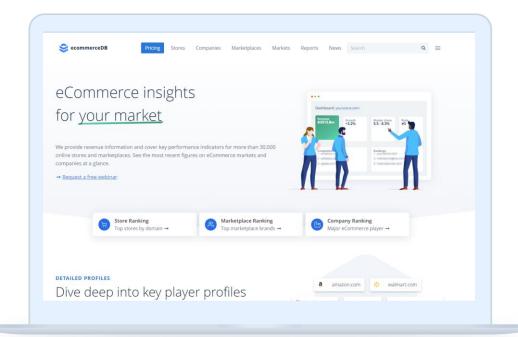
eCommerce Insights for your needs

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





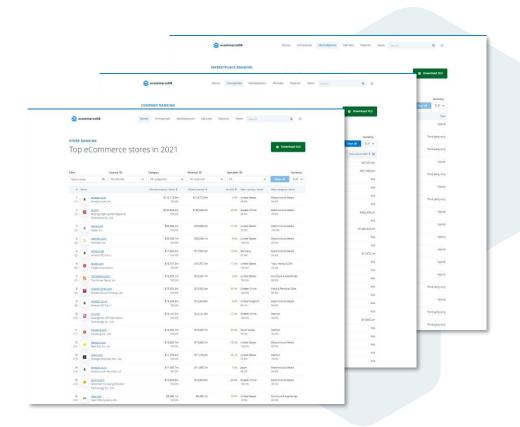


Top Rankings

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



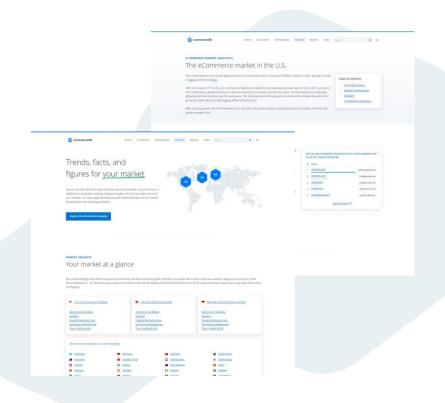


ecommerceDB, what does the eCommerce market in Finland look like?

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



