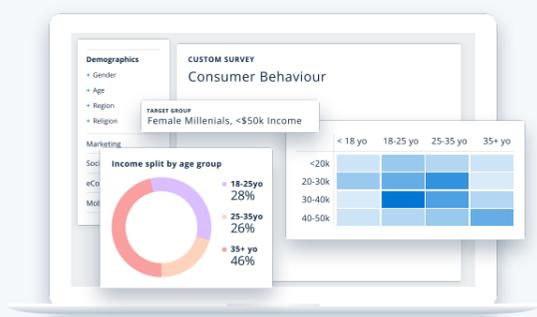


# Understand what drives consumers



The **Statista Consumer Insights** offer a global perspective on consumption and media usage, covering the offline and online world of the consumer. They are based on more than **2,000,000 online interviews conducted in 56 countries and territories**. Leverage the power of a panel with more than 80 million

consumers. Master consumers, brands and markets. With Statista Consumer Insights you get access to **streamlined market research tools** and all results of the exclusive Statista surveys. Explore the **Global Consumer Survey (GCS), Brand Profiler, Consumer Insights Specials** and more.



**2,000,000+**  
interviews



**56**  
countries &  
territories



**3.4bn.+**  
consumers  
represented



**15,000+**  
international  
brands



**500+**  
industries &  
topics

## Your Benefits

### Individualized Analysis

With the Consumer Insights Tool, you can easily conduct your own analyses online in just a few clicks.

### Customized target groups

Combine any number of dimensions, such as demographic characteristics, values and attitudes, as well as consumption and media usage, to precisely define your target groups.

### Country and trend comparisons

Switch between different time frames and countries to create country and trend comparisons in more than 500 industries and topics.

### Representative and transparent data

The Statista Consumer Insights are based on representative surveys of internet users worldwide. Continuous data updates\* allow tracking over time.

### Easy export of your results

Directly export your analyses' results for further use in Excel (CSV) and PowerPoint (PPTX).

### Additional in-depth surveys

Access a constantly growing selection of exclusive Consumer Insights Specials on the most relevant industries and topics.

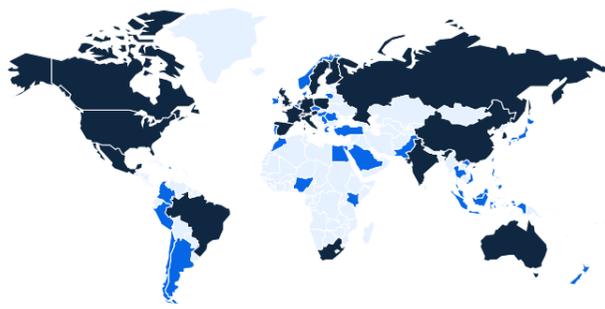
## INDUSTRIES & TOPICS

### Deep-dive into markets

- Marketing & social media
- eCommerce & retail
- Food & nutrition
- Internet & devices
- Media & digital media
- Housing & household equipment
- Mobility
- Finance
- Insurance
- Health
- Travel
- Services & eServices

## COUNTRIES & TERRITORIES

### Market coverage of the Global Consumer Survey



#### Extended survey

A total of 21 countries are included in the extended version of the Global Consumer Survey. For each country, up to 60,000 consumers will be interviewed per year in four waves.

#### Basic survey

The basic version of the Global Consumer Survey will be conducted in a total of 35 countries and territories. In each country, more than 2,000 people will be interviewed per year.

## BRANDS

### Statista Consumer Insights cover more than 15,000 different brands

Selection of international brands covered

amazon.com



Booking.com



Lenovo

nest

NETFLIX



Nintendo

PayPal

SAMSUNG

SONY

Spotify



Uber



Discover the Statista Consumer Insights now

→ [Click here for further information](#)

\* The Global Consumer Survey (GCS) is updated in four waves throughout the year.