

Empowering people with data

The **Statista platform** is one of the **world's most renowned** data and statistics portals. Thanks to an **international focus** you get a **global overview** of numerous **facts** and **topics**. More than **4,500 academic institutions worldwide** use the services of Statista. Have your finger on the pulse of current affairs with the help of Statista, **the statistics portal**.



Key figures at a glance

More than 1 million statistics from over 22,500 sources (including national and international data)
Over 80,000 topics in 177 multidisciplinary categories ■ More than 41,000 reports ■ User and publication rights of all content ■ Automatic citation output: APA, Chicago, Harvard, MLA, Bluebook ■ IP access and remote access (EZproxy, OpenAthens, Shibboleth) ■ Counter.org usage statistics ■ Market, Consumer, Company, and eCommerce Insights for in-depth research

Your benefits



Time-saving research

Make your research even more efficient: Intelligent search and various download functions (XLS, PNG and PDF format).



Scientific standards

All data we provide is transparent, verified and carefully prepared in compliance with scientific standards. Information on the original source is always available.



Convenient access

We offer convenient access to quantitative data. The content can be downloaded in the commonly used MS Office formats.

Why you should use Statista



Students can easily find data for term papers, presentations, or theses



Libraries can offer their users an attractive research tool with high usage potential



Professors and academic researchers can use Statista for research and teaching purposes

You will be in good company

As a leading data provider in the university sector, Statista has been established as a standard tool, and more than 4,500 academic institutions worldwide work with this tool on a daily basis. Be on par with

the best-established academic institutions in the world such as **University of Cambridge, University of Melbourne, Harvard University** and **University of Heidelberg**.

Use our broad product portfolio

Statistics

- **Statistics**
More than 1 million statistics
- **Forecasts & surveys**
Current consumer surveys & expert opinions

- **Download formats**
PDF, PPT, XLS, PNG
- **International data**
Worldwide coverage

- **Publication rights**
Use the knowledge you have gained

Reports

- **Digital & trend reports**
Overview and forecasts on trending topics
- **Consumer & brand reports**
Consumer & brand insights and preferences in various industries

- **Industry & market reports**
Industry and market insights and forecasts
- **Politics & society reports**
Detailed information about politics and social topics

- **Companies & products reports**
Key figures and rankings about companies and products
- **Country & region reports**
All key figures about countries and regions

Insights

- **Market Insights**
Market forecast and expert KPIs for 1000+ markets in 190+ countries & territories
- **Consumer Insights**
Insights on consumer attitudes and behaviours worldwide, based on a study which represents 3.5 billion consumers and covers 15,000+ brands

- **Company Insights**
Business information and key performance indicators on 70m+ publicly listed and privately held companies

- **eCommerce Insights**
Detailed information and key performance indicators for 39,000+ online stores, marketplaces, and companies in over 58 countries and 13 categories

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