Empowering people with data
Contact

Styliani Tholioti
Key Account Manager Academia EU
Tel.: +49 40 284 841 539
styliani.tholioti@statista.com

Click here to book a Statista Webinar with me

Agenda

• Statista I An Introduction
• Campus License
• Deep dive into the platform
• Q & A
Contents

1. About Statista
   Get to know our company

2. Products
   From quick research to in-depth analyses

3. Campus License
   A partner for your entire institution
ABOUT STATISTA

Get to know our company
OUR MISSION

We empower people worldwide to make fact-based decisions.
Where is Statista today – and what comes next?

- Employees: 1400
- Locations: 14
- Statistics: 1 Mio
- Registered Users: 2.5 Mio
Content on the Statista platform

Specific data on politics, society, environment, and education

**Politics**
- Geopolitics
- Links between politics, society & economy
- Information on elections
- Sentiments & opinions
- Status of democracy

**Society**
- Demographics
- Health
- GDP
- Religion and ethics
- Lifestyles

**Environment**
- Global environmental changes
- Energy and exploitation of natural sources

**Education**
- Changes and trends in education
- Historical data
- Developments/ratings on country scales
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

*The research service is not included in our accounts and can be booked for a fee.*
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

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 institution

Students, professors and staff can benefit from Statista

**Statista for everyone**
Use statistics for validation of theses and dissertations. Utilize forecasts for forecasting models and quantitative analysis courses and Market Insights for analyzing trends in multiple markets for sample business models, including Citation Tool to verify citations and avoid plagiarism.

**Graduate programs**
Reports for preparing projects and reports like those required in the corporate environment. Use Industry Reports familiarizing anti-trust law and business economics students with their assigned industry. Understand organization’s financials, demographics, and competitors.

**Foreign language departments**
Different language platforms for accurate data research. Global Data for familiarizing with foreign nations’ economic, political and demographic activity.
Statista is a partner for your **entire institution**

Students, professors and staff can benefit from Statista

**Marketing and PR**

Reports for researching advertising spending of Fortune 500 companies. Infographics for insightful presentations and creative content for their marketing campaigns. Industry Reports for mock-RFPs or marketing campaigns with a view on industry performance.

Use current data to situate your research in recent developments and justify its research relevance. Get information on different topics from one source to support interdisciplinary research. Our application-oriented data is made available to you via direct download.

**Third-party funds**
Origin of our data

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

- 49% Statista's own exclusive data
  - Consumer Insights (exclusive survey data)
  - Market Insights (proprietary forecasts)

- 16% freely accessible secondary sources
  - Statistics
  - Infographics

- 35% exclusive secondary sources (purchases & partnerships)
  - Data on the gross advertising market (Nielsen)
  - Data on buying and consumption behavior and on brands (VuMa)
From data aggregator to **market research** company

The ratio of Statista exclusive content doubled over the past years

- **2016**
  - Statista's own **exclusive** data: 45%
  - Freely accessible secondary sources: 30%
  - **Exclusive** secondary sources (purchases and partnerships): 25%

- **2023**
  - Statista's own **exclusive** data: 35%
  - Freely accessible secondary sources: 16%
  - **Exclusive** secondary sources (purchases and partnerships): 49%
You’ll be in good company
More than 4,500 academic institutions rely on our services

- Asia School of Business
- California State University
- Cardiff University
- Chinese University of Hong Kong

- Roskilde University
- Stanford University
- The University of Chicago
- The University of Manchester Library
- Universität Hamburg

- Copenhagen Business School
- European Business School
- Freie Universität Berlin
- Goethe-Universität Frankfurt a.M.

- Universitätsbibliothek Mannheim
- University of Cambridge
- University of Glasgow
- University of Johannesburg
- University of Melbourne
- University of Notre Dame

- Massachussetts Institute of Technology
- Nanyang Technological University
- National University of Singapore
- Nazarbayev University

- University of Pennsylvania
- University of Technology Sydney
- Washington University
- Wirtschaftsuniversität Wien
- Yale University
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
   - Simple keyword search and time saved on data research

2. Data quality
   - Graphical presentation of reliable data, reviewed by our editorial teams

3. Usage
   - Direct download & publication rights

Amount of time saved

<table>
<thead>
<tr>
<th>Activity</th>
<th>Without Statista</th>
<th>With Statista</th>
</tr>
</thead>
<tbody>
<tr>
<td>Find statistic</td>
<td>16 minutes</td>
<td>1.4</td>
</tr>
<tr>
<td>Convert statistic into PowerPoint slide</td>
<td>8 minutes</td>
<td>1.6</td>
</tr>
<tr>
<td>Import statistic into Excel</td>
<td>7 minutes</td>
<td>0.1</td>
</tr>
</tbody>
</table>

**Time saved**

28 minutes per statistic
How Statista can help your institution

What Statista offers to empower people to thrive in a data-driven world

Convenient access
We offer convenient access to quantitative data for students of any discipline. The content can be downloaded in the commonly used MS Office formats.

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.

Detailed information
Detailed background information about each statistic and its source, allowing you to quickly and easily understand it.

Time-saving research
Make your research even more efficient: Intelligent search and various download functions (XLS, PNG and PDF format).
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 environment – to make your research faster, easier, and more effective.

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

**Market Insights**
Look into the future of markets with detailed, 5-year forecasts for over 1,000 market segments.

**Consumer Insights**
Understand consumers based on over 2 million interviews in 56 countries and territories.

**Company Insights**
Discover key metrics for over 70 million private and 50,000 stock-listed companies.
Find answers quickly – concise visual illustrations

Quick research: Statistics

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 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.

Daily Data

Within our Daily Data section, we present highly relevant trends and facts that are currently in the spotlight.
Our team of data journalists publishes daily infographics covering various subjects, including politics, economy, and technology.
For further details, please visit 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 reports and forecasts as well as to the latest and most popular statistics on the topic in question.

*Note: Every database has its own content; the content has not been merely translated.
## Dive deeper into topics – on a micro or macro level

Quick research: Reports

<table>
<thead>
<tr>
<th>Digital &amp; trends</th>
<th>Industries &amp; markets</th>
<th>Consumers &amp; brands</th>
<th>Politics &amp; society</th>
<th>Companies &amp; products</th>
<th>Countries &amp; regions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discover high-quality, in-depth information on important and trending topics, such as 5G, digitalization, or artificial intelligence (AI). From cyber security, cloud computing, and robotics to e-commerce and virtual reality (VR), our reports cover all significant trends.</td>
<td>Our reports offer comprehensive data on markets and industries, including market overviews, revenues, number of employees, as well as the latest information about the state of the industries, trends, and forecasts.</td>
<td>Get an overview of what consumers are thinking, including survey data on usage, behavior and attitudes, opinions and preferences. Understand target groups and audiences across different countries and industries.</td>
<td>Explore detailed information about political and social topics of countries and regions, such as the economic situation, elections, demographics, religious affiliations, education, and health.</td>
<td>Find information on top companies and products in all major industries and regions with detailed company overviews and rankings, including revenue, number of employees, company value, stock price, and major competitors.</td>
<td>We provide crucial information regarding the status quo &amp; development of countries &amp; regions including key economic indicators like GDP, national finance, demographics and trade figures as well as major industry players.</td>
</tr>
</tbody>
</table>
Discover the **future of markets** 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
How we empower academia with market data

How students, professors, and employees can benefit from Statista Market Insights

Research Funding
With our Market Insights, you gain access to comprehensive market data, including historical data and forecasts for the next five years. Utilize these insights to identify correlations and generate new research questions.

Enriching the curriculum
Our Market Insights enable you to make your academic courses more practical. Leveraging our market data empowers students to cultivate valuable skills for the job market, such as creating comprehensive business plans.

Understanding business landscapes
Identify key players across diverse sectors. Utilize our Market Insights for in-depth analysis of a specific industry or gain an overview for your next scholarly endeavor.

By accessing comprehensive market and industry data, you can identify opportunities, showcase your expertise, and create added value for your research and teaching.
Detailed **forecasts and key data** for 1,000+ markets across 190+ geographical entities

**Market Insights: Topics**

- **Technology**
  - KPIs on revenue, market shares, etc.
  - 34+ markets & segments, 29+ subsegments

- **Advertising & Media**
  - KPIs on ad spending, revenue, users, etc.
  - 15+ markets & segments, 50+ subsegments

- **Industrial**
  - Industry KPIs, e.g., revenue and number of enterprises
  - 50+ markets
  - 190+ geographical entities

- **Economy & Society**
  - KPIs on employment, education, households, etc.
  - 9 thematic areas
  - 190+ geographies

- **Digital**
  - KPIs on revenue, users & relevant market indicators
  - 60+ markets & segments, 80+ subsegments

- **Mobility**
  - KPIs on sales, revenue, prices, brands, etc.
  - 180+ markets & segments, 152+ subsegments

- **Consumer**
  - The most relevant KPIs for each market
  - 270+ markets & segments, 170+ subsegments

- **Health**
  - KPIs on key players, revenue, users, hospitals, etc.
  - 40+ markets, 20+ subsegments

- **Financial**
  - KPIs on neobanking, financial advisory, venture capital, and more
  - 25+ markets & segments
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 any audience on a deeper level

**The Global Survey**
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.

**Further surveys**
The Global Survey 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

**Consumer Insights: Tool**

- **Compare countries and regions**
- **Define and filter by personalized target groups**
- **Export in CSV and PPT**
- **Use cross-tabulation to find trends and patterns quickly**
How many people know, like, and buy **which brand**?

**Consumer Insights: Brand KPI Survey**

**Benchmark various brands**

The Consumer Insights Brand KPI Survey won't leave you guessing. Find out how various brands perform in terms of awareness, popularity, usage, brand loyalty, and media buzz, and build a successful brand funnel.

The Consumer Insights Brand KPI Survey covers brands in Germany, the United States and the United Kingdom, including those from traditional industries as well as new growth markets.
Use Consumer Insights to **inspire your teaching and research**

How students, professors, and employees can benefit from Statista Consumer Insights

**Exploratory data analysis**

Conduct **explorative data analyses and quickly test hypotheses** across a wide range of topics with our Consumer Insights tool. Customizable data filters make it possible for students and researchers to identify patterns, uncover relationships, and generate new research questions.

**Consumer behavior and public opinion**

Consumer Insights is a **versatile resource for investigating a wide array of topics** and covers not only consumer behavior, attitudes, and trends but also public opinion on various social, economic, and political matters.

**Raw data available**

For those looking to conduct advanced statistical analyses or develop custom models, Statista Consumer Insights offers **respondent-level data sets on request**.

Through access to comprehensive consumer data, Statista Consumer Insights provide a robust foundation for extensive research and detailed insights into current trends and developments, **offering valuable information for research and teaching**.
Gain **insights** into over 70 million **companies**

**Key company figures at a glance**

Company Insights provides you with information on more than 70 million publicly listed and privately held companies and contain the most important company key figures as well as in-depth analyses, so you’ll get an overview of any company landscape in no time and the essential knowledge to evaluate markets worldwide.

- Tailored rankings in 200+ countries and territories as well as 100+ industries
- In-depth information on 50,000+ publicly listed companies
How we empower academia with **company** data

How students, professors, and employees can benefit from Statista Company Insights

**Industry developments**
We provide over 20 key performance indicators (KPIs), such as revenue, profitability, liquidity, and stock market metrics, to **help you keep track of and compare various companies.**

**Company data for download**
Download the top companies or complete company profiles as Excel files to conduct further analysis. **Utilize current data for your research or upcoming presentations.**

**Customizable research**
Conduct a search by country, region, industry, company size, or other aspects to narrow down your results and immediately **find the company data you need for your research.**

By accessing Company Insights’ comprehensive company data, you gain industry-specific knowledge, can conduct comparative analysis and **have a reliable data source for your research.**
CAMPUS LICENSE

A partner for your entire institution
Products included in the Campus License

- Digital & Trends
- Industries & Markets
- Companies & Products
- Consumers & Brands
- Politics & Society
- Countries & Regions

- Statistics
- Forecasts & surveys
- Daily Data
- Topic pages

Studies & reports

- Digital
- Mobility
- Country
- Advertising & Media
- Technology
- Industrial
- Health
- Financial

Tools

Statistics

Market Insights

Published in Q1 2023
Regular contact and individual updates by phone and via newsletters

- Regular contact
- Updates every 3-6 months
- Consultations on request

- Free initial and additional training available
- Specific promotional material for support

- Annual usage reporting
- Additional reporting on request

- Account setup
- Technical support

Our experts are available to help you set up your account, answer open questions, organize additional trainings and optimize your platform usage.
Individual usage reporting

Creating transparency

Key figures of individual usage

- 69,536 visits
- 5,15h average per user
- 32,450h total usage
- $5,783,294 total revenue

Usage Report

Which platform is used the most?

- DE (53,214 visits)
- FR (16,313 visits)
- IT (5 visits)
- IN (4 visits)

Usage Report

What are the top industries?

Top industries by visits:

- 13,229 Automotive
- 11,962 Technology & Telecommunications
- 7,581 Internet
- 7,063 Retail
- 5,287 Health & Pharmaceutics

Usage Report

How has usage evolved?

Usage overview:

- Total content visits within your account usage

- 5:15h research service requests
- Total $5,783,294

Exemplary cost breakdown of the used data

*Exemplary cost breakdown of the used data
Contact

Styliani Tholioti
Key Account Manager Academia EU
Tel.: +49 40 284 841 539
styliani.tholioti@statista.com

Click here to book a Statista Webinar with me

Agenda

• Statista | An Introduction
• Campus License
• Deep dive into the platform
• Q & A