









Approaches of our Market Insights

	 Advertising & Media Market Insights (AMI)	 Consumer Market Insights (CMI)	 Country Insights (CI)	 Digital Market Insights (DMI)	 Health Market Insights (HMI)	 Industrial Market Insights (IMI)	 Mobility Market Insights (MMI)	 Technology Market Insights (TMI)
Industries	Advertising & media, online and offline	Consumer markets – all retail channels	General economic data	Digital markets, mostly consumer-focused	Life science & healthcare industry	General industry data	Mobility services, travel, cars & motorbikes	Technology markets, mostly IT- and telecommunication-focused
B2B¹/ B2C²	B2B & B2C	B2C	-	B2C, partially B2B	B2B & B2C	B2B & B2C	B2B & B2C	B2B & B2C
Approaches	<ul style="list-style-type: none"> Aggregates company revenues as well as consumer survey data Validation using data from associations 	<ul style="list-style-type: none"> Focus on survey data, trade and production data, company data and consumer spending Validation using consumer spending data, third-party studies and associations 	<ul style="list-style-type: none"> Aligns data and definitions from statistical institutions in order to make data comparable Standardizes currency if necessary Validation using data from other Outlooks 	<ul style="list-style-type: none"> Models revenue per user and numbers of users Models revenue per user and users based on consumer survey and company data Validation using company data, association data, & survey data 	<ul style="list-style-type: none"> Aggregates company data as well as consumer survey data Validation using data from associations and third-party studies 	<ul style="list-style-type: none"> Aligns data and definitions from statistical institutions in order to make data comparable 	<ul style="list-style-type: none"> Passenger cars & motorcycles: extracts public data (Eurostat), association data, and manufacturer data (often through new car registrations) Travel & mobility: see CMI & DMI 	<ul style="list-style-type: none"> Aggregates company data, as well as trade and consumer survey data Validation using data from associations and third-party studies
Main sources	GCS ³ , company data, third-party studies, local associations, financial statements	Consumer spending, third-party studies, GCS, associations	Statistical institutions, World Bank, IMF ⁴ , ITU ⁵ , UN ⁶ , GCS, DMI	GCS, associations, company data, news, third-party estimates, financial statements	Financial statements, third-party studies, WHO, OECD, association data	Statistical offices	Association data, statistical institutions, GCS, third-party studies	Financial statements, third-party studies, economic data, trade data
Data ownership	All data by Statista Exception: some key market indicators	All data by Statista Exception: some key market indicators	Status quo: Aligned third-party data Forecasts: Statista	All data by Statista Exception: some key market indicators	All data by Statista Exception: some key market indicators	Status quo: Aligned third-party data Forecasts: Statista	All data by Statista Exception: some key market indicators	All data by Statista Exception: some key market indicators
Number of countries and territories	150+	150+	150+	150+	150+	50+	150+	150+

¹ Business to business – revenues are generated between two companies | ² Business to consumer – revenues are generated by selling to private households/consumers | ³ Global Consumer Survey
⁴ International Monetary Fund | ⁵ International Telecommunication Union | ⁶ United Nations