

# STATISTA GUIDE

# ABOUT STATISTA



# Statista

The company



## 2007

Statista was founded  
in Hamburg



Locations

**NY** **HH**

New York

Hamburg

**LDN**

London



## 500

**employees**, among them  
statisticians,  
editors and database  
experts

February 2016  
**company  
taken over  
by STRÖER**

Statistics & studies  
from

## 22,500 sources

Strong focus on  
**European, US,  
Asian and  
global data**

More than  
**2,000**  
international  
universities

**8 million  
unique visitors**  
per month on our  
international and German  
websites

**14,000**  
corporate  
customers  
worldwide

**1.5  
million**  
registered users

**80,000  
topics**  
on statista.com

# Company profile & key figures

From Hamburg start-up to one of the leading statistics portals worldwide



- One data portal comprising **four platforms** (German, English, French, Spanish)
- Over **1 million statistics** from **22,500 sources** covering **80,000 topics** and **170 industries**
- **Worldwide coverage** with a focus on data from Europe, North America & Asia
- **Over 2,000 international universities** have a Statista account
- Media partners include **Mashable.com, Business Insider and Forbes**

# How do people use Statista?

## Students

- can easily find data for term papers, presentation or thesis

## Libraries

- Offer their users an attractive research tool

## Professors and academic researchers

- Use Statista for research and teaching purposes

## Companies use it for

- new business pitches,
- strategic research and planning,
- content creation,
- consumer behavior insights,
- identifying market & industry trends,
- market sizing,
- understanding the competitive landscape,
- presentations/materials (various download formats)





# The Statista Campus License

Focus on what is essential



## **All statistics**

Access both Basic and Premium Statistics on 80,000 topics and 170 industries



## **All download formats**

Access to all download functions including PPT, XLS, PNG and PDF format



## **All background information**

Access to extensive background information about any statistic's source.



## **All publication rights**

Ensuring quality with expertise, knowledge and multi-level monitoring

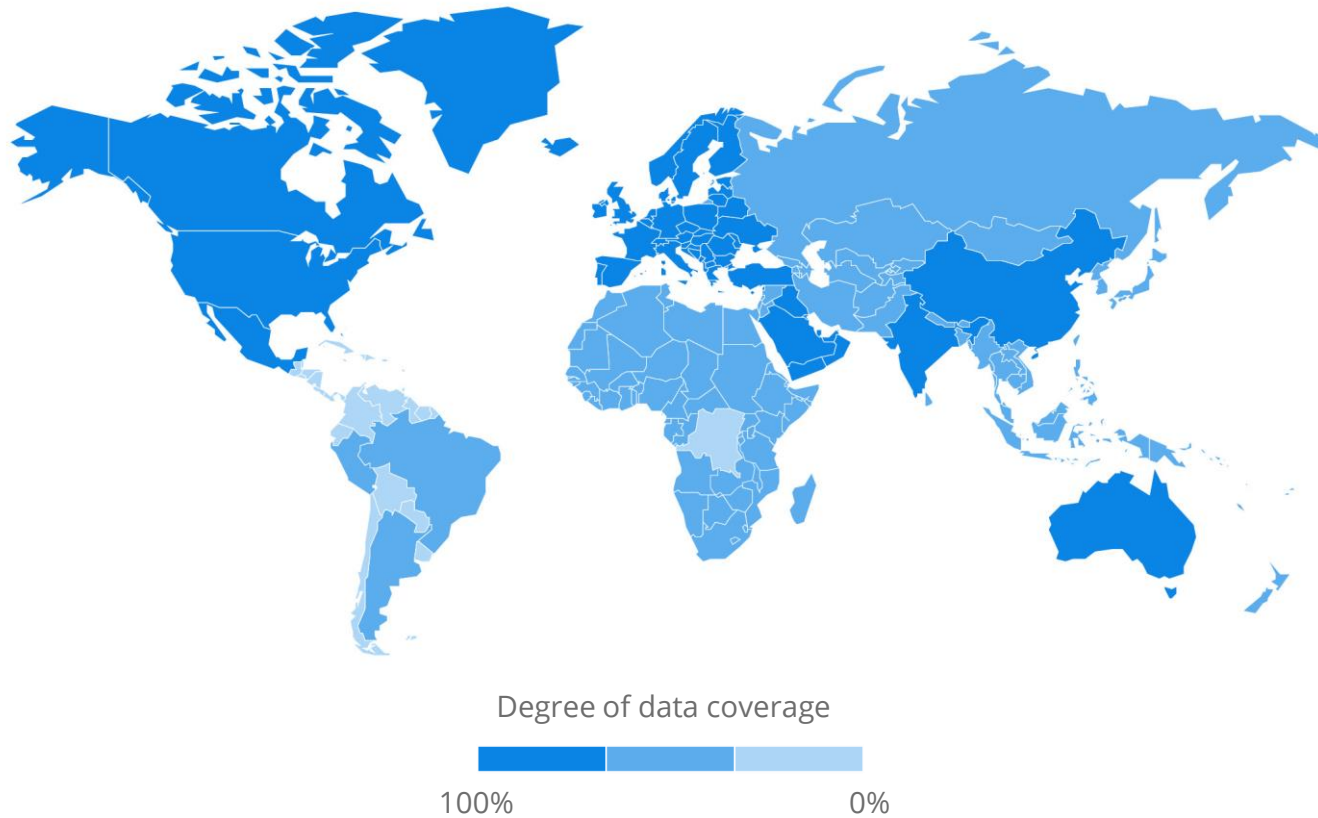


## **Powerful expert tools**

Full access to the Digital Market Outlook, Consumer Market Outlook, company & sources databases and Publication Finder

# Geographic coverage

Statista knows no boundaries when it comes to data

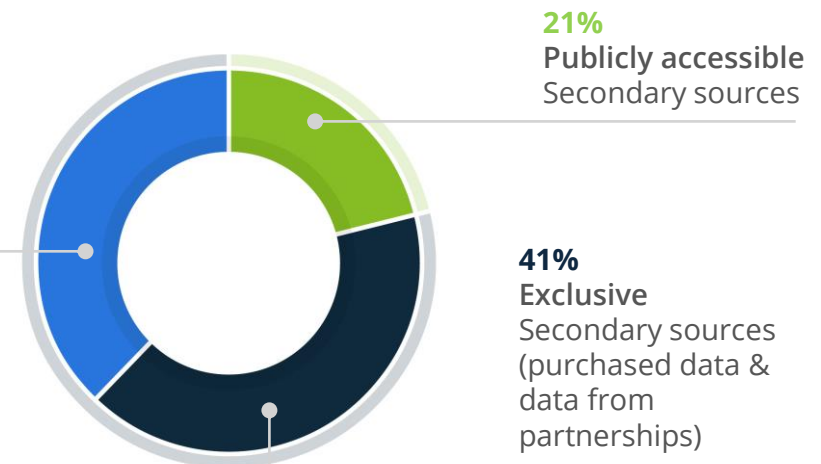


# Our sources

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

In addition to the surveys that it conducts itself, Statista gathers data from secondary sources, focusing on quantitative facts. Statista then makes this data available quickly and conveniently.

## Where our data comes from:





# CAMPUS LICENSE

## How to Access?



Access via IP address:  
Entire Campus has full access to  
Statista – fast and comfortable  
without the need to log in!



# HOME PAGE – [www.statista.com](https://www.statista.com)

Direct access via IP address

The screenshot shows the Statista homepage with several annotations. A blue arrow points from the URL 'https://www.statista.com' to the Statista logo. Another blue arrow points from the text 'Keyword search function' to the search bar. A third blue arrow points from the text 'Direct access via IP address' to the Statista logo. The homepage features a navigation bar with links to Statistics, Reports, Expert Tools, Infographics, Services, Global Survey, and My Account. The main content area includes a large search bar with the placeholder text 'Find statistics, forecasts and studies' and a 'Statista Search' button. Below the search bar are several category buttons: Social Media, E-Commerce, Smartphone, China, Food Industry, Cosmetics, Gaming, Apparel Industry, Film Industry, and United States. A laptop on the right displays a search result for 'Marketing statistics'. A badge on the left says 'Follow Statista' with social media follower counts: Facebook 31.1k, Twitter 38.3k, LinkedIn 10.3k, and Instagram 1.4k. A testimonial bubble says 'More than 1,500,000 users trust Statista'. At the bottom, a video player shows a Statista logo and a play button. To the right of the video are two boxes: 'Fast research, comprehensive results' and 'Seamless integration into your workflow'.

https://www.statista.com

statista UH Universität Hamburg

Enter search term, e.g. social media

Statistics Reports Expert Tools Infographics Services Global Survey NEW My Account

Follow Statista

Facebook 31.1k Twitter 38.3k LinkedIn 10.3k Instagram 1.4k

Statista – The portal for statistics

Immediate access to over one million statistics and facts

Find statistics, forecasts and studies Statista Search

Social Media E-Commerce Smartphone China Food Industry Cosmetics Gaming Apparel Industry Film Industry United States

More than 1,500,000 users trust Statista

Google SAMSUNG Unilever P&G

Boost Your Efficiency. Why Our Customers Love Us.

Fast research, comprehensive results

Seamless integration into your workflow

Statista facilitates the search process through the **use of keywords**, allowing users to quickly and efficiently locate information.

Users are offered incremental search suggestions, if a search entry starts with a related keyword.

# Three steps that will revolutionize any workflow

Statista's proven one-fits-all solution

## 1 – Search

Enter your search term.

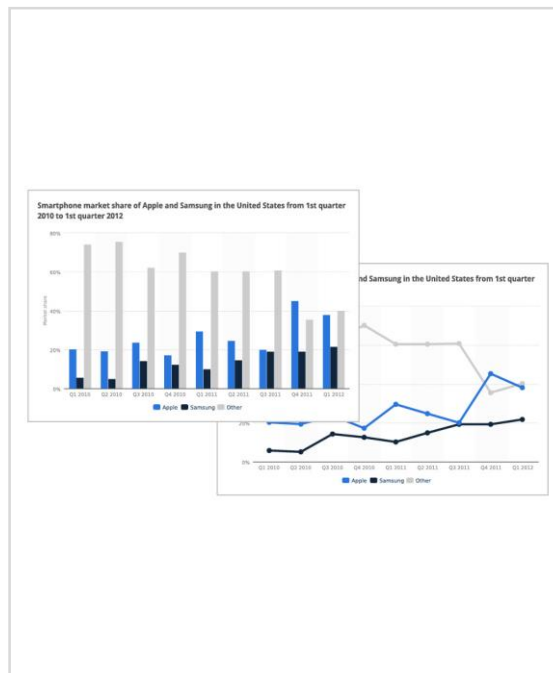
market share

advertising market shares  
audience market shares  
brand market shares  
global market share  
gross advertising market share  
market share  
market share development  
market share gains  
marketing share of costs

Search

## 2 – Select


Select a statistic and have it displayed as a chart.






## 3 – Download


Download the data and directly embed it into your project.
































statista  Du bist eingeloggt über den Account der Statista GmbH


Statistics ▾ Reports ▾ Expert Tools ▾ Infographics Services ▾ Global Survey **NEW** ★ My Account 

Search term **fintech**  









Quick filters **Sort by** Relevance ▾ **Location Focus**  Deactivated ▾

**Categories**

- Statistics** 
  - ☒  Statistics (665) 
  - ☒  Forecasts & surveys (0) 
  - ☒  Infographics (9) 
  - ☒  Topics (6) 
- Studies & Reports** 
  - ☒  Dossiers (14) 
  - ☒  Statista studies (10) 
  - ☒  Industry & country reports (0) 
  - ☒  Additional studies (33) 
- Expert tools** 
  - ☒  Digital Markets (112) 
  - ☒  Consumer Markets (0) 
  - ☒  Mobility Markets (0) 
  - ☐  Companies 
  - ☒  Publication Finder **BETA** 

**Filter options** **Search accuracy** 

**SEARCH RESULTS (878)**

-  **Fintech**  
Statistics and facts on Fintech
-  **Fintech market in Europe**  
Statistics and facts on fintech in Europe
-  **Fintech in Europe**  
Statista dossier on financial technology (Fintech) in Europe
-  **Fintech**  
Statista dossier on Fintech
-  **FinTech | Digital Markets**  
Market forecast for FinTech worldwide through 2022  
**United States** **United Kingdom** **Asia** **Europe** **worldwide** **56 Regions**
-  **Retail banking and innovative financial solutions (Fintech) awareness in the United Stat...**  
Retail banking and innovative financial solutions (Fintech) awareness in the U.S. (Statista Survey)
-  **Fintech and Insurtech in Germany**  
Statista dossier on financial technology and insurance technology in Germany
-  **DMO: FinTech personal finance transaction value in countries worldwide 2018**

**Results**

Search term

Quick filters

Categories

These results are displayed in different categories at the left hand side (s. explanation of each below).

Filter options



# Narrow down your search

Using the filter options

The image shows a sidebar of search filters on the Statista platform. At the top is a 'Search accuracy' section with three radio buttons: 'Wide', 'Normal' (which is selected), and 'High'. Below this is a horizontal bar chart showing a distribution of data. The next section is 'Regions', featuring a dropdown menu currently set to 'All'. This is followed by the 'Country' section, which includes a text input field labeled 'country search' and a list of countries with checkboxes: Afghanistan, Albania, Algeria, Andorra, Angola, and Antigua and Barbuda. Below the country list is the 'Industry' section with a dropdown menu set to 'All'. The 'Publication date' section has a dropdown menu also set to 'All'. The 'Archive' section has a dropdown menu set to 'no archive'. At the bottom of the sidebar are two buttons: 'Reset filters' and 'Refresh Search'.

■ Search accuracy

■ Region

■ Country (multiple countries can be selected)

■ Industry

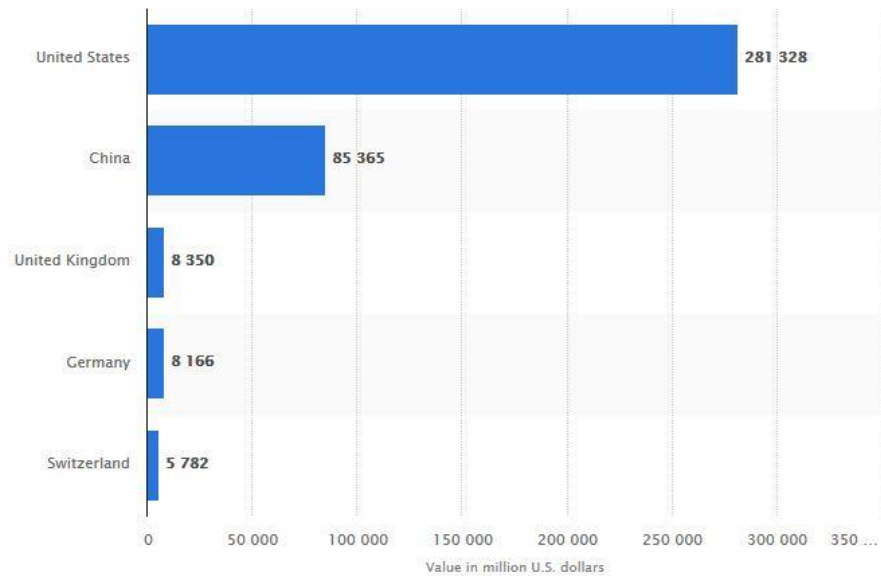
■ Publication date (on the platform)

■ Include Archive

# Sample Statistics

Overview of the statistics page

**Countries with the highest FinTech personal finance transactional value worldwide in 2018 (in million U.S. dollars)\***



Additional Information: Worldwide; Statista; 2017

Source: Statista (Digital Market Outlook)

© Statista 2018

DOWNLOAD SETTINGS SHARE

PNG PDF XLS PPT

CITATION (FAQ)

Select citation

DESCRIPTION SOURCE MORE INFORMATION

Source  
Statista (Digital Market Outlook)

Survey by  
Statista

Survey name  
Digital Market Outlook

Published by  
Statista (Digital Market Outlook)

Source link  
[Digital Market Outlook](#)

Release date  
April 2018

4 Download Formats

Automatic citations

CITATION (FAQ)

Select citation

Select citation

APA

Chicago

Harvard

MLA

Bluebook

Brief description about the statistic

Original source link

# The components of the Campus License

## Statistics



### Statistics

The heart of our product: **over one million statistics** from four databases: German, English, French and Spanish.\*

Data on 80,000 topics and 170 industries from 22,500 sources.

Our **Premium Statistics** (approx. 93% of all statistic), are available exclusively to Premium, Corporate and Enterprise Account users.

Available to **download in XLS, PNG, PPT and PDF** format.



### Forecasts & surveys

**With our 5-year market forecasts** our experts offer you relevant data on market trends of about 400 industries in around 40 countries.

Based on historic data and a detailed market model the future market size is calculated.

### Exclusive surveys among consumers and experts

Statista's Consumer and Business Insights team conducts exclusive quantitative online and telephone surveys. The collected primary data is published in the form of statistics and as parts of studies and dossiers.



### Infographics

Our infographics **visualize hot topics and issues**. Every day our data journalists publish several graphics about different topics such as Media, Society, Politics, Economy or Technology.

For more information, please visit <https://www.statista.com/chart-of-the-day/>.



### Topic pages

With our topic pages we provide you with an **initial comprehensive overview of all content** that we offer on a certain topic.

Along with a short synopsis, these pages link to relevant dossiers and forecasts as well as the latest and most popular statistics on the topic on the chosen topic.

# The components of the Campus License

## Studies & reports



### Dossiers

**All relevant statistics on a certain topic in one document.**

Dossiers focus on topics that our users access particularly often. They help you quickly and thoroughly familiarize yourself with a new topic.

All dossiers incl. detailed references are available to **download in PowerPoint and PDF** format.

They are regularly updated by research experts and new statistics are continually added.



### Statista studies

**Outlook reports** provide background information, trends, and forecasts for the future development of several digital and consumer goods markets.

**Surveys** include the complete primary data tables of exclusive consumer and expert surveys conducted by Statista's Consumer and Business Insights team in Excel format.

**Toplists** include all top companies in a given industry or region based on revenue. They provide contact information and the most important corporate key figures.



### Industry & country reports

**Industry reports** consolidate the most important information on industries, presenting important and insightful data about the status quo and the trends of the industry including forecasts up to 2021 including high-quality diagrams and tables which give a quick overview of the industry's current situation.

**Country reports** give insights into the major country trends in order to assess the risks and opportunities relevant for international business. They cover economic conditions, public finances, labor force, consumption, social development, etc., and include statistics, forecasts, survey results and analyses.



### External studies

**32,000 external studies**, which provide a detailed insight into the general context of a specific topic.

These include studies from market researchers, organizations, companies and public institutions across more than 170 industry sectors.



# The components of the Campus License

## Expert tools



### Digital Market Outlook (DMO)

Regularly updated **5-year forecasts on revenue, users and relevant market indicators for 8 digital core markets** covering over 50 countries and regions.

In total, the tool covers 92 segments and offers **30,000 interactive statistics**, which are available to download in PDF and Excel format.

All **comparable key figures** are based on extensive analyses of relevant indicators from the areas of society, economy, and technology.



### Consumer Market Outlook (CMO)

Portrays the **18 major consumer goods markets (including passenger cars) worldwide** and more than 200 product categories.

It provides historic data and **4-year forecasts on the most relevant KPIs of each market** including market value and market size.

The forecasts are modeled using industry-specific data as well as general indicators like gross domestic product and import/export volumes of goods.



### Company & sources databases

The international **company database** includes 5,500 companies and provides information about a given company's headquarters, revenue, growth and employee numbers.

Statista's **sources database** contains background information on all 22,500 sources. Includes all market research institutes, organizations, companies and governmental institutions that act as the basis of the Statista portal.



### Publication Finder

The Publication Finder lets users **swiftly discover publications** on their research topic by letting them **search over 1 million studies, reports and other documents** in German or English.

All search results can be filtered by, for instance, date of publication, number of pages, industry or document type.

# Digital Market Outlook (DMO)

Identify market potentials of the digital future



- **Forecasts, market insights, market sizes, and KPIs** for all major sectors of the **digital economy**
- **8 core categories and 92 segments**
- **More than 50 countries** and regions worldwide
- **Market forecasts** up to 2022
- Based on extensive analyses of relevant indicators from the areas of society, economy, and technology
- **Interactive interface** allows for easy comparisons
- **Global comparability**
- **Updated** on a regular basis
- **Available to download** in PNG and XLS format

## Our categories



Digital Media



eCommerce



FinTech



eTravel



Digital Advertising



Smart Home



eServices



Connected Car

## Development of markets of the future up to 2022



Revenue per user



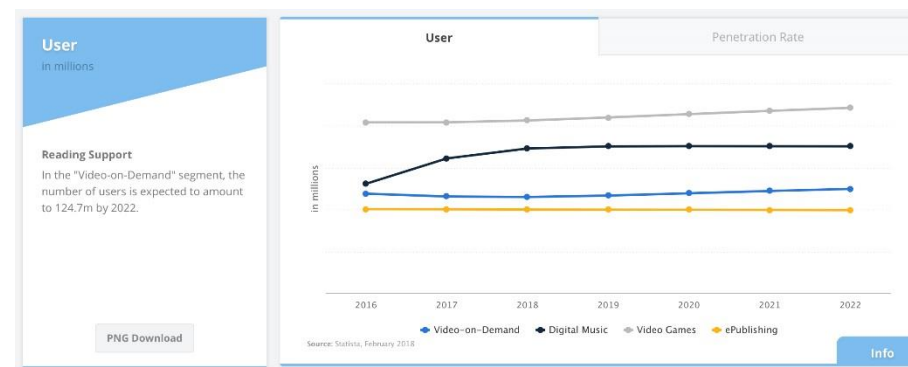
Revenue per  
market segment



Global  
comparison



Most relevant KPIs  
of the  
respective region



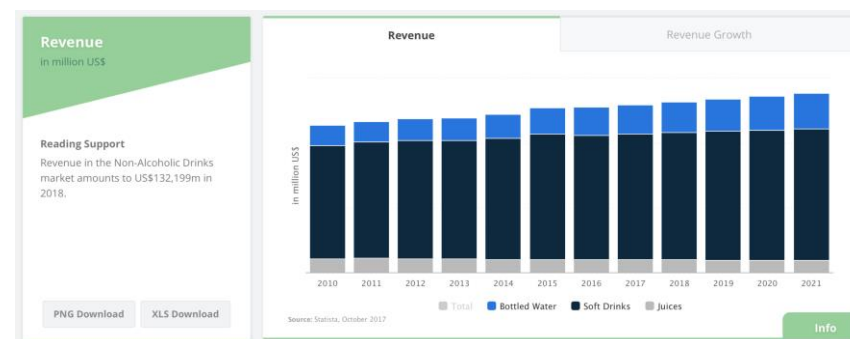
# Consumer Market Outlook (CMO)



Everything you need to know about consumer goods

- Intuitive access to **key figures** (market volume, market value, value per capita, price per unit) of the most important **international consumer markets**
- **17 key categories** of consumer goods and **12 classes of cars**
- **Market trends and forecasts** 2010-2021
- **50 countries** and regions covered
- **Clear and comprehensive market segmentation** at product level in compliance with international standards (e.g. ISIC, HS)
- **Interactive interface** allows for easy comparisons
- Full international **data comparability**
- All data **available to download** in PNG and XLS format

## Our categories



# Mobility Market Outlook

Part of the Consumer Market Outlook

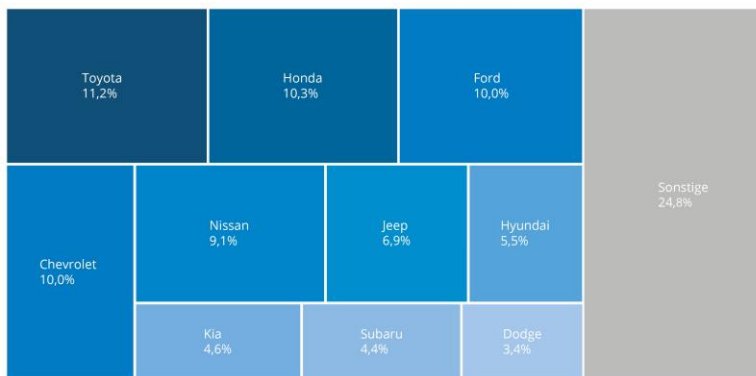


## Explore car sales on a global scale

The automotive category within the Statista Consumer Market Outlook offers **data on worldwide new car sales of passenger cars** covering the EU, the US and China.

## Analyze data on revenue, volume and prices

Interactive statistics let you view cross-sections of make and segment by country, providing you with **information on revenue, volume sales, price per unit and key market indicators**.



Forecast of market shares (unit sales) of the top 10 manufacturers in the USA in 2017

## 12 international car segments:

- Mini Cars
- Small Cars
- Medium Cars
- Large Cars
- Executive Cars
- Sports Cars
- Minivans
- Small SUVs
- Large SUVs
- Pickup Trucks
- Full-Size Vans

## 70 major makes including:

Audi, BMW, Citroën, Fiat, Ford, GMC, Great Wall, Hyundai, Jaguar, Jeep, Kia, Land Rover, Mazda, Mercedes-Benz, Nissan, Opel, Peugeot, Renault, Saab, Skoda, SsangYong, Subaru, Tesla, Toyota, Volkswagen, Volvo and more



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W W W . S T A T I S T A . C O M