STATISTA GUIDE
ABOUT STATISTA
Strong focus on European, US, Asian and global data

1.5 million registered users on statista.com

80,000 topics on statista.com

23,000 corporate customers worldwide

More than 2,000 international universities

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

2007 Statista was founded in Hamburg

700 employees, among them statisticians, editors and database experts

Locations

NY New York
HH Hamburg
LDN London

Statistics & studies from 22,500 sources

Statista
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 **Financial Times, Business Insider and Forbes**

For more information, please visit [https://www.statista.com/aboutus/](https://www.statista.com/aboutus/)
How do people use Statista?

**Students**
- can easily find data for term papers, presentation or thesis
- Use it for their academic research and exam preparation
- Presentations

**Libraries**
- Offer their users an attractive research tool

**Professors and academic researchers**
- Use Statista for research and teaching purposes
- Create exam papers and
- Can use the most recent data for the creation of exams
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

Degree of data coverage

100%  0%
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:

- **21%** Publicly accessible Secondary sources
- **38%** Exclusive own statistics
- **41%** Exclusive Secondary sources (purchased data & data from partnerships)
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.

2 – Select
Select a statistic and have it displayed as a chart.

3 – Download
Download the data and directly embed it into your project.
These results are displayed in different categories at the left hand side (s. explanation of each below).
Narrow down your search

Using the filter options

- 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) *

- United States: 281,328
- China: 85,365
- United Kingdom: 83,350
- Germany: 81,666
- Switzerland: 5,782

Additional Information: Worldwide: Statista; 2017

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

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4 Download Formats
Automatic citations
Brief description about the statistic
Original source link
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/chartoftheday/](https://www.statista.com/chartoftheday/).

**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.

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*Please note: each database includes original content, Statista does not merely translate content from one language into the other.
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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.
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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.
CAMPUS LICENSE ACCESS

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

“Statista is the first database that caused students to thank me for acquiring a license.” Andrea Lieb, Library Director, Leipzig Graduate School of Management

“This is the best product and presentation I have ever seen in this context.” Anselm Nye, Collections Manager at Queen Mary University London

“Offering a mind-bending array of statistics that are international in scope […] there really is nothing else out there like Statista. It is intuitive and straightforward and many of the statistics are easily downloadable. The database makes statistics fun, and how often do we get a chance to say that?” Library Journal