

STATISTA HANDOUTS

Become a Statista Expert

Discover insights and facts from 170 industries and 150+ countries





About Statista

The Statista Universe

For many users and companies, Statista is the starting point for researching numbers, data, and facts, providing quick and extensive insights.

- 2.5 million registered users
- 31 million page views
- 23 million unique visitors



Internationality of the platform

Four platforms in four different languages*



Simply switch between the platforms using the globe in the upper right bar.

Focus of the German platform:

- 🇩🇪 Germany
- 🇦🇹 Austria
- 🇨🇭 Switzerland

Focus of the English platform:

- 🌐 International markets
- 🇪🇺 Europe
- 🇺🇸 USA
- 🇦🇸 Asia

statista.de

statista.com

statista.fr

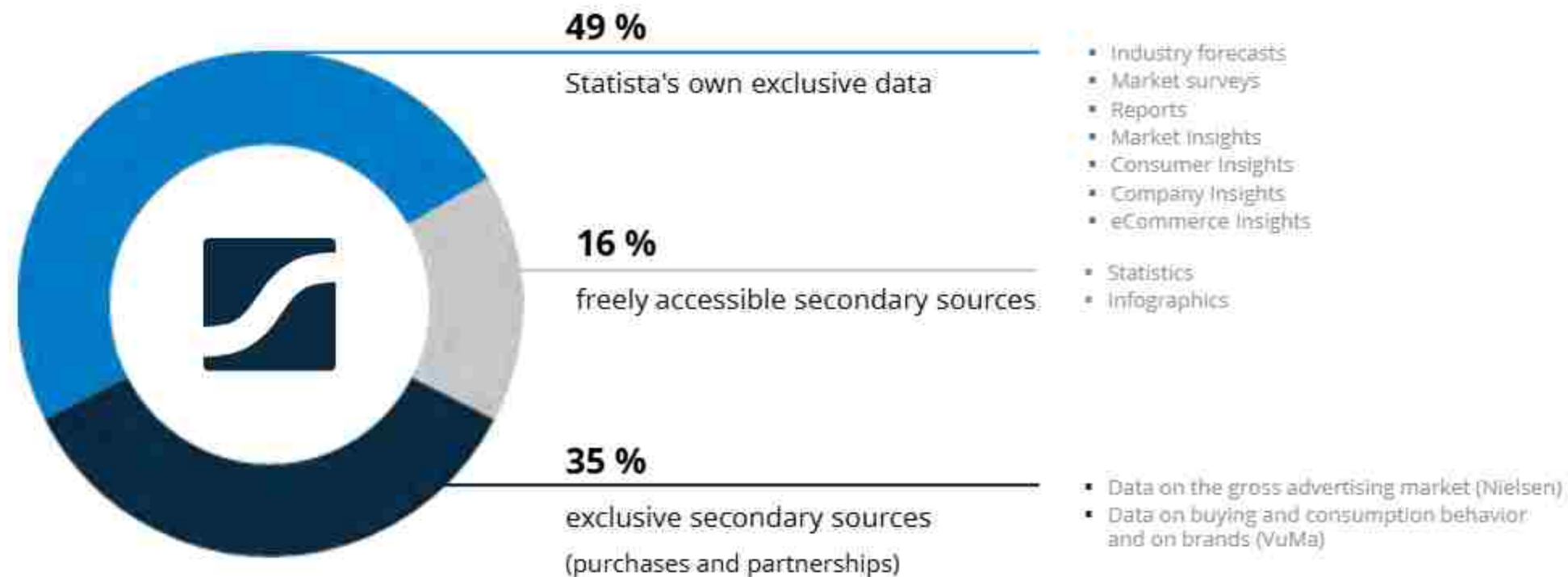
statista.es



Origin of our data

Statista bundles data from more than 22,500 different sources

In addition to our own surveys, Statista obtains its data from numerous secondary sources and focuses on the quantitative facts to make them quickly and conveniently accessible to you.



True benefits

These features make the difference



All statistics

Access to Basic and Premium Statistics on 80,000 topics and 170 Industries



All download functions

Access to all download formats: PPT, XLS, PNG, and PDF



All source data

Access to comprehensive background information on each statistic's source



Full publication rights

Guaranteed quality thanks to expertise, knowledge, and a multi-stage quality assurance process



Powerful expert tools

Full access to all Market Insights, Consumer Insights*, Company Insights*, eCommerce Insights*, Publication Finder, Business Plan Export and AskStatista Service*



Start your
own research

How do people use Statista?

Statista use cases



**Market Research
Industry Forecasting**



Access data on industries,
companies, competition
and consumers



**Benchmarking
Competitive Analysis**



Access to a broad scope
of sources



**Offer Preparation
Strategic Planning**



Immediate access to facts
and figures on up-to-date
topics



**New Business Pitches
Content Creation**



Contents ready to present
and export

Data for all cases

A real all-round package

- Statistic reports
- Overview reports
- Market Insights reports
- Company Insights reports
- Consumer Insights reports
- eCommerce Insights reports

- Statistics
- Forecasts & surveys
- Infographics
- Topic pages
- Research service AskStatista



- Market Insights
- Company Insights
- Consumer Insights
- eCommerce Insights

- Publication Finder
- Business Plan Export

Three steps that will revolutionize any workflow

Statista's proven one-fits-all solution



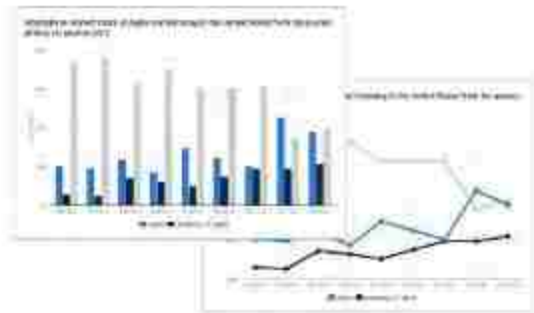
1. Search

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.





Tips & Tricks

Your intuitive search for information

Find research results quickly

Quick sorting

Decide in which order the results of your search should be displayed.

Intuitive keyword search

Use auto completion and the display of synonyms & alternative search terms.

Further related topics

Discover more relevant topics related to your search term.

Tag cloud

Filter search results with our tag cloud featuring the top 10 relevant topics for quick selection.

Filter options

Narrow down your search by content type, location, industry, or publication date.

Regional boost

Get search results tailored to your geographic location at the top of the page.

More filters

Filter for content types, accuracy, location, industry, publication date or archive.

Tips for better search results

Functions to refine your search



Content types

Choose one or more content types and display **statistics, reports, topics, insights, forecasts & surveys as well as infographics** for your desired term.

Search accuracy

Select whether all words must be included or at least one.

Location

Choose from **14 regions as well as 150 countries** and territories to filter your search precisely.

Industry

Filter your **results by industry** to get all the data of interest at a glance.

Publication date & Archive

Find **results by their year of publication** instead of their date of publication or obtain older data from our archive.

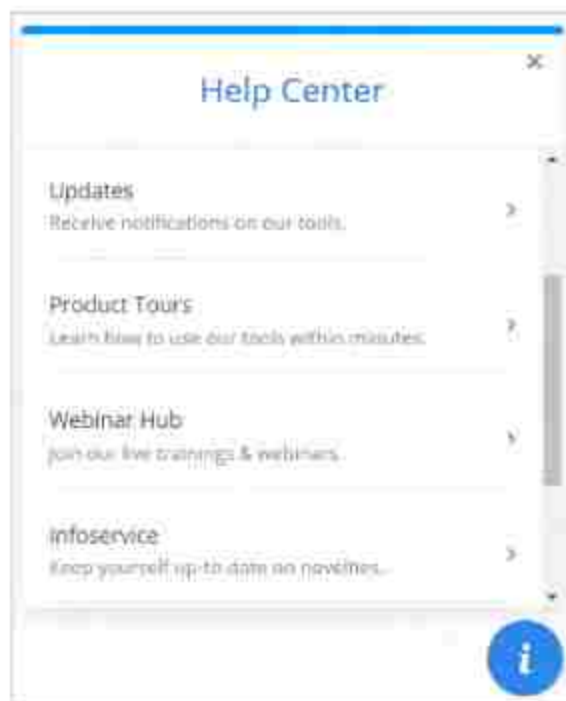
Via Update search or 'Reset all', you can re-sort or reset your search results at any time.

Help Center

We are happy to support you - offline and online

In our Help Centre you will not only find important steps for your successful research, but also recent updates and contact information for us.

Always there for you: You will find the icon permanently in the lower right corner of the page you are currently visiting.



Updates

Stay always up to date! Check Updates for the **latest data as well as updates** to the platform.

Product Tours

Let our online guides **lead you through the platform in just a few minutes** and get not only a general overview, but also insights on all tools and features.

Webinar Hub

Want all the **tips and tricks live, first-hand**? Then feel free to sign up for Statista's free webinars. Whether you are a newcomer or a specialist, for the first steps or for a refresher, you will [find all live webinars here](#). No suitable time? Then read all the important information in our other [handouts](#).

Infoservice

Your **personal Infoservice** helps you to stay up to date and to manage your newsletters independently. You will find everything described in detail in our [help area](#). From forgotten passwords and download formats to personalized functions and publishing rights, you'll find all the information you need **on one page**.

AskStatista - our exclusive research service

We support you individually*

You need special or more up-to-date data, but could not find it on our platform? Simply contact our research service via your personal contact person, our [customer service](#) or via [this form](#)!



- Answers to individual customer inquiries are provided within **48 hours** on weekdays
- Our in-house AskStatista team carries out research and microprojects **across industries and countries**
- **Customization of results** in the format of your choice, mainly Excel and PowerPoint

Research on the Statista platform



Provision of research links



Information on statistics & tools



Updating existing statistics



Search for external sources & data



Product, price & competitor analyses



Company & SWOT analysis



Simple market and price modeling



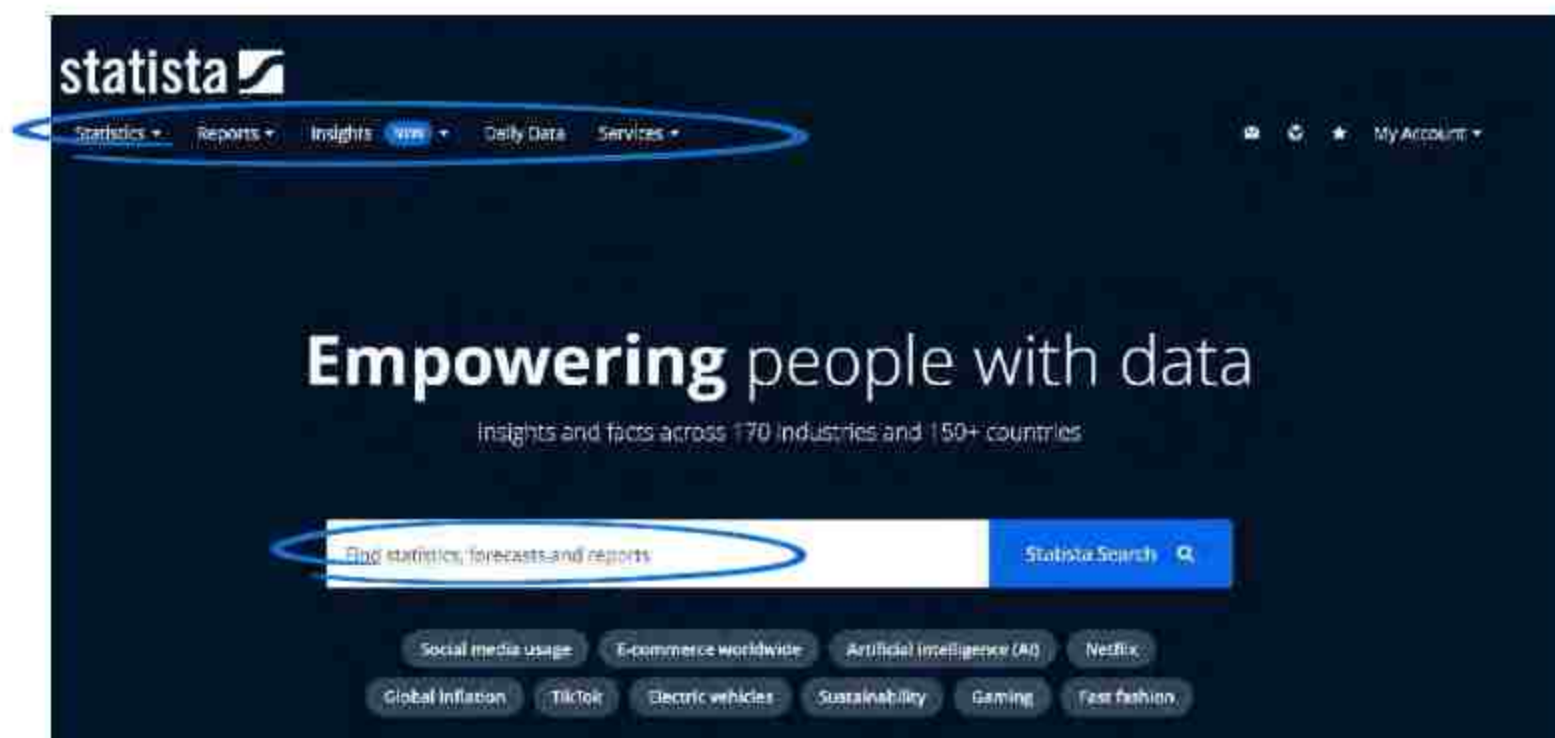


Get started now

The perfect start

Use our industry and topic pages to get started with your research

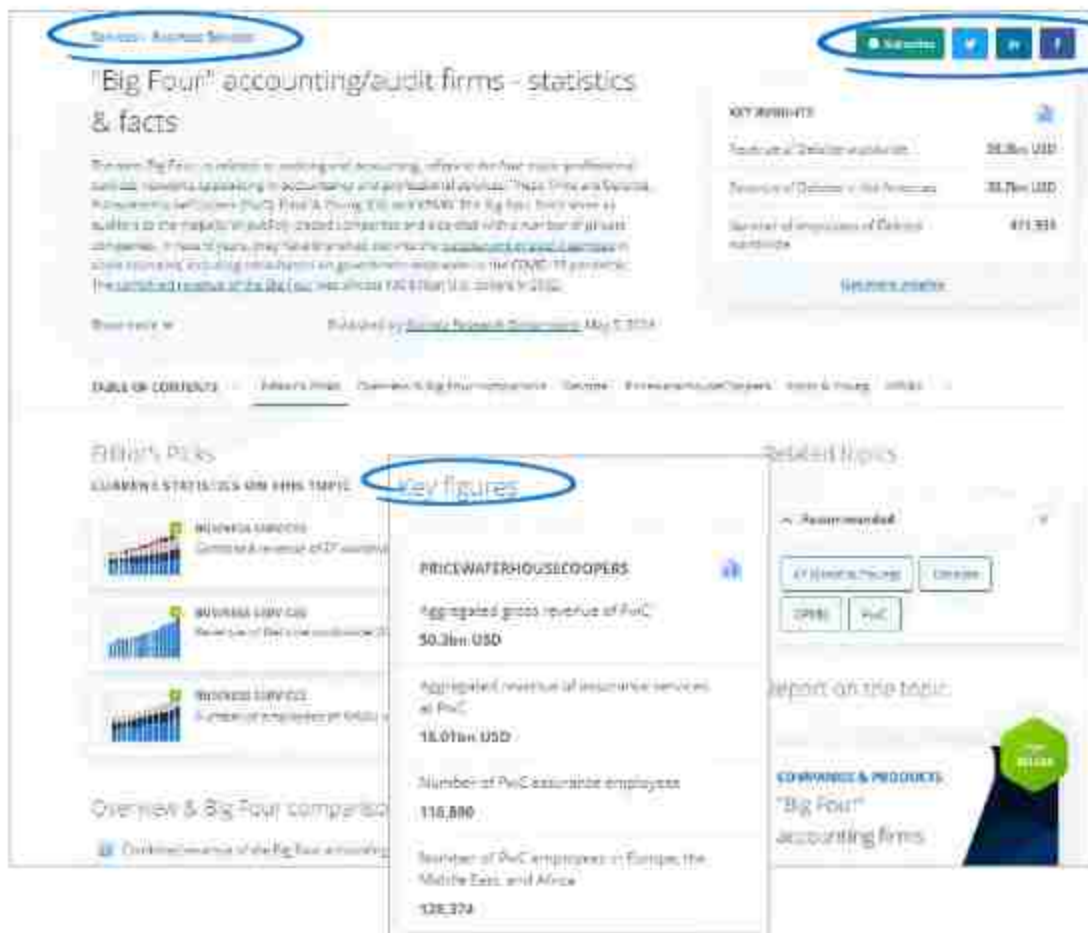
Find a quick start with the help of our [industry](#) and [topic pages](#): We provide you with an initial, comprehensive overview of all the content we offer on a specific topic.



In addition to a brief summary, these pages also link to **relevant dossiers and forecasts** as well as to the latest and most popular statistics on the chosen topic.

Briefly explained: Topic pages

Use Case: "Big Four" accounting/audit firms - statistics & facts



Introduction

Get started with a **textual introduction** to get an overview of your topic.

Important key figures

In these info boxes you will find the **most important KPIs** on your topic at a glance.

Selected statistics

To help you get started with your research, we have **collected and categorized all the relevant statistics** for you here.

Subscribe

Get informed as soon as the topic page is updated. You will always find the date of the last update directly under the title.

Share

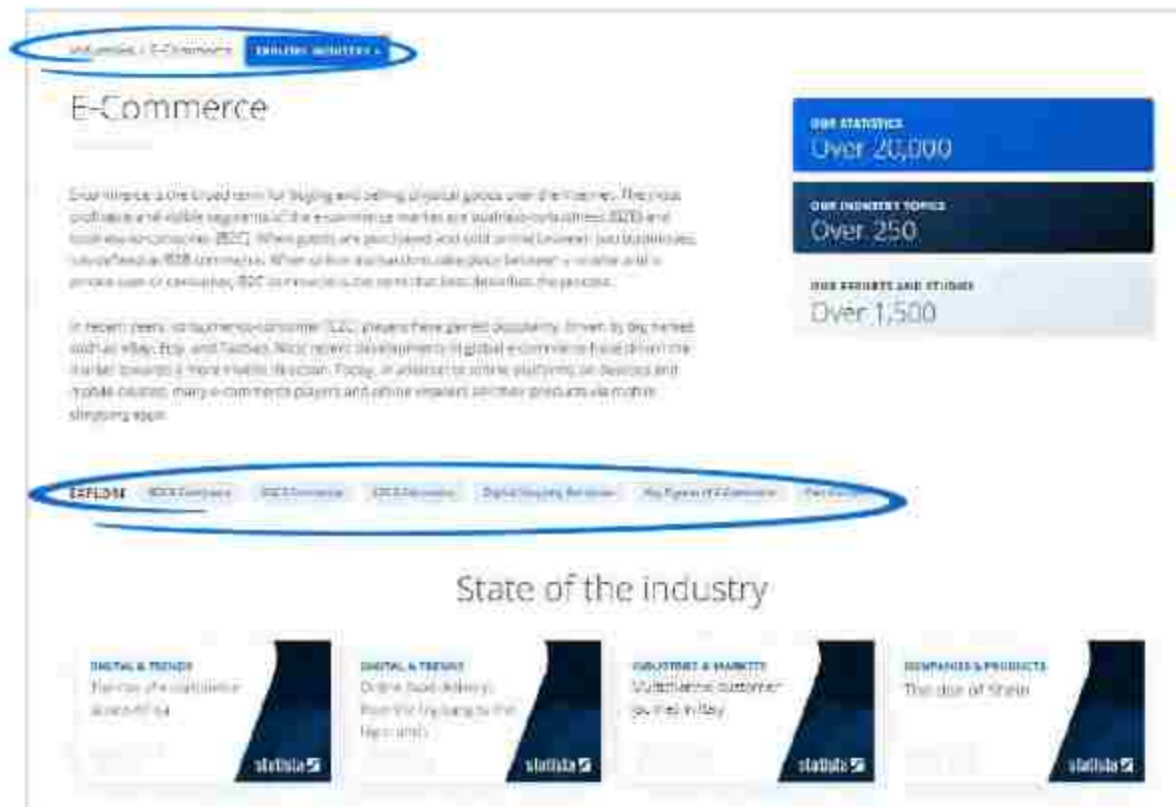
Also share topic pages on your **social media channels**.

Reports

You want **all the data collected in one download**? On each topic page we have stored the appropriate dossier for you.

Briefly explained: industry pages

Use Case: E-Commerce



Explore industries

Switch here between the sectors in the **industry overview** as well as in the sector segments.

Introduction

Get a **textual introduction** to get an overview of your topic.

Explore the key industries

For each industry, we also provide you with the most important sub-segments for **in-depth research**.

State of industry

We link you to the **latest reports** on the selected industry to make your research easier.

Facts and insights

Find the **most relevant statistics** on the industry here, with just one click you get all the details.

Industry definition

Here you will find a **short and concise explanation** of the industry.



Quick at a glance

Statistics

Quickly find answers – concise visual representations



Statistics

More than one million statistics from four databases – a German, English, French, and Spanish platform – 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** (approx. 93% of all statistics) can only be accessed by our Personal, Professional and Enterprise Account users.

The statistics can be downloaded in **XLS, PNG, PPT, and PDF format**.



Forecasts & surveys

With our five-year market forecasts, we provide you with relevant data on the market development of approx. **500 industries in about 55 countries**.

Our experts create a detailed market model, based on which the future market volume is calculated.

Exclusive surveys of consumers and experts

Statista Consumer Insights team carries out exclusive, quantitative online and phone surveys.

The primary data gathered in the process is published in the form of **Statistics and Overview reports**.



Infographics

We depict highly topical trends and facts with our **infographics**.

Every day, our data journalists publish several graphics on different topics, such as politics, economy, or technology.

For more information, see www.statista.com/chartoftheday.

Industry overview

Statista offers data on 170 industries and over 1,600 topic pages

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

eCommerce

- B2B eCommerce
- B2C eCommerce
- C2C eCommerce
- Digital Shopping Behavior
- Key Figures of eCommerce
- Paid Content

Economy & Politics

- Economy
- International
- Politics & Government

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

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

Sports & Recreation

- Art & Culture
- Gambling
- Hobbies
- Parks & Outdoors
- Professional Sports
- Sports & Fitness
- Wellness & Spas

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

Briefly explained: Statistics

Use Case: Number of apps available in leading app stores as of 3rd quarter 2022

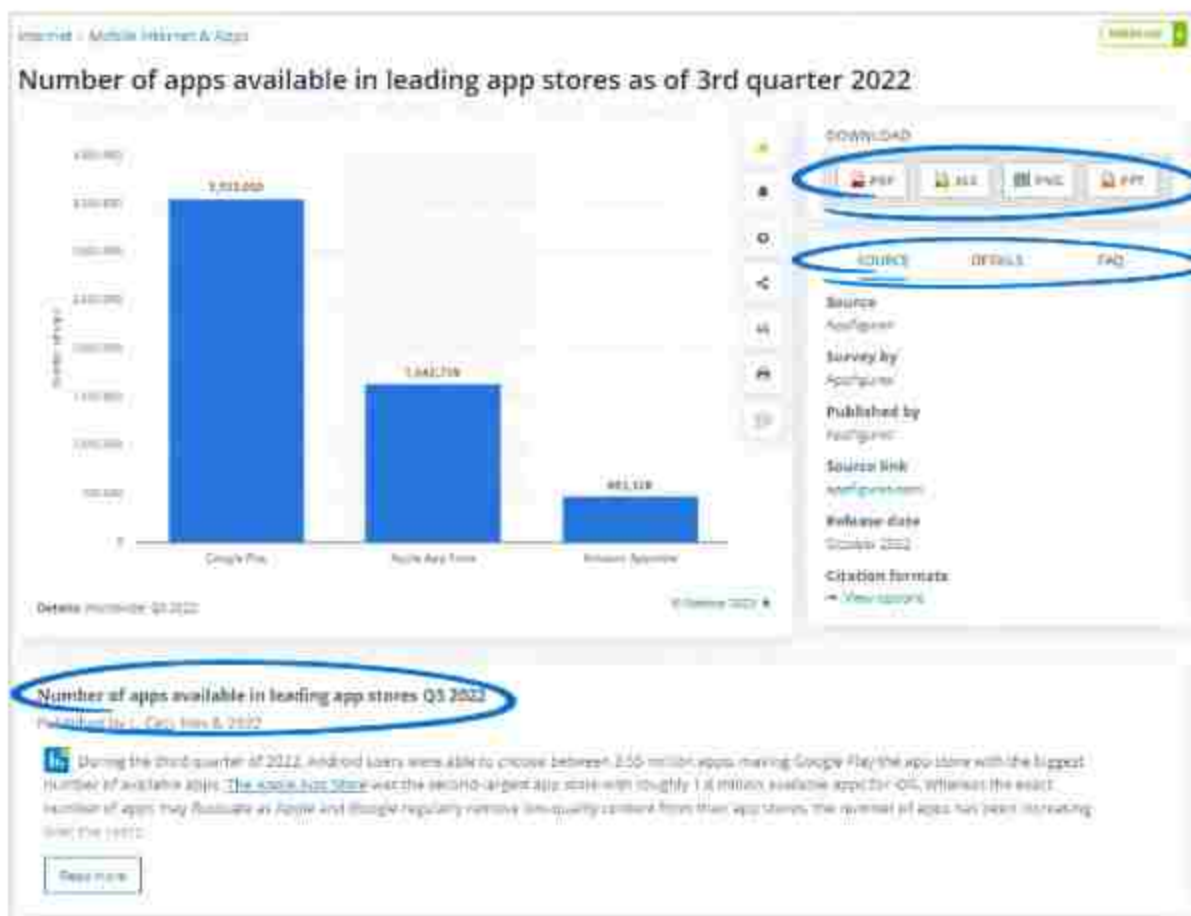
Let's discover together the functions of statistics, forecasts as well as surveys.

You can find all statistics in the top bar as well as through the search bar on the homepage. You can then use the filter functions to sort your search results, for example to display only statistics.

The screenshot shows the Statista homepage. The top navigation bar includes the Statista logo, a search bar, and links for 'Statistics', 'Reports', 'Insights', 'Daily Data', and 'Services'. The 'Insights' link is highlighted with a blue 'NEW' badge. On the left, a sidebar lists various industries: 'All Industries', 'Consumer Goods & FMCG', 'Internet', 'Media & Advertising', 'Retail & Trade', 'Sports & Recreation', 'Technology & Telecommunications', 'Transportation & Logistics', and 'Travel, Tourism & Hospitality'. The main content area is titled 'MOST-VIEWED STATISTICS' and lists several statistics. The third item, 'Number of apps available in leading app stores Q3 2022', is circled in blue. Other statistics include 'Facebook quarterly number of MAU (monthly active users) worldwide 2008-2022', 'Quarterly smartphone market share worldwide by vendor 2009-2022', 'OPEC oil price annually 1960-2022', and 'Big Mac index worldwide 2022'. Below this, a 'TOPICS' section lists 'Smartphones - statistics & facts' and 'Social media - statistics & facts'. On the right, there is a 'TOP REPORT' section for 'Digital & Retail: E-commerce worldwide' with a 'View Report' button, and a 'Topic Overview' section for 'Industry Overview'.

Briefly explained: Statistics

Use Case: Number of apps available in leading app stores as of 3rd quarter 2022



Download

You can download the data **as PDF, XLS, PNG as well as PPT**. Simply work with the raw data or get different editing options through the PPT.

Tip: Did you know that you can deposit your slide master and that each download is carried out **in your own design**? Feel free to contact us!

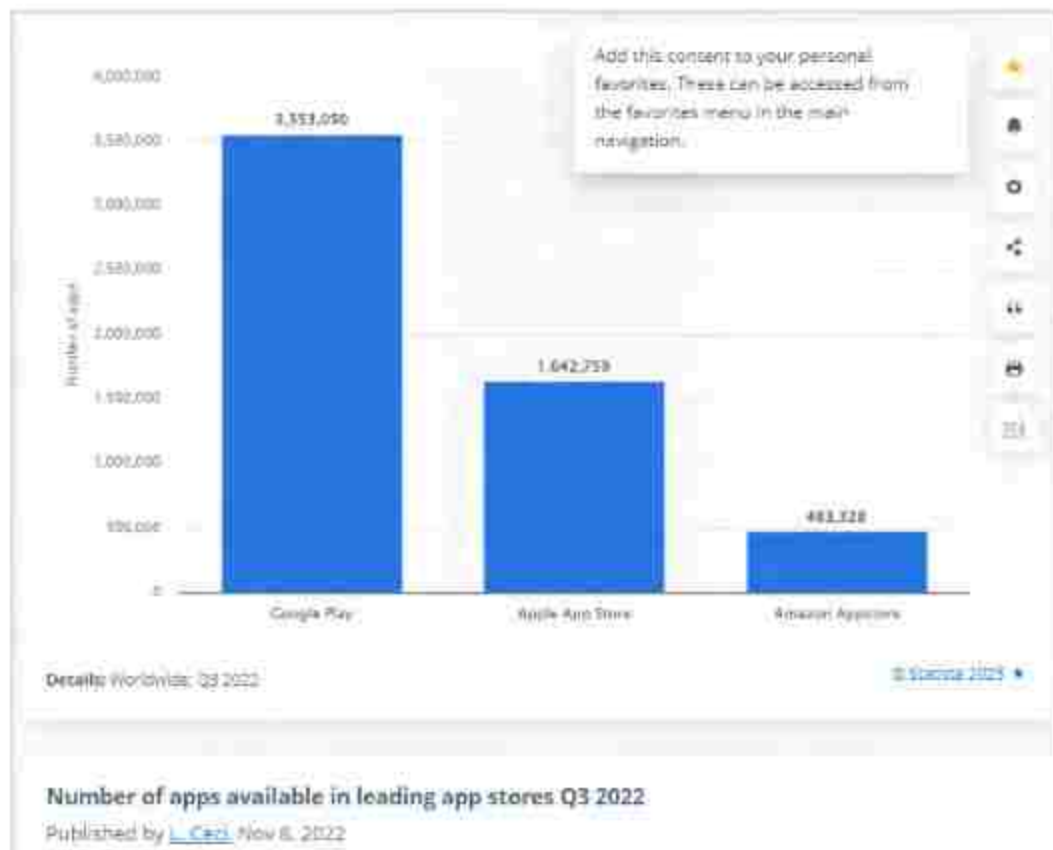
Source, Details & FAQ

In order to provide trustworthy and transparent data, you will always find a proof of origin with a **link to the original source** under Sources. Furthermore, you will always find the **date of publication** and a short info text below the statistics.

Under Details you will find further important information, for example if the statistic has an asterisk (*). Our FAQ will then give you further important information, such as your **100-percent right to publish the data**.

Briefly explained: Statistics

Use Case: Number of apps available in leading app stores as of 3rd quarter 2022



Favorites

Add this content to your personal favorites and manage them in your favorite's menu.

Notification

Get notified via mail as soon as the data is updated.

Settings

Adjust the presentation of the statistic and customize the display and data points, for example as a table or graph.

Share

Share statistics on your social media channels or embed them on your website.

Quote

Have the citation generated in the most common formats.

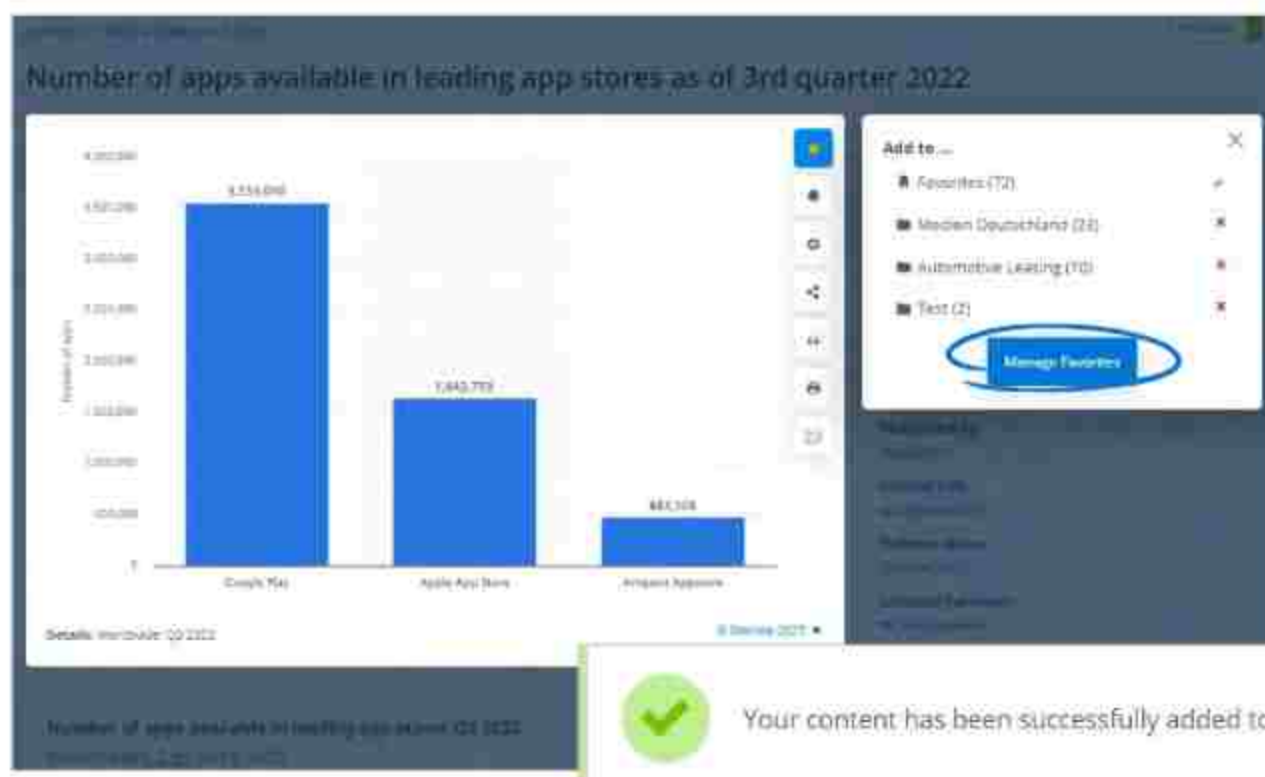
AskStatista

Do you have any questions? **Feel free to use our exclusive research service.** To find out if AskStatista research hours are already included in your account, contact your individual Client Success Manager. Contact them personally, our [customer service](#) or [click here!](#)

In Depth: Favorite function

Mark statistics as favorites to easily find them again

With the function 'Save Favorite' you can mark particularly relevant statistics for your project and quickly find and organize them under your favorites management.



Create and manage favorites

On any statistics page, **click the button with the star symbol**.

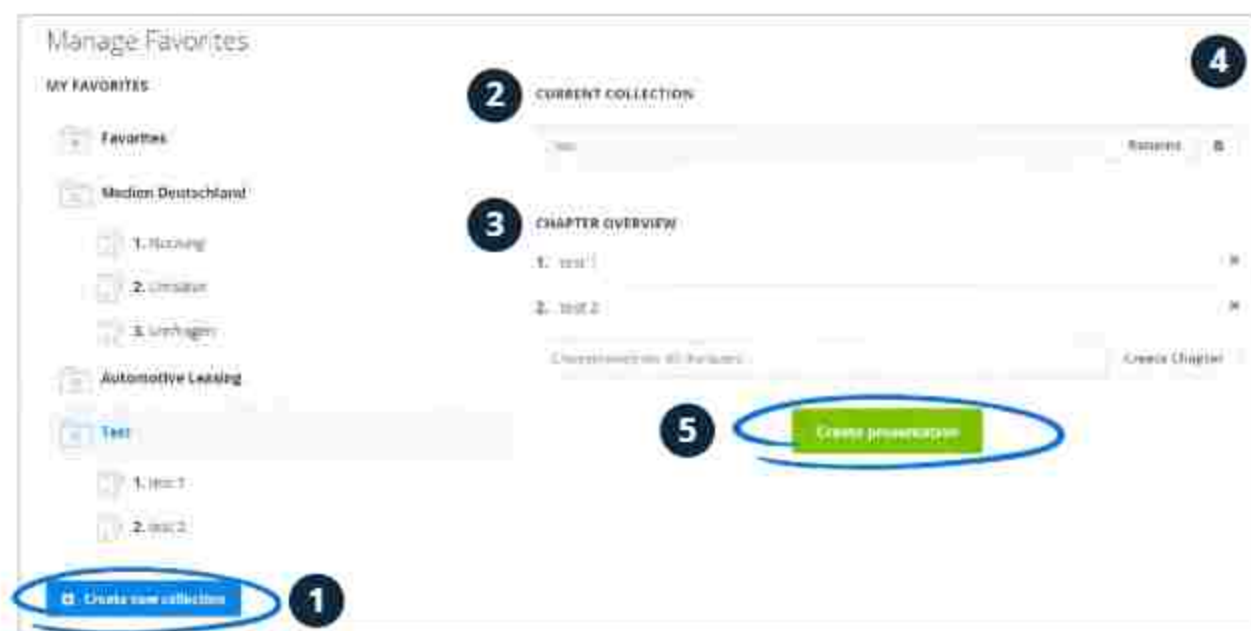
After successful addition, the star is displayed **in yellow**. In addition, the entry in the context menu is marked as a **green checkmark** in the favorites folder.

These can be accessed via the **favorite's menu in the main navigation**. The entry can be removed by clicking the button again or in the favorites folder.

In Depth: Favorite function

Organize your results in your own collections

If you are researching several topics, Statista offers the possibility to structure favorites into folders. Under the function '**Collections**' you can create your own statistics collections, catalogued by folders and chapters. Your PPT presentation is generated ad hoc and sent to you by e-mail.



1 Click on the '**Create new collection**' button in your account's Favorites section.

2 A dialog box will then appear, into which you can **enter the name of your new collection**. Confirm by clicking OK.

3 The Collection will then be created and selected. A **Chapter** will directly be created for you to structure your research.

4 On the right-hand side of the page, you can see the contents of the Collection.

5 Create your own presentation from bookmarked statistics by clicking on "**Create presentation**".



Depth with
one click

Reports

Dive deeper into topics – on a micro or macro level



Statistics & Overview

Quick overview of a topic

The [Statista Overview reports](#) offer you a quick, comprehensive, national or international overview of a topic. They are compiled editorially by industry experts.

The dossiers are regularly updated and supplemented with further statistics and contain detailed source information.



Market Insights

To understand an entire sector

With our [Market Insight reports](#), you receive a high-quality preparation of all sector-relevant data and forecasts, including key figures from the areas of finances, companies, employees and R&D.

The reports provide a quick overview of **60 industries**.



Company Insights

Insights and benchmarks on brands & companies worldwide

The [Company Insights reports](#) give you access to the data you need to start your market assessment. Find the most important information on **privately held and publicly listed worldwide** at a glance.

[Data tables](#) include all the **top companies** in an industry or region based on sales. They provide contact details and the most important company key figures.



Consumer Insights

Purchasing behavior and media use of consumers worldwide

[Consumer Insights reports](#) provide background information, trends on **future developments** in numerous digital and consumer products.

The [Surveys](#) contain the full tables of **exclusive consumer and expert surveys** conducted by Statista Consumer and Business Insights team in XLS format.



eCommerce Insights

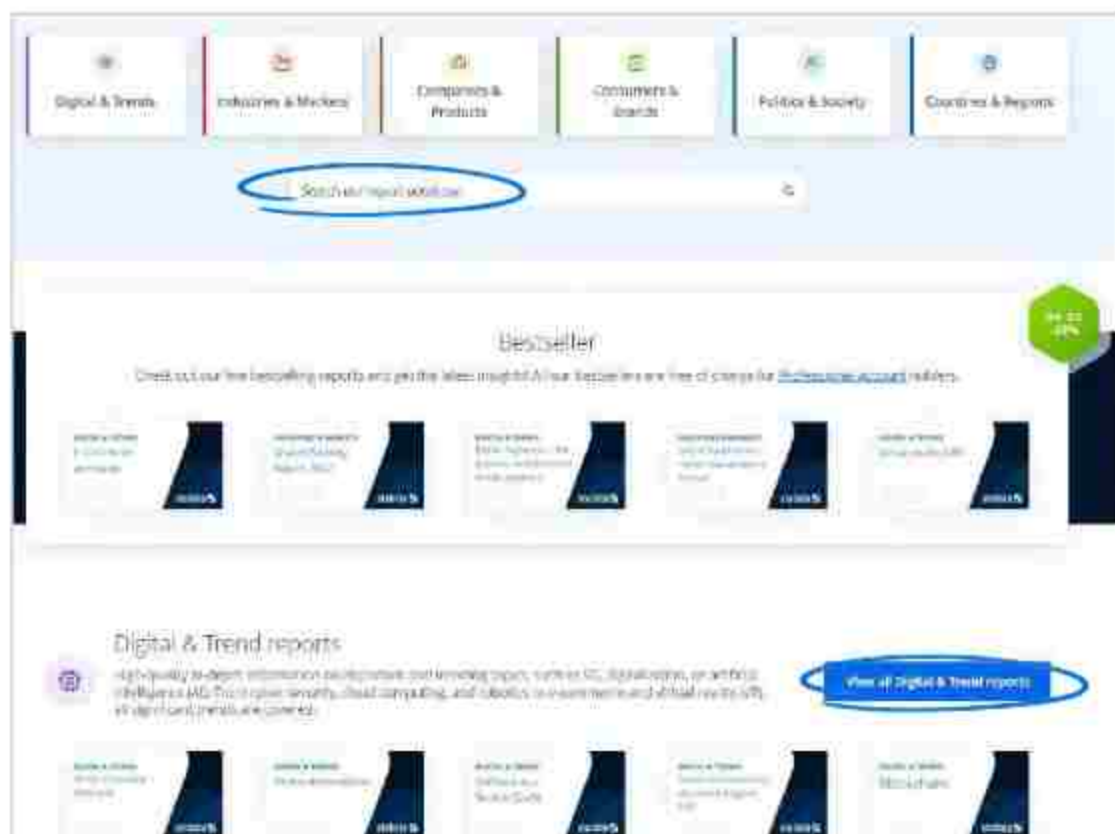
Current figures on eCommerce markets and companies at a glance

[eCommerce Insights reports](#) provide revenue information and cover key performance indicators for **more than 39,000 online stores and marketplaces**.

Identify **market leaders and competitors** and determine growth champions and new trends.

Reports

Discover all reports collected and categorized in our [Report Shop](#)



Report categories

For quick research, we have **categorized** our studies and reports for you and give you an easy access to topics. For example, for your **target group analysis**, **competition analysis** or **market research**.

Search in all reports

Search in **more than 44,000 studies and reports** without preselection and filter the entire search results in the general overview.

Top seller

Find out **about current topics and trends** with our current top sellers.

Reports at a glance

For each report category we give you a short explanation and the **most popular reports** as examples.

Featured

We keep you **up to date** with our featured reports and show you the latest topics with just one click.

Briefly explained: Reports

Use Case: [Digital & Trend reports](#)

You can find all reports and studies in your search via the search bar or in our Report Shop in the upper tab. For a faster search, all studies and reports have already been segmented into categories.



This way you can go directly to all [digital and trend topics](#), as in our example, or you can search all results by clicking on '[Search in all reports](#)'.

Briefly explained: Reports

Use Case: Digital & Trend reports

Home / [Digital & Trends](#) / [Digital & Trends](#)

Digital & Trends

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), all significant trends are covered.

Filter [Reset](#)

SEARCH **SORT BY** **CHART TYPE**

Total results: 4,523

Music
This report has been compiled to provide statistical information about the streaming service Spotify. The number of Spotify users and the number of Spotify users by region of the global music streaming market, includes...

Free content | Published in June 2020 | Download as Powerpoint (PPTX) | 41 pages

Internet usage in India
This report provides insight into the current state of internet usage in India. It provides an overview of the number of internet users, the penetration and accessibility of internet connectivity and the demographic composition of...

Free content | Published in August 2020 | Download as Powerpoint (PPTX) | 40 pages

GET IMMEDIATE ACCESS TO ALL REPORTS

Search & Sort

Enter your search term to refine your search. You can sort your results by **relevance**, **publication date** and **popularity**.

Filter

Narrow down your search by selecting **regions/countries**, **industries/categories** as well as the **language of the report**, **report type** or **download format**.

An explanation of the different report types can be found on the overview page on slide 30.

Favorite function

You can also **mark studies and reports as favorites** to find them again in your personal favorite's menu. You will find the star symbol on the respective report page.



The deeper
insight

Insights

Get deeper insights into markets, consumers, companies and eCommerce

You can find all Insights in your search via the search bar or in the upper control bar.

Gain a deeper understanding of current and future market situations worldwide through our [Market Insights*](#). Our [Consumer Insights tool](#) allows you to analyze different country datasets, topics and target groups. Discover more than 70 million companies and over 20 financial performance indicators in our [Company Insights*](#) as well as [eCommerce Insights*](#) on more than 39,000 online stores and marketplaces.

The screenshot shows the top navigation bar of the Statista website. The 'Insights' menu item is highlighted with a blue circle and a red 'NEW' badge. Below the navigation bar, there are four main categories of insights: Market Insights, Consumer Insights, Company Insights, and eCommerce Insights. Each category has a brief description, a list of features with checkmarks, and a link to explore further.


MARKET INSIGHTS	CONSUMER INSIGHTS	COMPANY INSIGHTS	ECOMMERCE INSIGHTS
Market forecast and expert KPIs for 1000+ markets in 190+ countries & territories	Insights on consumer attitudes and behavior worldwide	Business information on 70m+ public and private companies	Detailed information for 35,000+ online stores and marketplaces
✓ Explore Market Insights >	✓ 2,000,000+ interviews	✓ 100+ industries	✓ 70+ KPIs per store
✓ Consumer	✓ 15,000+ brands	✓ 200+ countries and territories	✓ Revenue analytics and forecasts
✓ Digital	Explore Consumer Insights >	Explore Company Insights >	Explore eCommerce Insights >
✓ Mobility			

Our Insights offer you not only a breadth of data, but also the flexibility to define your personal search by countries, regions, competitors as well as target groups.

*Please ask your contact person or contact our customer service to find out which Insights are already included in your account.

Market Insights

Forecasts and trend analyses at a glance

 Advertising & Media	 Consumer	 Economy & Society	 Digital	 Health	 Industrial	 Mobility	 Technology	 Financial
<p>Advertising & Media markets provide forecasts and in-depth information on ad spending, including international comparisons.</p> <p>All insights are based on analysis of relevant indicators for 190+ countries and territories, covering more than 90% of global GDP.</p>	<p>Consumer markets present the 18 most important consumer markets worldwide as well as more than 200 segments and sub-segments. It provides historical data as well as forecasts up to 2028 for the most relevant KPIs of each market, including market value and size.</p>	<p>Economy & Society markets offer current key figures and forecasts regarding the economic and social development of a country. Subject areas are society, economy, business environment, digital economy, labor force, environment, and public sector.</p>	<p>Digital markets feature regularly updated 5-year forecasts on revenue, users, and relevant market indicators for 9 main digital markets in more than 190 countries and regions. The tool offers 30,000 interactive statistics, which can be downloaded in PNG and XLS format.</p>	<p>Health markets offer key figures and forecasts for more than 20 of the most relevant health markets. Across 150 countries and 24 regions our Outlook covers areas like life science, healthcare and OTC pharma.</p>	<p>Industrial markets feature industry forecasts and market information for approx. 190 countries and areas based on data from statistical offices. The data range from agriculture through manufacturing to the service sector.</p>	<p>Mobility markets give an overview of more than 12 vehicle classes from more than 140 manufacturers in 190 countries and areas. Interactive statistics provide in-depth analyses by brand, vehicle segment, and country as well as the most important key figures.</p>	<p>Technology markets offer a clear, structured, and transparent overview of the key performance indicators, e.g., revenues and market shares, of the most important technology markets, providing valid, comparable, and ready-to-use information.</p>	<p>Financial markets provides an overview of our current markets and forecast data on fundraising, assets under management, transaction values and much more.</p> <p>All markets cover the years 2017 to 2028 and provide market-specific KPIs for example Number of Financial Advisors.</p>

Market Insights

Take a look into the future with our [Market Insights](#)

The screenshot shows the Statista Market Insights website. At the top, there's a navigation bar with links for 'Statistics', 'Reports', 'Insights', 'Daily Data', and 'Services'. The 'Insights' link is highlighted. Below the navigation bar, the 'MARKET INSIGHTS' section is prominently displayed, circled in blue. It includes a search bar with the placeholder text 'Find your market, e.g., FinTech' and a search icon. Below the search bar, there are several category buttons: 'Advertising & Media Insights', 'Consumer Insights', 'Company Insights', and 'E-commerce Insights'. The 'MARKET INSIGHTS' section also features a list of featured markets: 'Market forecast and assets \$1.5 tr for 2000 markets in 194 countries & territories', 'Explore Market Insights', 'Consumer Insights', 'Company Insights', and 'E-commerce Insights'. Below this, there's a 'DETAILED MARKET INSIGHTS OVERVIEW' section with the heading 'The right Market Insights for your analysis'. It states: 'Our Market Insights cover a broad range of sectors, from consumer goods to technology to automobiles.' Below this text, there are several category buttons: 'Advertising & Media Insights', 'Consumer Insights', 'Company Insights', 'E-commerce Insights', 'Automobiles', 'Business Services', and 'Technology & Media'. To the right of the screenshot, there's a text box that reads: 'Our [Market Insights](#) provide you with **forecasts and detailed market information**. These are based on analyses of relevant indicators from various areas such as society, economy and technology and cover **190 countries. Compare countries and regions** forecast for the next 4+ years. Join our [trend analysis webinar](#) for more insights!'

MARKET INSIGHTS

Discover the future of advertising & media

Find your market, e.g., FinTech

Popular markets: FinTech, Digital Health, Passenger Cars, Social Media Advertising

DETAILED MARKET INSIGHTS OVERVIEW

The right Market Insights for your analysis

Our Market Insights cover a broad range of sectors, from consumer goods to technology to automobiles.

Advertising & Media Insights, Consumer Insights, Company Insights, E-commerce Insights, Automobiles, Business Services, Technology & Media

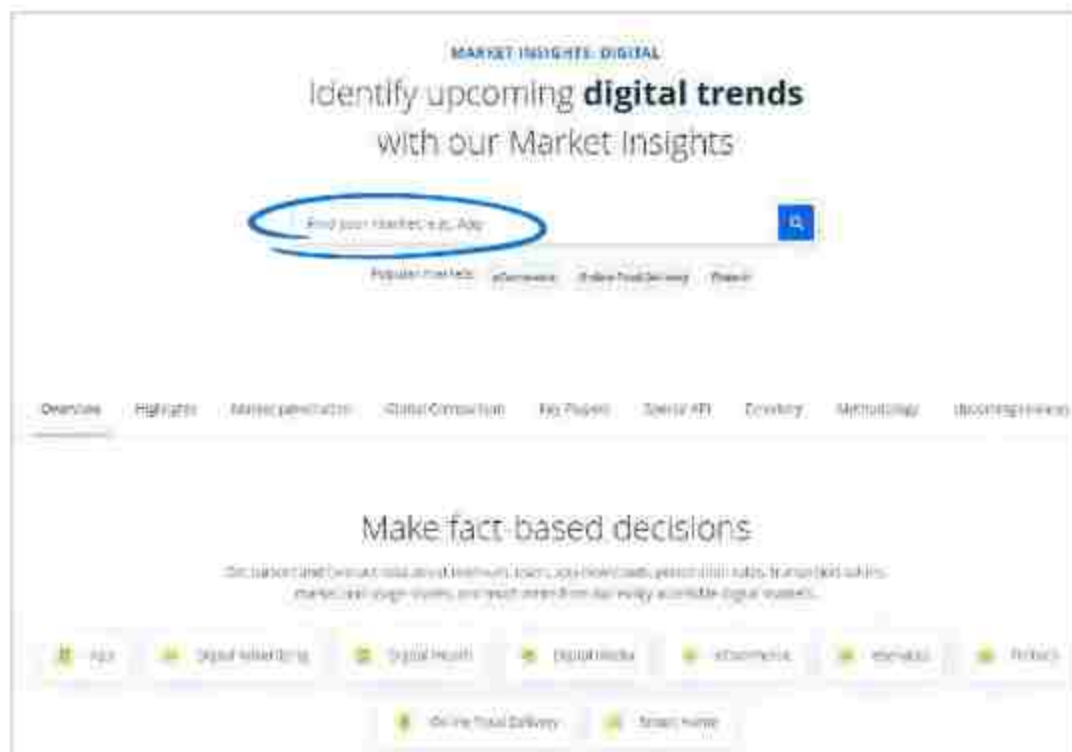
Our [Market Insights](#) provide you with **forecasts and detailed market information**

These are based on analyses of relevant indicators from various areas such as society, economy and technology and cover **190 countries. Compare countries and regions** forecast for the next 4+ years.

Join our [trend analysis webinar](#) for more insights!

Briefly explained: Market Insights

Use Case: [Market Insights: Digital](#)



Overview & Highlights

Select a category and **start directly into the Dashboard** or be guided by a **short tutorial** for an effective start.

Highlights allow you to explore numerous markets and segments with broad geographic coverage at a glance.

Market penetration & Global Comparison

Discover **comparable data for each market**, as well as numerous **regions and countries** to compare.

Key Players & Specific KPI

Who are the **key players for your market**? Find them and all relevant and up-to-date **KPIs for all markets** here.

Market directory

Start your search in a specific sub-segment or **switch directly between categories and segments** in the Dashboard.

Methodology & Upcoming releases

In order to offer trustworthy and transparent data, you will find the methodology for each Market Insight here. You can also find this in **detail as a downloadable PDF**. Also, discover upcoming releases and updates for the coming months.

Briefly explained: Market Insights

Use Case: Market Insights: Digital

The screenshot shows the Statista Market Insights interface for the 'Smart Home - Worldwide' market. The title 'Smart Home - Worldwide' is circled in blue. Below it, a 'Worldwide' button is highlighted. A navigation bar includes 'HIGHLIGHTS', 'MARKET DEFINITION', 'IN-SCOPE / OUT-OF-SCOPE', 'MARKET STRUCTURE', 'REPORTS', and 'METHODOLOGY'. The 'HIGHLIGHTS' section contains a list of bullet points about market revenue and growth. To the right, a 'Currency' dropdown menu is set to 'USD (US\$)', with 'Cite' and 'Share' buttons circled in blue. Below the highlights, a list of countries is shown, with 'Worldwide' selected. The 'REVENUE (2023)' is displayed as 'US\$139.30bn' and the 'REVENUE CHANGE (2023)' as '18.5%'.

Market Insights > Digital

Smart Home - Worldwide

Worldwide

HIGHLIGHTS MARKET DEFINITION IN-SCOPE / OUT-OF-SCOPE MARKET STRUCTURE REPORTS METHODOLOGY

- Revenue in the Smart Home market is projected to reach US\$117.60bn in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2027) of 12.67%, resulting in a projected market volume of US\$222.90bn by 2027.
- In the Smart Home market, the number of active households is expected to amount to 632.60m users by 2027.
- Household penetration will be 14.2% in 2022 and is expected to hit 20.2% by 2027.
- The average revenue per installed Smart Home currently is expected to be 1.42% of the total household revenue.
- A global comparison reveals that most revenue is generated in the USA.

Currency
USD (US\$)

Cite Share

REVENUE (2023)
US\$139.30bn

REVENUE CHANGE (2023)
18.5%

Worldwide Worldwide

HIGHLIGHTS

- Revenue in the Smart Home market is projected to reach US\$117.60bn in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2027) of 12.67%, resulting in a projected market volume of US\$222.90bn by 2027.

US\$195.20bn by 2027

Albania 10%

Algeria 10%

Angola 10%

Argentina 10%

Armenia 10%

Highlights

Here you will find a brief **overview of the most important factors** relating to the selected market.

Market definition

Get a detailed **description of the market** and an explanation of the methodology.

In-Scope/ Out-Of-Scope

In order to **delineate the market data**, you will find a brief overview of which factors were included and which were not.

Reports

For further information on the market, you can **download the relevant study** here.

Currency

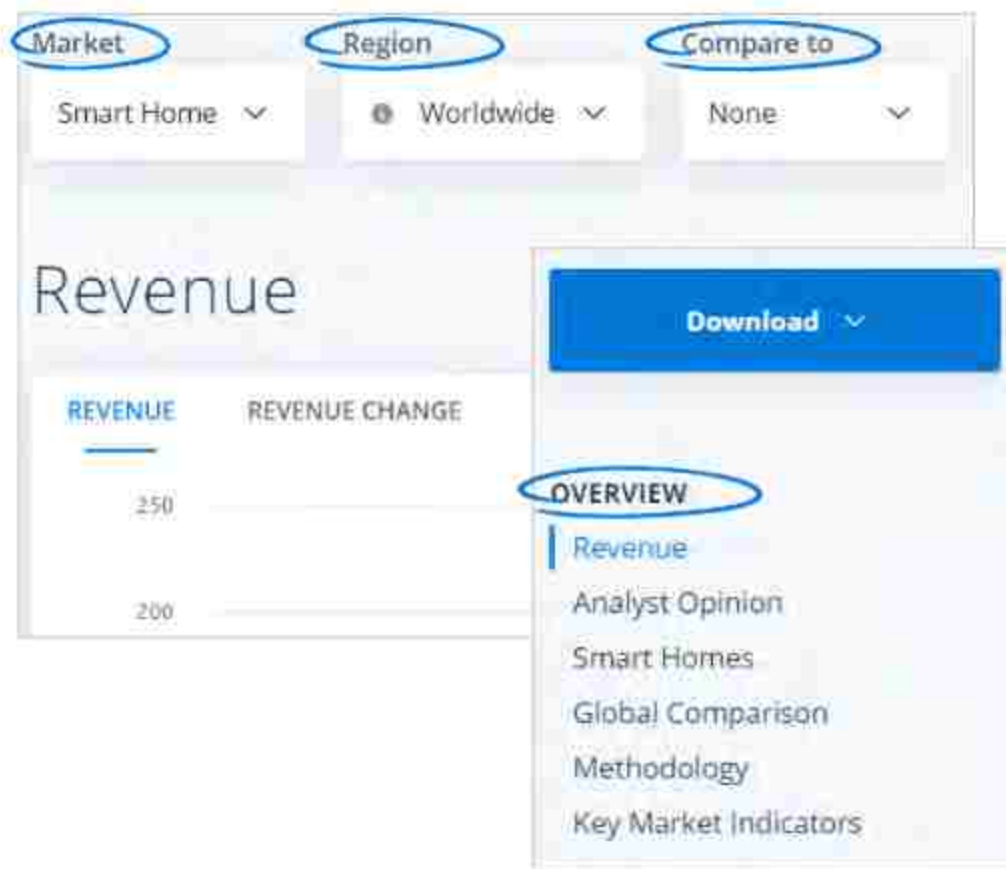
Easily **switch between the ten currencies** and facilitate your analysis with international comparability.

Cite & Share

Have the **citation generated** in the most common formats or **share** the entire data with your colleagues **via e-mail**.

Briefly explained: Market Insights

Use Case: [Market Insights: Digital](#)



Market

You can easily switch **between the markets of the Digital Market** as well as re-select the markets. The entire data sheet will update accordingly.

Region

We offer **over 150 countries** and political regions as well as continents for you to choose from.

Compare to

You **can choose between 37 regions and over 150 countries** for your personal comparison. You can add four additional regions to your analysis.

Download

All data bundled as an **Excel download is available with just one click**.

Overview

Let us guide you through the data sheet or click directly on a **market of your choice** in the overview.

Global Comparison

Compare 150 countries and get the **top 5** immediately. In the table view you get the forecasts for all countries (also available as Excel download).

Briefly explained: Market Insights

Use Case: [Digital Market Insights](#)



Tab

Change the **tabs in the info boxes** for more information.

Data

Select only the data you need through our **interactive graphics**.

Toolbar

Change the chart view and get your view as a PNG download.

Tip: Select the table view for an Excel download.

Furthermore, you can enlarge the chart to **full screen**, **hide the data points** or have **more information displayed**.

Market indicators

For each market you will also receive market indicators used for market analysis and forecasts. Get them **bundled as an Excel download**.

Consumer Insights

Understanding consumer behavior & media usage

The [Statista Consumer Insights](#) offers a global perspective on **buying behavior and media usage**, covering the **online and offline world** of the consumer.

It is designed to help marketers, planners, and product managers understand **consumer behavior and consumer interactions with brands**.

3.5+ billion
consumers



2,00,000+
interviews



500+ industries
and topics



Customized
target groups



56 countries
and territories



Do-it-yourself
analyses



15,00+
int. brands



Content Specials



In need of support? Join our [live webinar](#) or read helpful tips & tricks in the corresponding [handout](#).

DO-IT-YOURSELF ANALYSIS of the data: Thanks to an **interactive online analysis tool**, users can **select** their own criteria to **create cross tables** and **customize target groups**.



Company Insights

The most important company key figures in one tool



The Company Insights provides information on **50.000 listed** and **70+ million privately held companies** and contains the most important company key figures as well as in-depth analyses. Additionally, it presents a wide range of extra KPIs for listed companies. Use the Company Insights tool as a starting point for further market assessments. It is also the perfect tool to quickly research basic data and provides valuable insights into foreign markets.

Company information and key company metrics for 70+ million companies worldwide



In-depth information on more than 50,000 stock listed companies



Tailored rankings in 200+ countries and territories, 100+ industries and 50+ trends



Top competitor analysis with just one click



Have we caught your interest? Take a look at our [tutorial](#) or ask open questions in our [live trainings](#).



ecommerce Insights

Discover the world of eCommerce

The [eCommerce Insights](#) provide you with detailed information for **39,000 shops in 57 countries**, including detailed sales analysis, competitor analysis, market development, marketing budget and interesting KPIs.



Detailed store profiles

More than 39,000 extensive store profiles, incl. revenues, payment methods, shipping options, and 30 other KPIs.



Country insights

Gain insights into international markets thanks to data on market leaders and fast-growing online stores.



Category insights

Analyze the market trends of individual markets and identify the major players at a glance.



KPIs

- Net online revenue & forecasts
- Relative market shares
- Cross-border and category analyses
- Social media activity
- Shipping providers & Payment methods
- Information on the company, Contact information and many more

Discover ecommerceDB now! Watch our [tutorial](#), participate in our [live webinar](#) or read the corresponding [handout](#).



Easy to use

The ecommerceDB has a clear structure and an intuitive user interface.



Ready to use

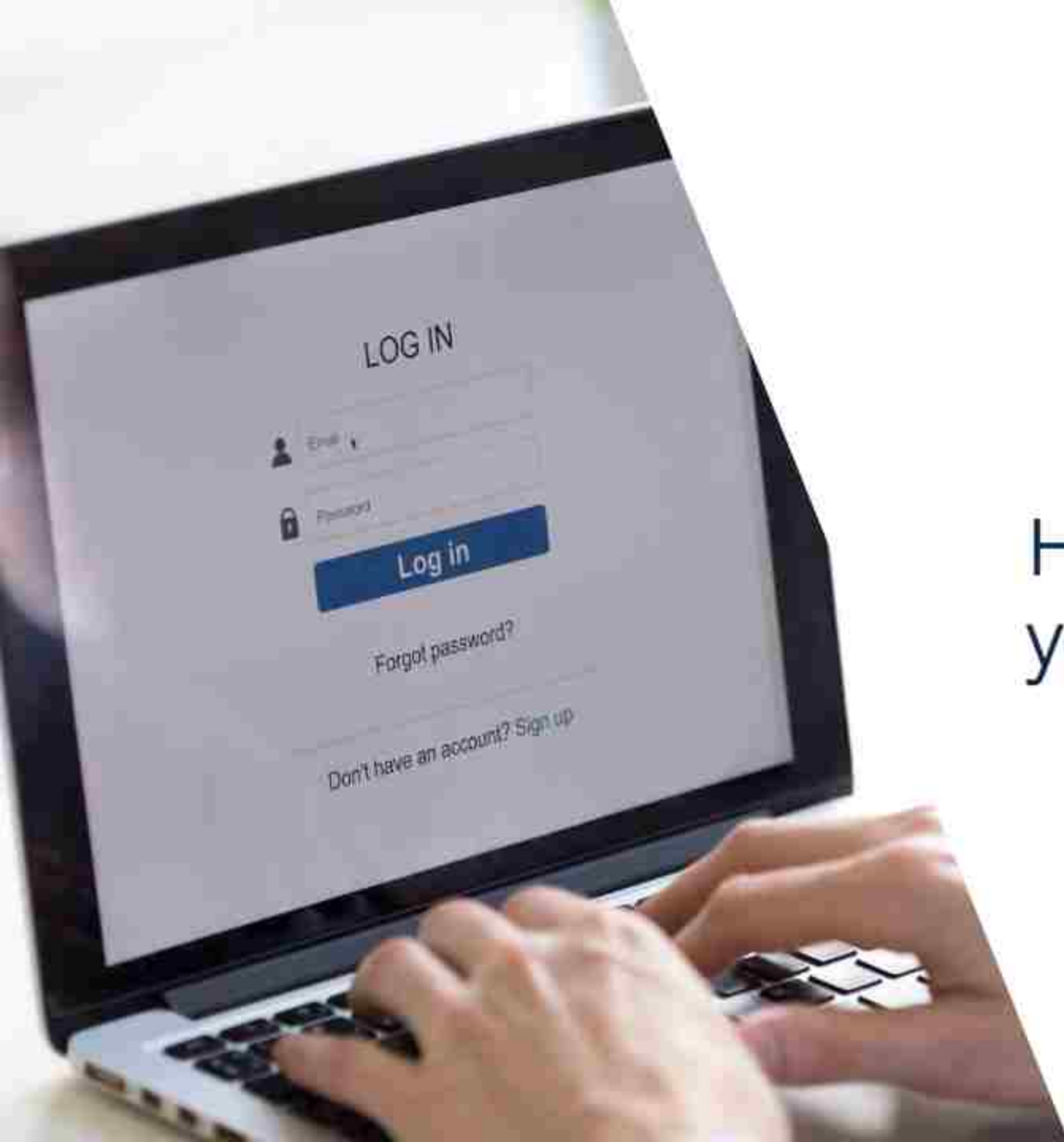
The data can be downloaded directly in XLS format.



Daily updates

Information on online store revenues is updated daily.





Haven't found it
yet?

Tools

Extend your research with data from our Add-On tools



Publication Finder

The [Publication Finder](#) enables users to quickly and conveniently find publications on their research topic. They can search through **over 2 million studies, reports and other documents in German or English**.

All search results can be filtered, e.g. by publication date, page number, sector or type of document.



Business Plan Export

With your individual [Business Plan Export](#), you get **all the important data for your industry in just a few seconds**.

Thanks to intuitive menu navigation and a simple template, you can easily and comprehensively model your market and business case.



Source Database

[Statista's Source Database](#) provides **background information on all 22,500 sources**.

It contains all market research institutes, associations, companies and government institutions that form the data basis of the Statista portal.

My Account

Manage all important account details

Under 'My Account' you can not only view and change your personal contact details, but also manage your newsletter settings.

Statistics ▾ Reports ▾ Insights **NEW** ▾ Daily Data Services ▾

✉ 🔄 ★ **My Account** ▾

Account Details Favorites History My Reports Help Center

My Account: **Manage notifications**

Account Details

Contact Details

Online Payment

Newsletter

Change Password

Manage newsletter ▾

Our daily newsletters

[Edit e-mail address](#)

My Account

Personal account and search history

Retrieve recently viewed content directly without having to re-run the search for it.

After logging in, go to the navigation item "My Account" and select the sub-item Personal History. Via the search history, search queries that have already been carried out, including all set filters, can be carried out again.

The screenshot displays the 'My Account' interface with the 'History' tab selected. On the left, under 'Viewed statistics', there are four charts: 'Estimated number of world's online users worldwide 2008-2020', 'Number of vegans in Great Britain 2014-2019', 'Health concerns about becoming vegans in the UK as of May 2018, by gender', and 'Vegan share of population in Great Britain 2014-2019'. The 'Search history' section in the center lists recent searches with timestamps and filters. On the right, the 'My Account' dropdown menu is open, showing options like 'Enterprise Account', 'Account Details', 'Contact Details', 'Manage Favorites', 'Account History' (circled in blue), 'Purchased reports', 'Help Center', and 'Logout'.

Account Details Favorites **History** My Reports Help Center

Viewed statistics

Estimated number of world's online users worldwide 2008-2020

Number of vegans in Great Britain 2014-2019

Health concerns about becoming vegans in the UK as of May 2018, by gender

Vegan share of population in Great Britain 2014-2019

Leading 100 online shops ranked by revenue in Germany 2019

Search history

Today - Wednesday, July 28, 2021

10:26 **e-commerce**

10:26 **companies**

10:25 **biggest companies**

Thursday, July 29, 2021

17:00 **vitamins**

Wednesday, July 28, 2021

18:44 **Vegan Society**

18:52 **vegan**

Wednesday, February 24, 2021

13:41 **energy**

My Account

Product-type:
Enterprise Account

Account Details

Contact Details

Manage Favorites

Account History

Purchased reports

Help Center **NEW**

Logout

Your Client Success Team

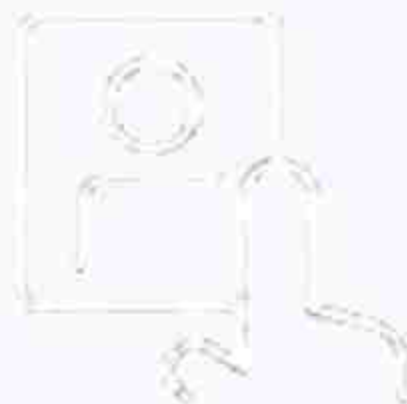
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