

# Explore the Universe of Data



The **Statista platform** is one of the **world's most renowned** data and statistics portals. Thanks to an **international focus** you get a **global overview** of numerous **facts** and **topics**.

More than **4,500 academic institutions worldwide** use the services of Statista. Have your finger on the pulse of current affairs with the help of Statista, **the statistics portal**.

## Key figures at a glance

- More than 1 million statistics from over 22,500 sources (including national and international data)
- Over 80,000 topics in 177 multidisciplinary categories
- More than 7,000 Statista Dossiers and Industry Reports
- 41,000 studies & reports from third parties
- User and publication rights of all content
- Automatic citation output: APA, Chicago, Harvard, MLA, Bluebook
- IP access and remote access (EZproxy, OpenAthens, Shibboleth)
- Counter.org usage statistics
- Market forecasts and expert tools to deepen your research

## Your benefits



### Saving of time

Save time on researching and processing quantitative data and use it for your analyses instead.



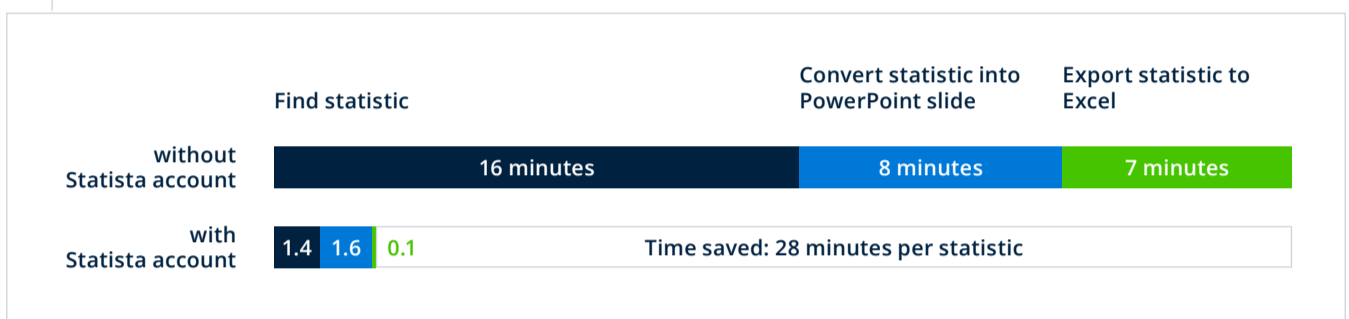
### High-quality data

All data provided is valid and has been verified several times. Statista ensures high transparency and comparability, which enables you to directly use the information.



### User-friendliness

Statista offers you an easy and intuitive search in three steps. Simply enter a search term, view relevant content, and download it for direct processing. The content can be downloaded in the commonly used Office formats, of course.



## Why you should use Statista



Students can easily find data for term papers, presentations, or theses



Libraries can offer their users an attractive research tool with high usage potential



Professors and academic researchers can use Statista for research and teaching purposes

## You will be in good company

As a leading data provider in the university sector, Statista has been established as a standard tool, and more than 2,500 universities worldwide work with this tool on a daily basis. Be on par with the

best-established academic institutions in the world such as **University of Cambridge, National University of Singapore, Harvard University** and **University of Heidelberg**.

## Use our broad product portfolio

### Statistics

- ▶ **Statistics**  
More than 1 million statistics
- ▶ **Forecasts & surveys**  
Current consumer surveys & expert opinions
- ▶ **Download formats**  
PDF, PPT, XLS, PNG
- ▶ **International data**  
Worldwide coverage
- ▶ **Publication rights**  
Use the knowledge you have gained

### Studies & Reports

- ▶ **Dossiers & DossierPlus**  
Quantitative data for a quick understanding of topics
- ▶ **Statista studies**  
Exclusively conducted by Statista
- ▶ **Industry & Country Reports**  
Evaluate business situations in industries & countries
- ▶ **External studies**  
Access all relevant third-party studies
- ▶ **Global Business Cities Reports**  
Global Business City rankings and key figures on cities
- ▶ **Brand Reports**  
Insights and benchmarks on brands worldwide

### Outlooks

- ▶ **Consumer Market Outlook**  
Actionable data about consumer goods
- ▶ **Digital Market Outlook**  
Recognising the market potential of digitalization
- ▶ **Mobility Market Outlook**  
Key topics of mobility
- ▶ **Country Outlook**  
Extensive country insights at a glance
- ▶ **Technology Market Outlook**  
Insights into the most important technology markets
- ▶ **Advertising & Media Outlook**  
Figures and Insights about the advertising and media world
- ▶ **Industry Outlook**  
Everything you need to know about the industry development

### Expert tools

- ▶ **Company DB**  
Sales and employment figures
- ▶ **Publication Finder**  
Over 2 million studies from the whole world wide web
- ▶ **Business Plan Export**  
Data sets for your business plan
- ▶ **Global Consumer Survey**  
Understand consumer behaviour
  - **Individual target groups**  
Determine your own target groups
  - **Do-it-yourself analysis**  
The right solution for every customer

## Feel free to contact us



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