

Empowering people with 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 11,000 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, Consumer, Company, and eCommerce Insights to deepen your research

Your benefits



Time-saving research

Make your research even more efficient: Intelligent search and various download functions (XLS, PNG and PDF format).



Scientific standards

All data we provide is transparent, verified and carefully prepared in compliance with scientific standards. Information on the original source is always available.



Convenient access

We offer convenient access to quantitative data. The content can be downloaded in the commonly used MS Office formats.

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 4,500 academic institutions 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**, **University of Melbourne**, **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

Market Insights

- Consumer Market Insights**
Actionable data about consumer goods
- Digital Market Insights**
Recognising the market potential of digitalization
- Mobility Market Insights**
Key topics of mobility

- Country Insights**
Extensive knowledge on countries at a glance
- Technology Market Insights**
Information on the most important technology markets
- Advertising & Media Market Insights**
Figures and insights about the advertising and media world

- Industrial Market Insights**
Everything you need to know about the industry development
- Health Market Insights**
Insights into the world's most important health markets
- Financial Market Insights**
Deeper knowledge on financial markets worldwide

Company Insights

- Access to over 20 KPIs for over 70 million companies, including profitability and liquidity metrics
- The top companies from over 200 countries and over 100 industries

Consumer Insights

- Insights into consumer and media usage behavior
- Over 2 Million interviews and 15,000 brands
- Individual target group analysis with our Consumer Insights tool

eCommerce Insights

- Key figures for online stores and marketplaces worldwide
- 70+ KPIs per store
- Revenue analytics and forecasts

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