

STATISTA FOR ACADEMIA

Empowering people with data

statista 



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A partner for your entire institution

ABOUT STATISTA

Get to know our company



OUR MISSION

We empower people worldwide to make fact-based decisions.



ABOUT STATISTA

Where is **Statista today** –
and what comes next?

1400

Employees

1 Mio

Statistics

5 Mio

Registered Users

Content on the Statista platform

Specific data on politics, society, environment, and education

Politics

- Geopolitics
- Links between politics, society & economy
- Information on elections
- Sentiments & opinions
- Status of democracy

Society

- Demographics
- Health
- GDP
- Religion and ethics
- Lifestyles

Environment

- Global environmental changes
- Energy and exploitation of natural sources

Education

- Changes and trends in education
- Historical data
- Developments/ratings on country scales

Content on the Statista platform

Specific data on markets, consumers, companies, and drivers

Markets

- Revenue
- Revenue development
- Market indicators
- Forecasts
- Industry segments
- Market shares
- Cost KPIs

Consumers

- Attitudes
- Behavior
- Wishes
- Target groups
- Media usage & ownership

Companies

- Company profiles
- Benchmarking
- Top player ranking
- Financial indicators

Drivers

- Trends
- Technologies
- Macroeconomic data

The **single statistic** – our signature product

Title

Download

Graph

Cite

Description

Source



Industry overview

Data on 170 industries in 150 countries (1/2)

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

Economy & Politics

- Economy
- International
- Politics & Government

eCommerce

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

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

Industry overview

Data on 170 industries in 150 countries (2/2)

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

Statista is a partner for your **entire institution**

Students, professors and staff can benefit from Statista



Statista for everyone



Use statistics for validation of theses and dissertations. Utilize forecasts for forecasting models and quantitative analysis courses and Market Insights for analyzing trends in multiple markets for sample business models, including Citation Tool to verify citations and avoid plagiarism.



Graduate programs



Reports for preparing projects and reports like those required in the corporate environment. Use Industry Reports familiarizing anti-trust law and business economics students with their assigned industry. Understand organization's financials, demographics, and competitors.



Foreign language departments



Different language platforms for accurate data research. Global Data for familiarizing with foreign nations' economic, political and demographic activity.

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Marketing and PR



Reports for researching advertising spending of Fortune 500 companies. Infographics for insightful presentations and creative content for their marketing campaigns. Industry Reports for mock-RFPs or marketing campaigns with a view on industry performance.



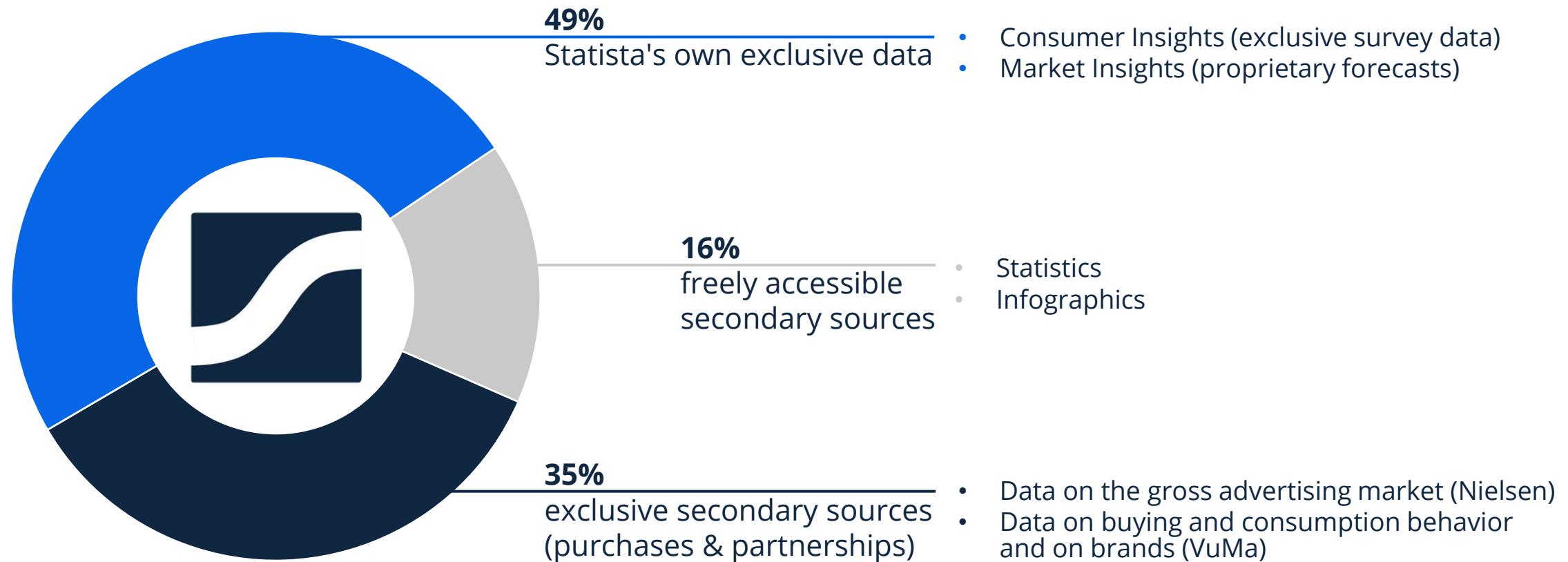
Third-party funds



Use current data to situate your research in recent developments and justify its research relevance. Get information on different topics from one source to support interdisciplinary research. Our application-oriented data is made available to you via direct download.

Origin of our data

Statista aggregates its data from more than 40,000 different sources



The road to success

With Statista, you will save a significant amount of research time and can focus on your analyses

1. Saving of time

Simple keyword search and time saved on data research

2. Data quality

Graphical presentation of reliable data, reviewed by our editorial teams

3. Usage

Direct download & publication rights



Amount of time saved

Find statistic

Without Statista

16 minutes

Convert statistic into PowerPoint slide

8 minutes

Import statistic into Excel

7 minutes



With Statista

1.4 1.6

Time saved
28 minutes per statistic

How Statista can help your institution

What Statista offers to empower people to thrive in a data-driven world



Convenient access

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



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.



Detailed information

Detailed background information about each statistic and its source, allowing you to quickly and easily understand it.



Time-saving research

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

OUR PRODUCTS

From quick research
to in-depth analyses

Find answers quickly – concise visual illustrations

Quick research: Statistics

Statistics

More than one million statistics constitute the centerpiece of our portfolio.*

They provide data on more than 10,000 topics and 170 industries from 40,000 sources.

Our **Premium Statistics** can only be accessed by our **paid accounts**.

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

Forecasts

With our **five-year market forecasts**, we provide you with relevant data on the market development of approx. **600 segments** in more than 150 countries.

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

Daily Data

Within our Daily Data section, we present **highly relevant trends and facts** that are currently in the spotlight.

Our team of data journalists publishes **daily infographics** covering various subjects, including politics, economy, and technology.

For further details, please visit www.statista.com/chartoftheday/.

Topic Pages

Our topic pages provide a **comprehensive overview of all the content** offered by us on a particular topic.

In addition to a short summary, these pages contain links to relevant reports and forecasts as well as to the latest and most popular statistics on the topic in question.

Dive deeper into topics – on a micro or macro level

Quick research: Reports

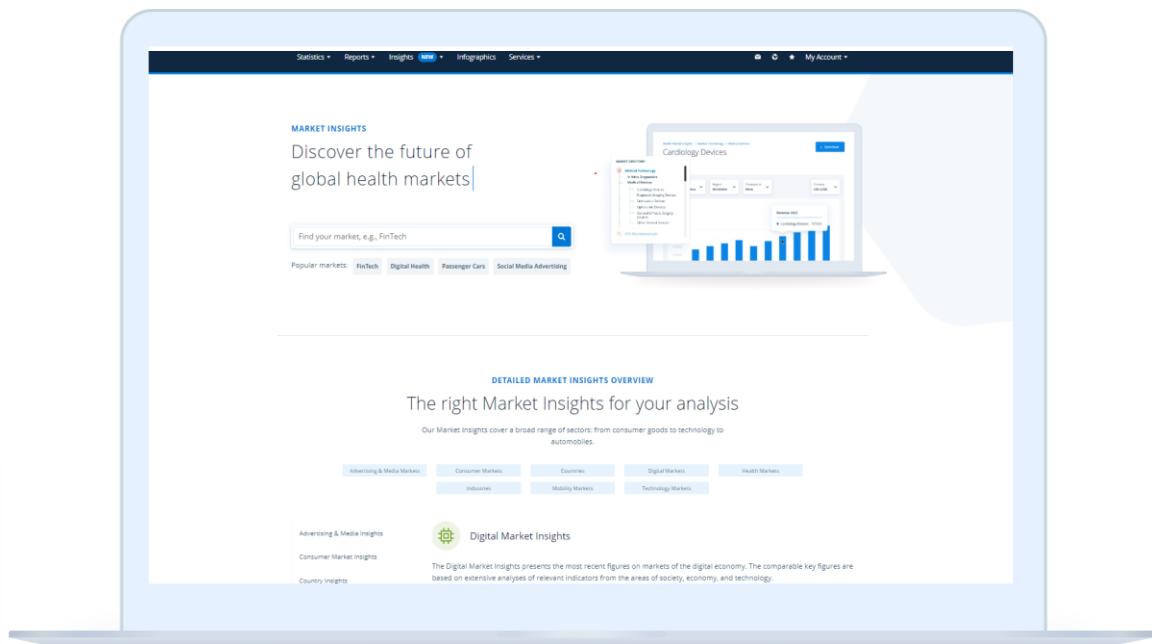
 <h3>Digital & trends</h3> <p>Discover high-quality, in-depth information on important and trending topics, such as 5G, digitalization, or artificial intelligence (AI). From cyber security, cloud computing, and robotics to e-commerce and virtual reality (VR), our reports cover all significant trends.</p>	 <h3>Industries & markets</h3> <p>Our reports offer comprehensive data on markets and industries, including market overviews, revenues, number of employees, as well as the latest information about the state of the industries, trends, and forecasts.</p>	 <h3>Consumers & brands</h3> <p>Get an overview of what consumers are thinking, including survey data on usage, behavior and attitudes, opinions and preferences. Understand target groups and audiences across different countries and industries.</p>	 <h3>Politics & society</h3> <p>Explore detailed information about political and social topics of countries and regions, such as the economic situation, elections, demographics, religious affiliations, education, and health.</p>	 <h3>Companies & products</h3> <p>Find information on top companies and products in all major industries and regions with detailed company overviews and rankings, including revenue, number of employees, company value, stock price, and major competitors.</p>	 <h3>Countries & regions</h3> <p>We provide crucial information regarding the status quo & development of countries & regions including key economic indicators like GDP, national finance, demographics and trade figures as well as major industry players.</p>
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Discover the **future of markets** with the Statista Market Insights

Detailed, 5-year forecasts and expert KPIs

The Market Insights offer global and local insights into different B2B and B2C markets, countries, and industries by providing detailed, 5-year market forecasts on KPIs such as revenues, market shares, employees, and more. Assess the potential of markets relevant to you and unlock promising opportunities for your business.

- Find and understand growing markets
- Dive deeply into relevant markets
- Identify underlying factors of trends



How we empower academia with **market** data

How students, professors, and employees can benefit from Statista Market Insights

Research Funding

With our Market Insights, you gain access to comprehensive market data, including historical data and forecasts for the next five years. Utilize these insights **to identify correlations and generate new research questions.**



Enriching the curriculum

Our Market Insights enable you to make your academic courses more practical. Leveraging our market data empowers students **to cultivate valuable skills for the job market**, such as creating comprehensive business plans.



Understanding business landscapes

Identify key players across diverse sectors. Utilize our Market Insights **for in-depth analysis of a specific industry** or gain an overview for your next scholarly endeavor.



By accessing comprehensive market and industry data, you can identify opportunities, showcase your expertise, and **create added value for your research and teaching.**

Detailed **forecasts and key data** for 1,000+ markets across 190+ geographical entities

Market Insights: Topics



Technology

- KPIs on revenue, market shares, etc.
- 34+ markets & segments, 29+ subsegments



Advertising & Media

- KPIs on ad spending, revenue, users, etc.
- 15+ markets & segments, 50+ subsegments



Industrial

- Industry KPIs, e.g., revenue and number of enterprises
- 50+ markets
- 190+ geographical entities



Economy & Society

- KPIs on employment, education, households, etc.
- 9 thematic areas
- 190+ geographies



Digital

- KPIs on revenue, users & relevant market indicators
- 60+ markets & segments, 80+ subsegments



Mobility

- KPIs on sales, revenue, prices, brands, etc.
- 180+ markets & segments, 152+ subsegments



Consumer

- The most relevant KPIs for each market
- 270+ markets & segments, 170+ subsegments



Health

- KPIs on key players, revenue, users, hospitals, etc.
- 40+ markets, 20+ subsegments



Financial

- KPIs on neobanking, financial advisory, venture capital, and more
- 25+ markets & segments

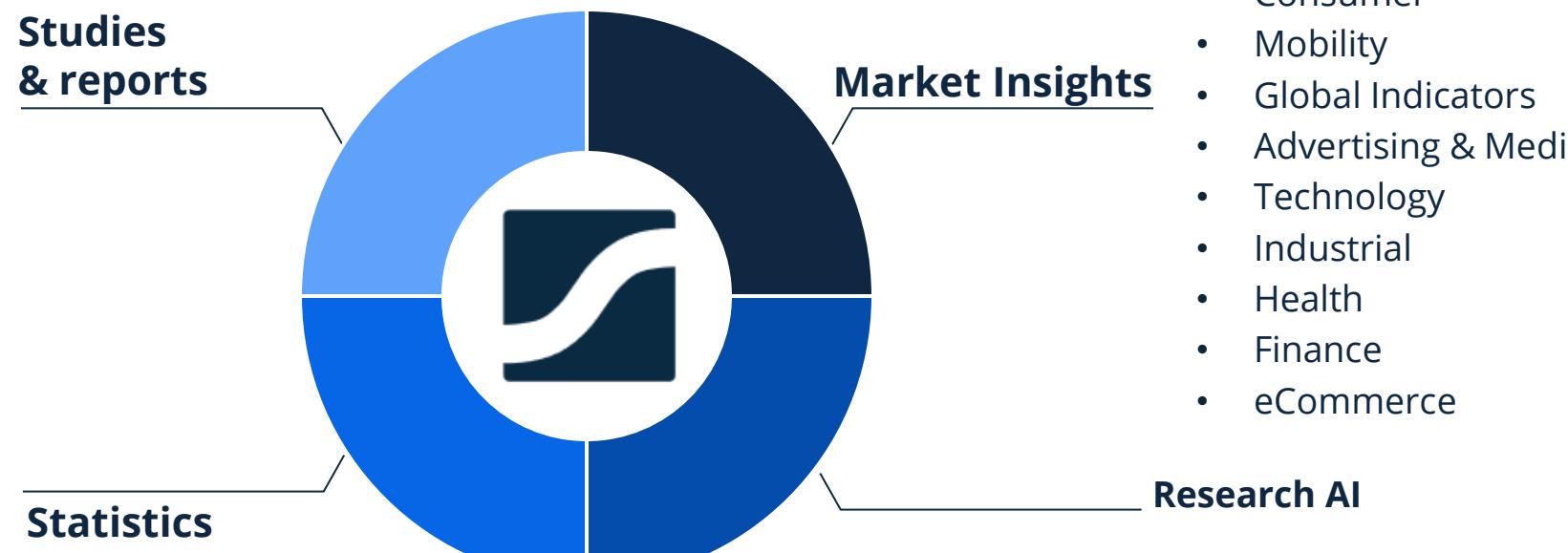
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Products included in the Campus License

- Digital & Trends
- Industries & Markets
- Companies & Products
- Consumers & Brands
- Politics & Society
- Countries & Regions

- Statistics
- Forecasts & surveys
- Daily Data
- Topic pages



Intensive customer support

Regular contact and individual updates by phone and via newsletters

- Regular contact
- Updates every 3-6 months
- Consultations on request

Updates

Reporting

- Annual usage reporting
- Additional reporting on request



- Free initial and additional training available
- Specific promotional material for support

Training

Support

- Account setup
- Technical support

Our experts are available to help you set up your account, answer open questions, organize additional trainings and optimize your platform usage.

True benefits

These features of the Campus License make the difference



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