

STATISTA HANDOUTS

# Trend Analysis

Discover trends early and take a look into the future with our expert tools





# About Statista

# Data for all cases

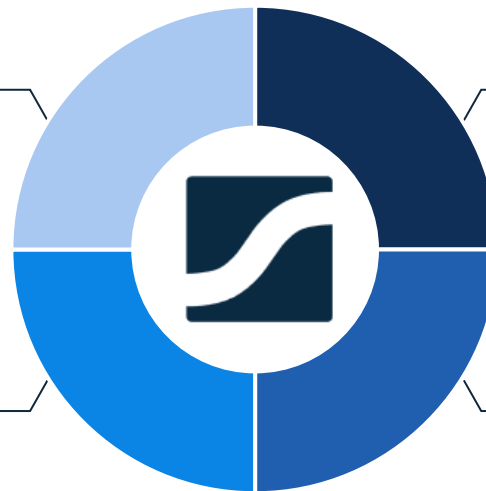
A real all-round package

- Dossiers & DossierPlus
- Statista-Studies
- Industry Reports
- Company & Brand Reports
- Country & City Reports
- Outlook Reports
- Surveys & Toplists
- External Studies

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

Studies  
& Reports

Statistics



Insights

Tools

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

- Publication Finder
- Business Plan Export
- eCommerce Database

# Internationality of the platform

Four platforms in four different languages\*



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

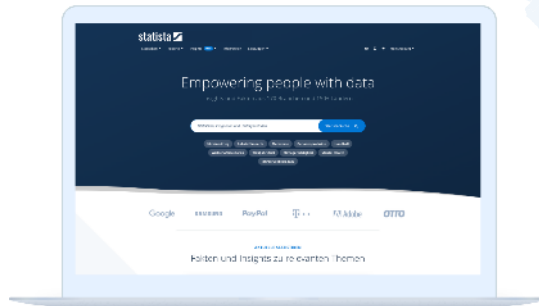
## Focus of the German platform:

- 🌐 Germany
- 🌐 Austria
- 🌐 Switzerland

## Focus of the English platform:

- 🌐 International markets
- 🌐 Europe
- 🌐 USA
- 🌐 Asia

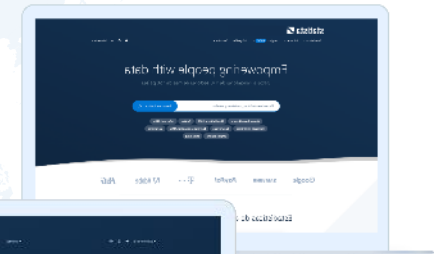
[statista.de](https://www.statista.de)



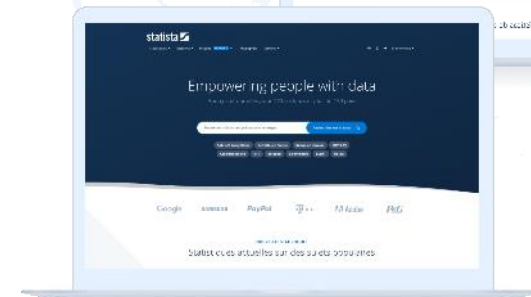
[statista.com](https://www.statista.com)



[statista.es](https://www.statista.es)



[statista.fr](https://www.statista.fr)

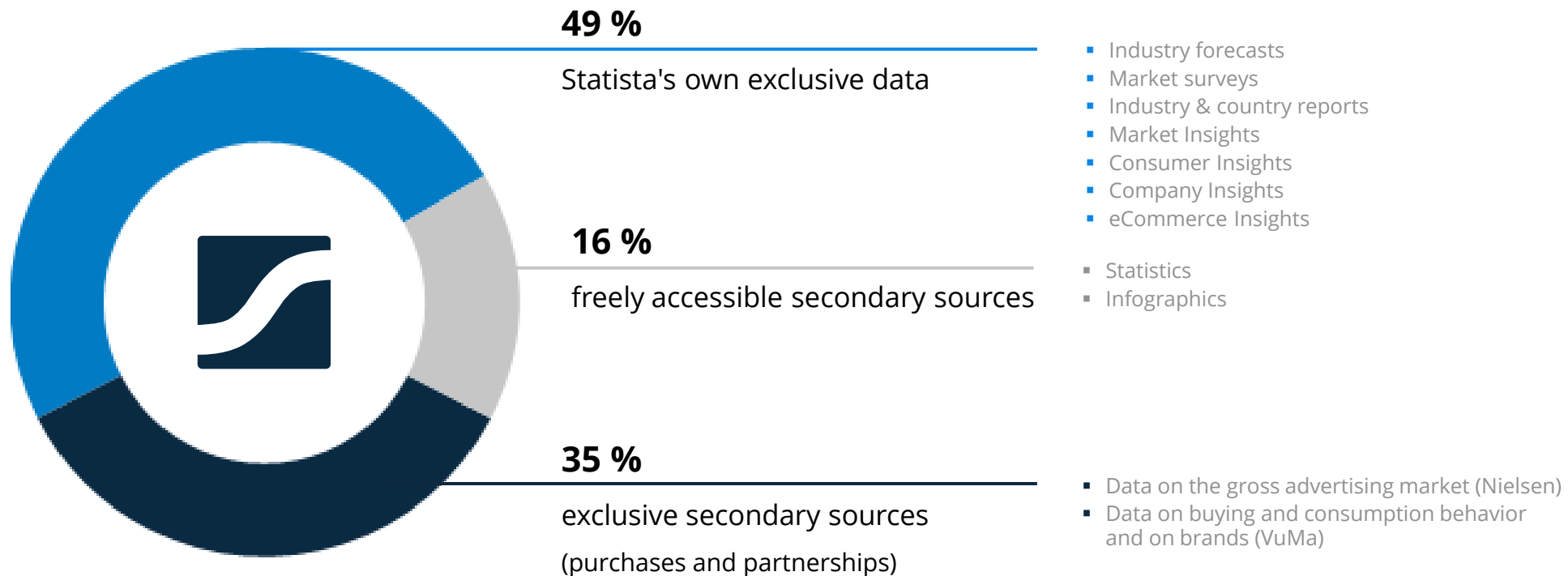


\* Note: Each database contains its own content, it is not solely translated content.

# Origin of our data

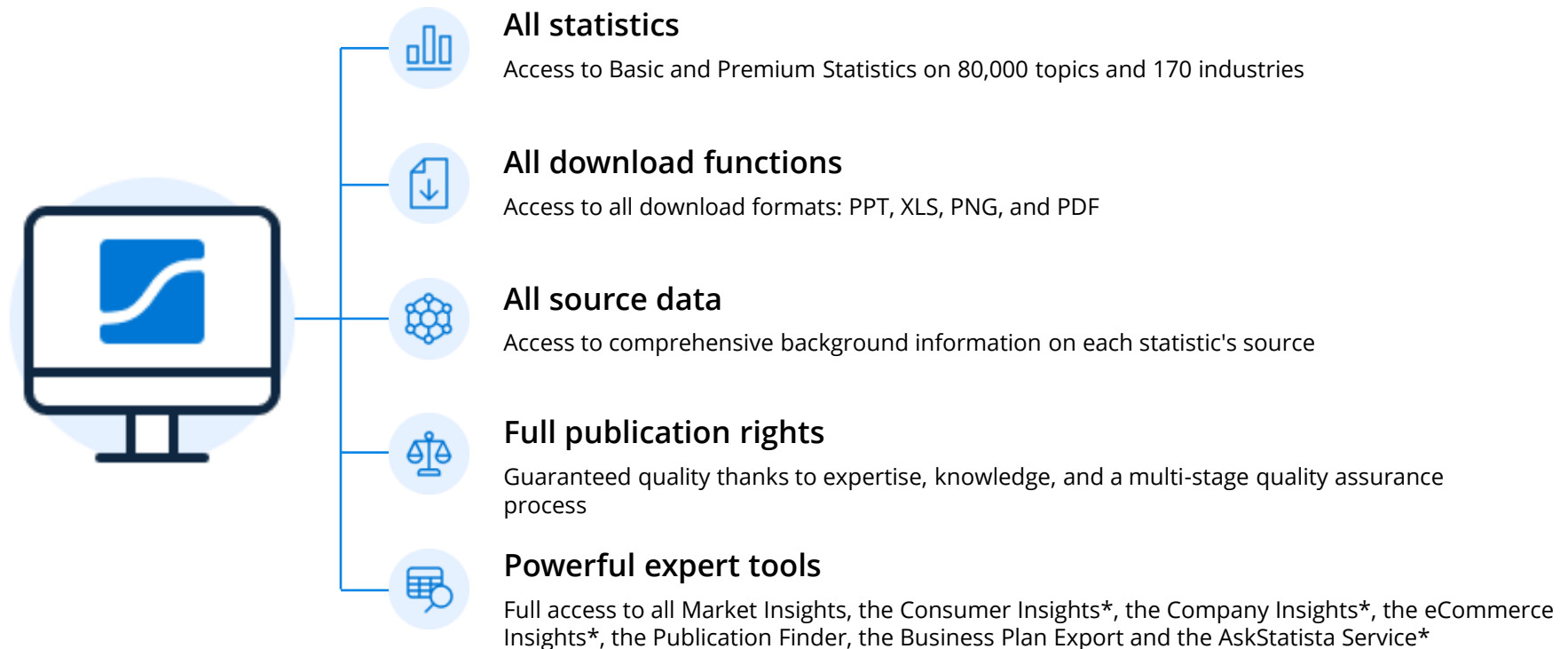
Statista bundles data from more than 22,500 different sources

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



# Start your own trend analysis now

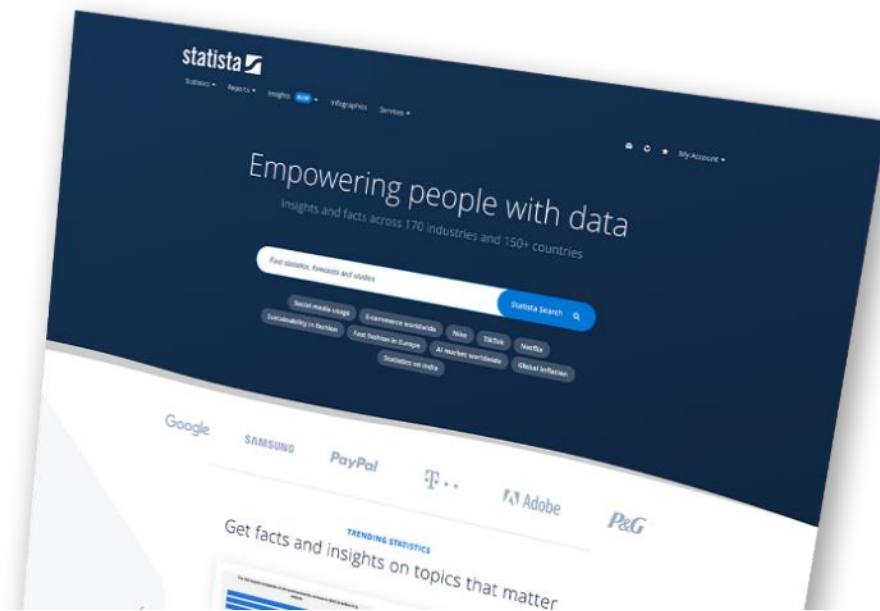
Your entry on the platform

For a trend analysis, Statista offers you various entry options on the platform.

As usual, you can **enter the topic in the search bar** and then use the search filters to select the appropriate data formats such as forecasts or Outlook Reports. However, you can also enter **directly via the upper tabs**, for example in the Reports and Studies with the Digital & Trend Reports or you can start with our large selection of Insights.

For your trend analysis, we recommend the following areas of our platform:

- [Forecasts & Surveys](#)
- [Digital & Trend Reports](#)
- [DossierPlus](#)
- [Outlook Reports](#)
- [Industry Reports](#)
- [Outlooks](#)
- [Global Consumer Survey](#)





Quick at a glance



# Forecasts & Surveys

Quickly find answers – concise visual representations

With our Forecasts and Surveys from the statistics category, you get **quick and compact results** for your search. Structured like statistics, you also get all the **advantages of data processing**, such as the various download options, source details as well as favourites and citation functions.



With our **5-year market forecasts**, we provide you with relevant data on the market development of approx. [400 industries in around 40 countries](#). Our experts develop a detailed market model on the basis of which the future market volume is calculated.



Statista's Consumer and Business Insights team conducts **exclusive, quantitative online and telephone surveys** of consumers and experts. The primary data collected is published in the form of statistics and as part of studies and dossiers.



As our forecasts and surveys are based on in-house surveys and modelling, you will find the Consumer Insights or one of our Market Insights linked in the source reference. Please follow the **further information on the survey and methodology**.

# Briefly explained: Forecasts & Surveys

Use Case: [Smart Homes per segment forecast in Europe from 2017 to 2025](#)

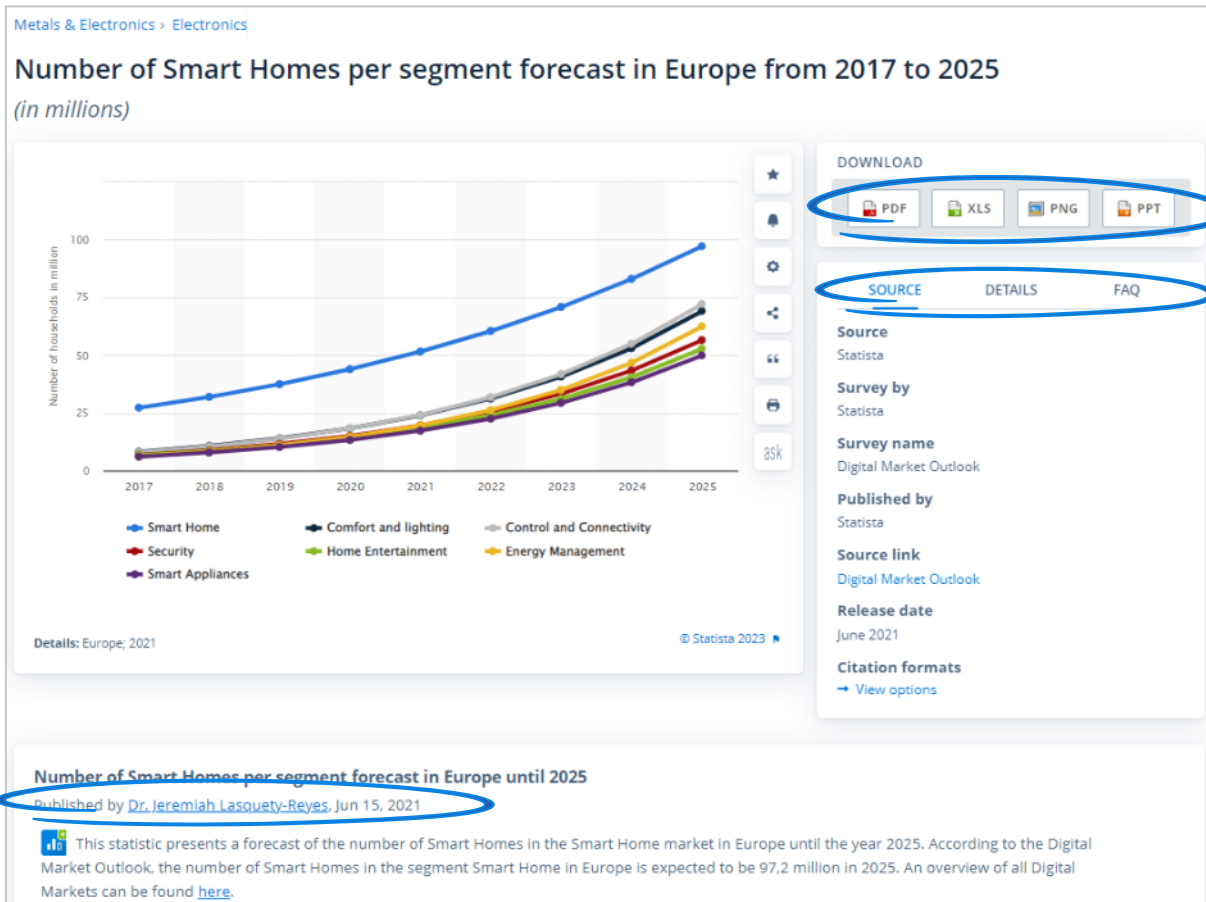
Let's discover together the functions of forecasts and surveys.

The screenshot displays the Statista search interface. At the top, there is a search bar with a magnifying glass icon and a refresh icon. Below the search bar, the search history shows "ecommerce fraud". The "Sort by" dropdown is set to "Relevance", and the "Location Focus" dropdown is set to "Deactivated". On the left side, there is a "Statistics" filter section with four options: "Statistics (> 1,000)", "Forecasts & surveys (> 1,000)", "Infographics (> 1,000)", and "Topics (> 1,000)". The "Forecasts & surveys (> 1,000)" option is selected, indicated by a blue oval. On the right side, the "SEARCH RESULTS (> 1,000)" section shows two results: "United States: Wise brand user (neobanking & neobrokerage)" and "United States: Kaiser Permanente brand profile (health insurance)".

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 [forecasts and surveys](#).

# Briefly explained: Forecasts & Surveys

Use Case: [Smart Homes per segment forecast in Europe from 2017 to 2025](#)



## 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!

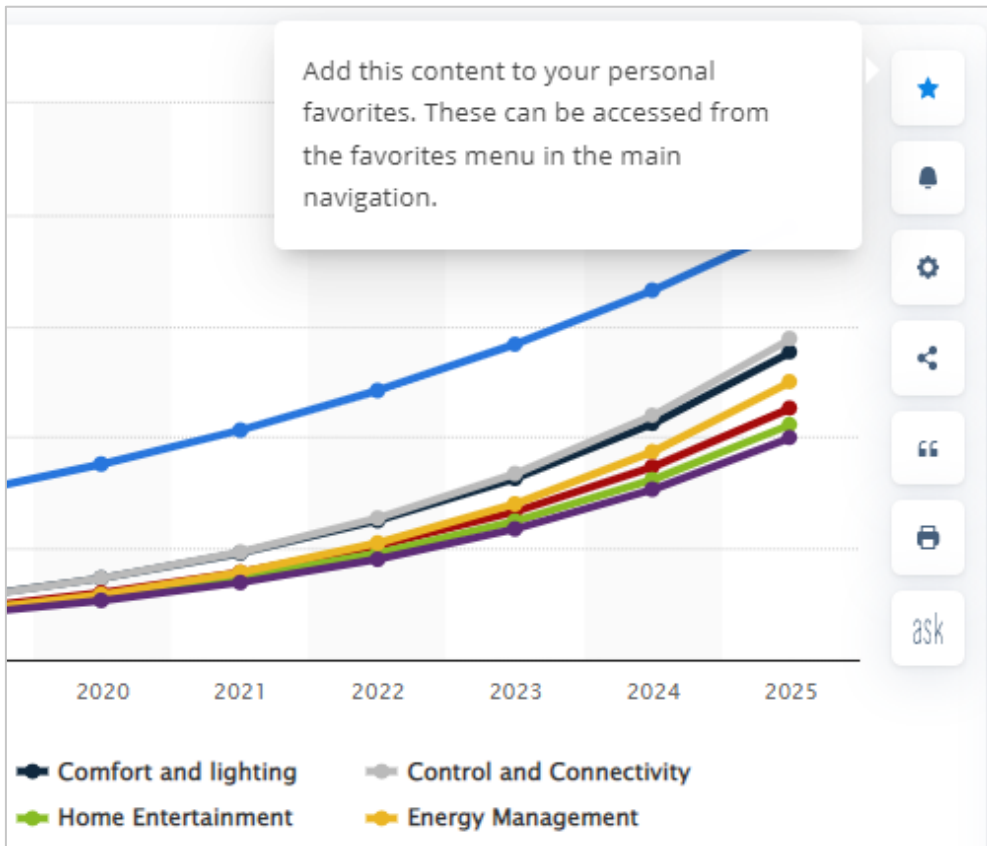
## Source, Details & FAQ

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: Forecasts & Surveys

Use Case: [Smart Homes per segment forecast in Europe from 2017 to 2025](#)



## Favoriten

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!](#)



Depth with  
one click

# Studies and Reports

Dive deeper into topics – on a micro or macro level

Our Studies and Reports give you an **overview of a topic with just one download**. Get straight into your trend analysis with the help of an Outlook Report and have the most important market variables forecast for the next five years delivered compactly in one document.



The Statista [DossierPlus](#) offers you a **quick, comprehensive, national or international overview** of a topic. They are edited by industry experts explicitly on trend topics and provide you with valuable forecasts.



With our [Industry Reports](#), you receive a high-quality preparation of all **industry-relevant data and forecasts**, including key figures from the areas of finance, companies, employees and R&D. The reports provide a **quick overview of 60 industries**.



Our [Outlook Reports](#) provide background information on **trends and forecasts on future developments** of numerous digital and consumer goods markets. Get an overview of market sizes, revenues and key KPIs for the next five years.

# Studies and Reports

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

The screenshot displays the Statista Report Shop interface. At the top, it says "EXPLORE OUR REPORT CATEGORIES" and lists six categories: Digital & Trends, Industries & Markets, Companies & Products, Consumers & Brands, Politics & Society, and Countries & Regions. Below the categories is a search bar with the placeholder text "Search our report database". A blue circle highlights the search bar. Below the search bar is a "Bestseller" section with a green badge that says "UP TO -30%". The text below the badge says "Check-out our five bestselling reports from 2021 and get the latest insights! All our best-sellers are free of charge for [Professional account](#) holders." Below this text are five report thumbnails: "DIGITAL & TRENDS E-commerce worldwide 2022", "INDUSTRIES & MARKETS Shared Mobility Report 2022", "DIGITAL & TRENDS Mobile Payments II: The business models behind mobile payments 2022", "INDUSTRIES & MARKETS eServices Report: Online Food Delivery 2022", and "DIGITAL & TRENDS Virtual reality (VR) 2022". Below the "Bestseller" section is a "Digital & Trend Reports" section with a gear icon and the text "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." Below this text is a blue button that says "View all digital & trend reports". Below the button are five report thumbnails: "DIGITAL & TRENDS 5G, 4G, 3G, and the Network 2022", "DIGITAL & TRENDS Online marketplaces 2022", "DIGITAL & TRENDS Software as a Service (SaaS) 2022", "DIGITAL & TRENDS Fashion e-commerce in the United Kingdom (UK) 2022", and "DIGITAL & TRENDS Blockchain 2022".

## 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 26,000 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.

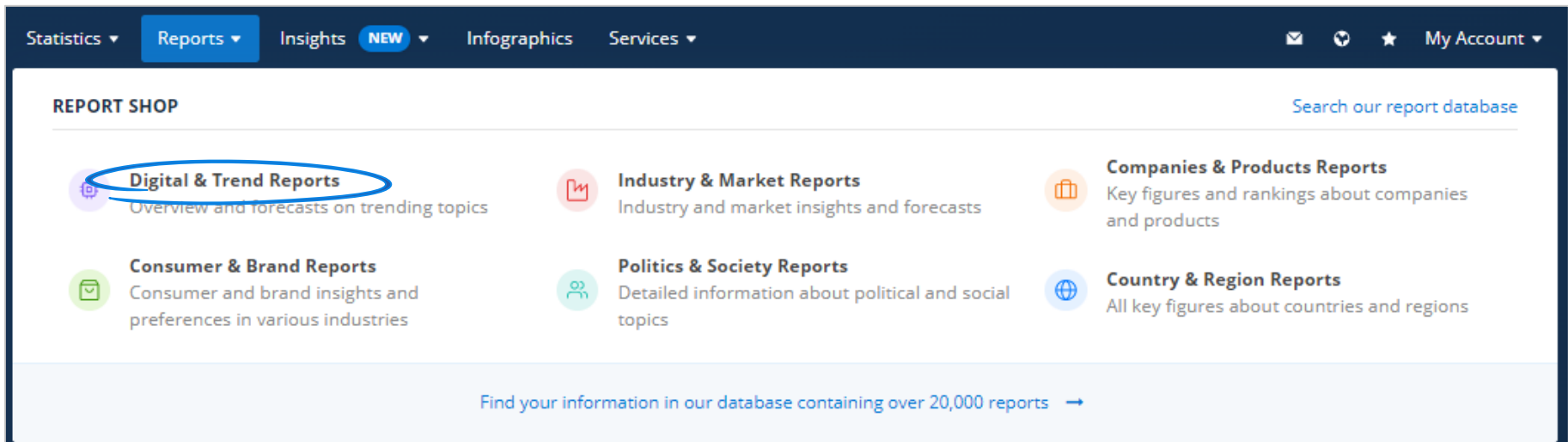
## Featured

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

# Briefly explained: Studies and 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: Studies and Reports

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

Home > Studies & Reports > 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 filters

REGIONS/COUNTRIES: All

INDUSTRY: All

LANGUAGE: All

CONTENT TYPE: All

DOWNLOAD AS ...  
 PPT  
 PDF  
 XLS

**CORPORATE FLAT RATE**  
All\* of our reports are included in your account.

SEARCH: [ ] SORT BY: Relevance CHART TYPE: [ ]

Total results: 2,437

#### Telecommunications in Spain

Industries & Markets Digital & Trends

This dossier presents a selected range of statistics about the telecommunication industry in Spain. It contains data on the most important telco segments, such as mobile, fixed and broadband connections. At the same time, it ...

Price included Published in August 2022 Download as Powerpoint (PPTX) 51 pages

#### E-mail usage in the United States

Consumers & Brands Digital & Trends

This dossier has been compiled to provide statistical information about e-mail usage in the United States. ...

Price included Published in July 2020 Download as Powerpoint (PPTX) 43 pages

#### The German consumer

Consumers & Brands Digital & Trends

### 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 22.

### 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

# Market Insights

Forecasts and trend analyses at a glance

Start your trend analysis with our DIY expert tools. The Market Insights offer you the opportunity to carry out your own analysis of the **most important market figures and trends in over 60 sectors and 150 countries** in just one interactive tool. Compare trends for different markets, regions and countries.



Each Market Insights focuses on a superior market, which you can **sub-segment through the respective market directory** and display all market sizes for this segment as well as switch within the markets in the tool.











Get the most important highlights, KPIs and market figures for each market in a data sheet. We offer all data for download or for interactive processing in the tool. Let our analysts guide you through the market and **identify trends at an early stage**.



**Transparency in our data**, especially in our forecasts, is particularly important to us, which is why we provide the [methodology for each market](#) in detail as a download. In addition, we are always happy to keep you up to date with our [release calendar](#).

# Market Insights

Forecasts and trend analyses at a glance

 Advertising & Media Insights	 Consumer Market Insights	 Country Insights	 Digital Market Insights	 Health Market Insights	 Industry Insights	 Mobility Market Insights	 Technology Market Insights
<p>The <a href="#">Advertising &amp; Media Insights</a> provide <b>forecasts</b> and <b>in-depth information</b> on ad spending, including international comparisons. All insights are based on the analyses of relevant indicators for <b>46 countries</b> and <b>16 regions</b>, which cover more than 90% of worldwide GDP.</p>	<p>The <a href="#">Consumer Market Insights</a> present the <b>18 most important consumer markets worldwide</b> as well as <b>more than 200 segments and sub-segments</b>. It provides historical data as well as <b>forecasts up to 2025 for the most relevant KPIs of each market</b>, including market value and size.</p>	<p>The <a href="#">Country Insights</a> offer current <b>key figures and forecasts regarding the economic and social development of a country</b>. Subject areas are society, economy, business environment, digital economy, labor force, environment, and public sector.</p>	<p>The <a href="#">Digital Market Insights</a> feature <b>regularly updated 5-year forecasts on revenue, users, and relevant market indicators for 9 main digital markets</b> in more than 150 countries and regions. The tool offers <b>30,000 interactive statistics</b>, which can be downloaded in PNG and XLS format.</p>	<p>The <a href="#">Health Market Insights</a> offer key figures and forecasts <b>for more than 20 of the most relevant health markets</b>. Across 150 countries and 24 regions our Outlook covers areas like <b>life science, healthcare and OTC pharma</b>.</p>	<p>The <a href="#">Industry Insights</a> feature <b>industry forecasts and market information</b> based on data from statistical offices. The data covers the agricultural, manufacturing, and service sector. With <b>up to 450 time series</b> in approx. <b>40 countries</b>, the tool provides a comprehensive basis for decision-making.</p>	<p>The <a href="#">Mobility Market Insights</a> give an overview of more than <b>12 vehicle classes from more than 80 manufacturers in 29 countries</b>. Interactive statistics provide in-depth <b>analyses by brand, vehicle segment, and country</b> as well as the most important key figures.</p>	<p>The <a href="#">Technology Market Insights</a> offer a clear, structured, and transparent overview of the key performance indicators, e.g., <b>revenues and market shares, of the most important technology markets</b>, providing <b>valid, comparable, and ready-to-use information</b>.</p>

# Market Insights

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

**MARKET INSIGHTS**

Discover the future of advertising & media

Find your market, e.g., FinTech

Popular markets: **FinTech** Digital Health Passenger Cars Social Media

**MARKET INSIGHTS**  
Market forecast and expert KPIs for 600+ segments in 150+ countries  
Explore Market Insights >  
[Consumer Market Insights](#)  
[Digital Market Insights](#)  
[Mobility Market Insights](#)

**CONSUMER INSIGHTS**  
Insights on consumer attitudes and behavior worldwide  
2,000,000+ interviews  
15,000+ brands  
Explore Consumer Insights >

**COMPANY INSIGHTS**  
Business information on 60m+ public and private companies  
100+ industries  
200+ countries and territories  
Explore Company Insights >

**ECOMMERCE INSIGHTS**  
Detailed information for 35,000+ online stores and marketplaces  
70+ KPIs per store  
Revenue analytics and forecasts  
Explore eCommerce Insights >

**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 Markets Consumer Markets Countries Digital Markets Health Markets  
Industries Mobility Markets Technology Markets

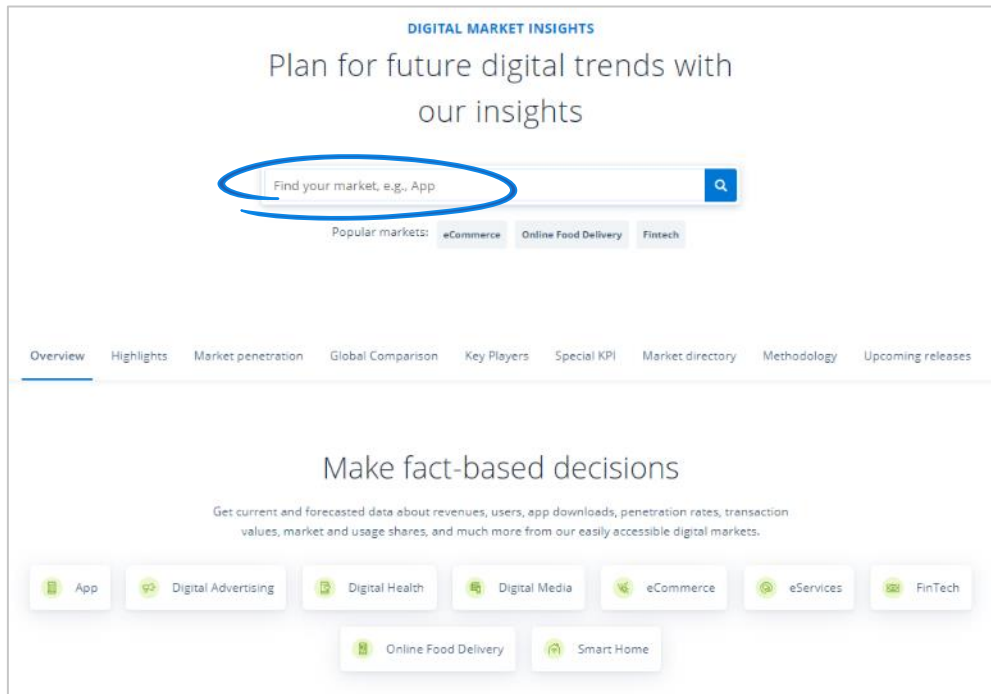
Our [Market Insights](#) provide you with **forecasts and detailed market information** for various categories including subsegments.

These are based on analyses of relevant indicators from various areas such as society, economy and technology and cover **150 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: [Digital Market Insights](#)



## Overview & Highlights

Select a category and **start directly into the tool** 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 and segment**, 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 tool.

## Methodology & Upcoming releases

In order to offer trustworthy and transparent data, you will find the methodology for each Outlook 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: [Digital Market Insights](#)

Digital Markets

## Smart Home

Worldwide

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

- Revenue in the Smart Home market is projected to reach US\$115.70bn in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2026) of 13.97%, resulting in a projected market volume US\$195.20bn by 2026.
- In the Smart Home market, the number of active households is expected to reach 1.4 billion by 2026.
- Household penetration will be 14.2% in 2022 and is expected to reach 18.5% by 2026.
- The average revenue per installed Smart Home currently is expected to reach US\$139.30bn by 2023.
- A global comparison reveals that most revenue is generated in the USA.

Worldwide

Worldwide

Albania

Algeria

Angola

Argentina

Armenia

Currency

USD (US\$)

Cite

Share

REVENUE (2023)

US\$139.30bn

REVENUE CHANGE (2023)

18.5%

## 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

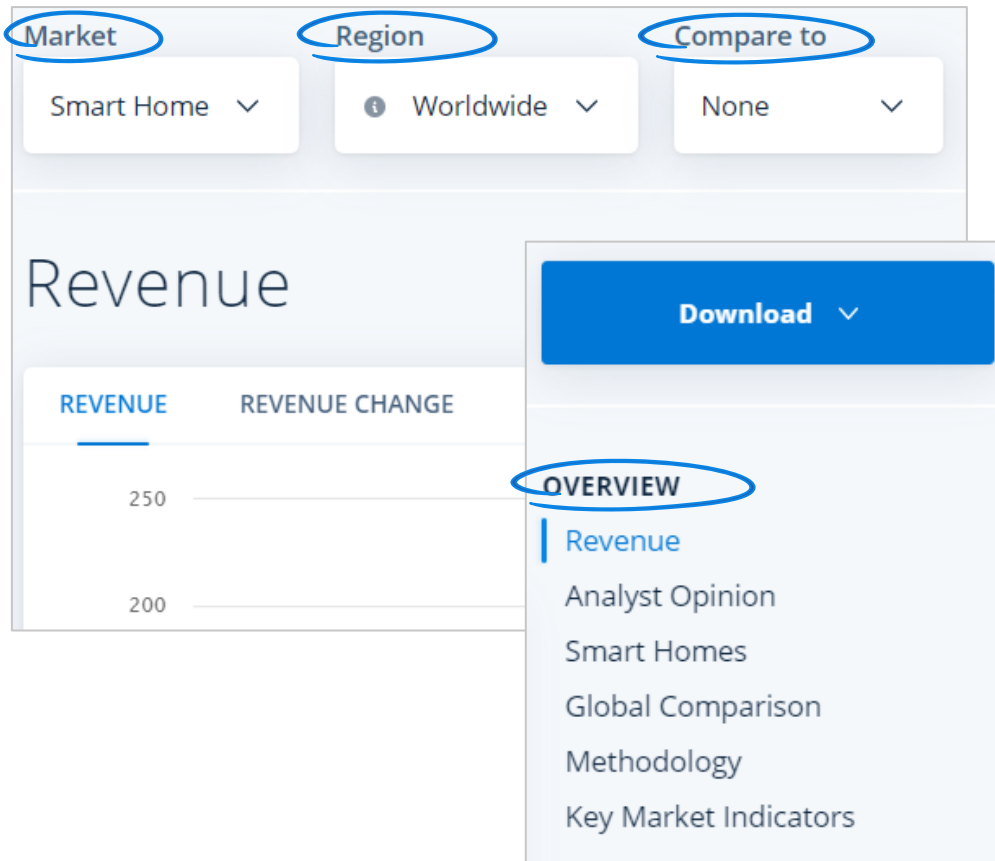
Easily **switch between the ten currencies** and facilitate your analysis with international comparability.

## 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: [Digital Market Insights](#)



## Market

You can easily **switch between the markets of the Digital Market Insights** as well as re-select the subsegments. 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 **segment of your choice** in the overview.

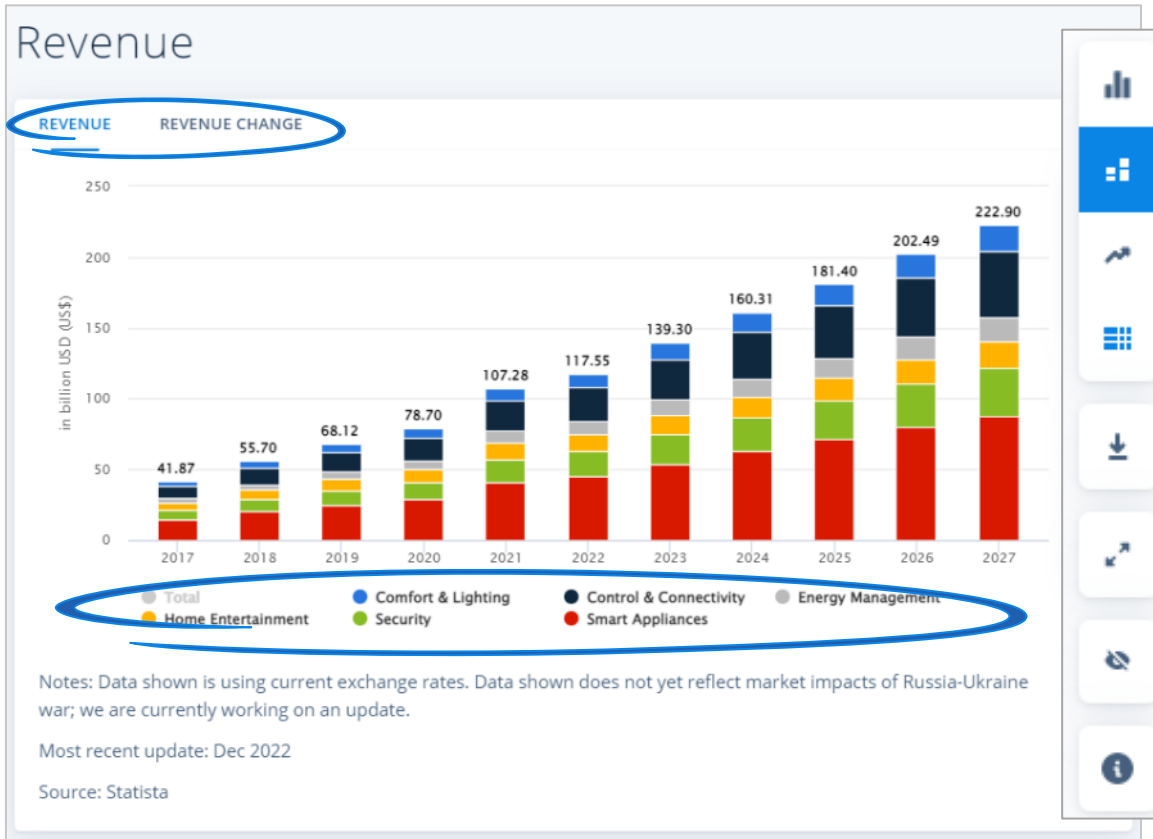
## Global Comparison

**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

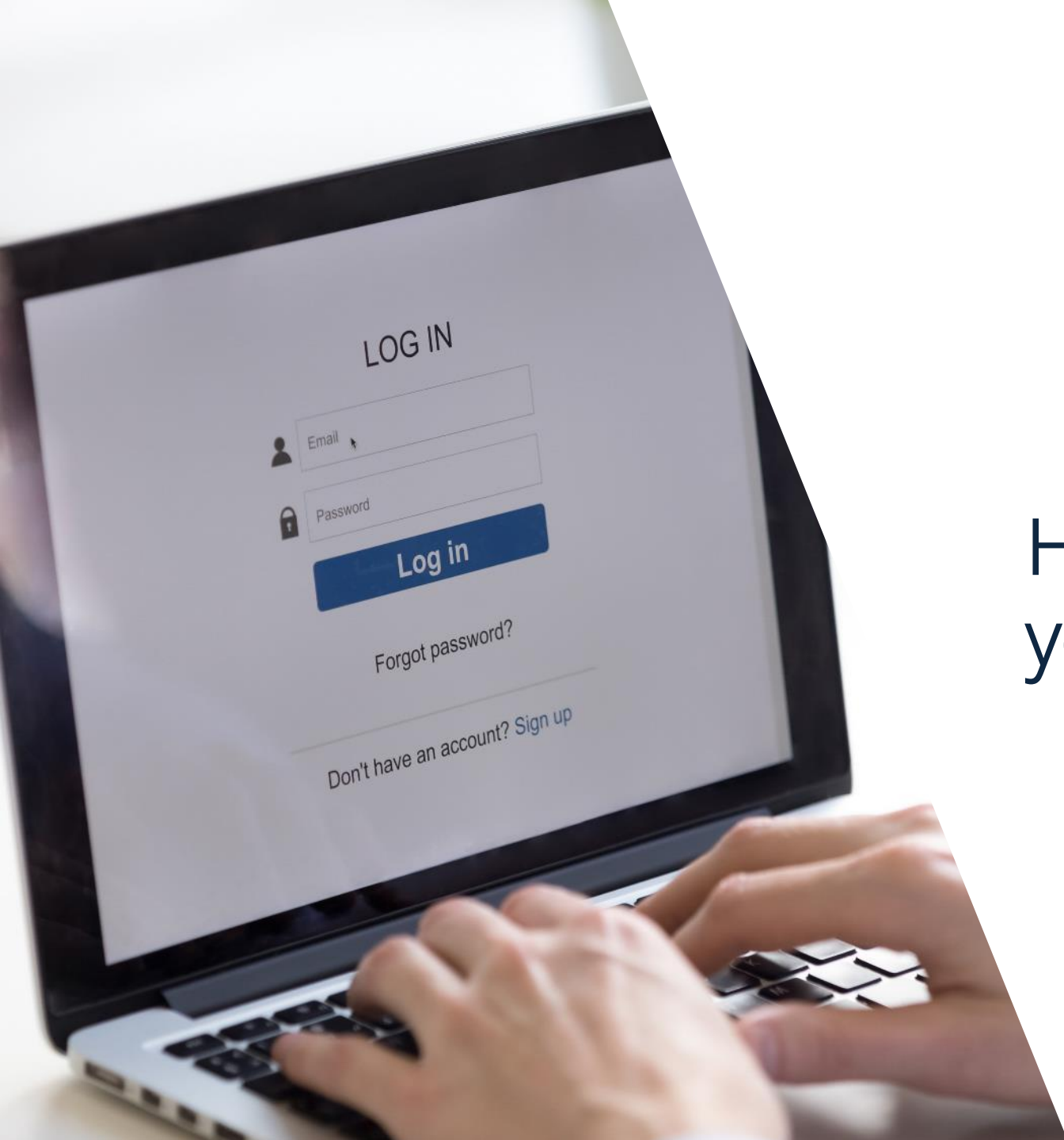
**Change the chart view** and get your view as a PNG download.

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



Haven't found it  
yet?

# 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**.

3.4 billion consumers



1.700.000+ interviews



50+ industries and topics



Customized target groups



56 countries and territories



Do-it-yourself analyses



14,500+ int. brands

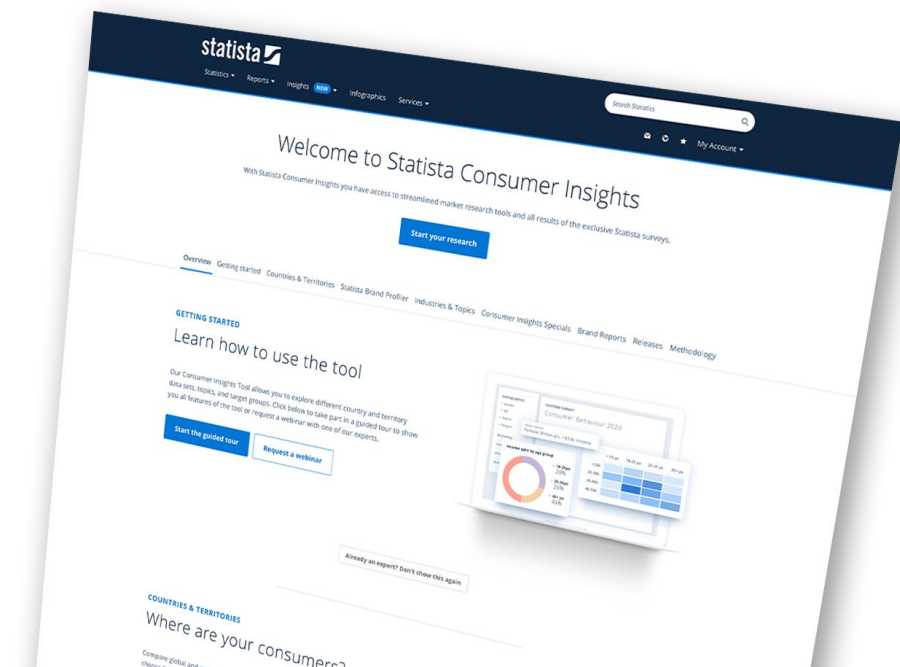


Content Specials



**In need of support?** Watch our [tutorial](#) or join our [live webinar](#)!

**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**.



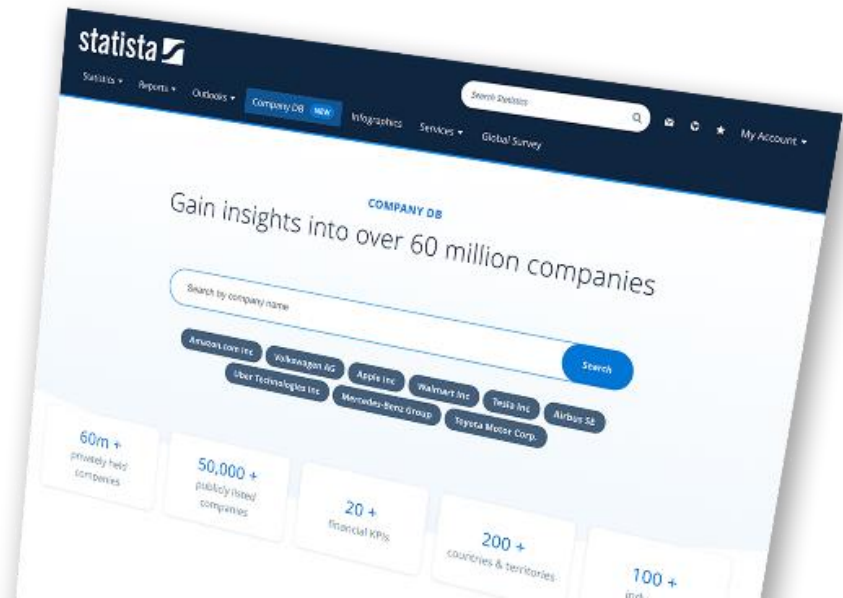
# Company Insights\*

The most important company key figures in one tool



The [Company DB](#) provides information on **60 million listed** and **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 DB 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 60 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](#).

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

# ecommerce Insights\*

Discover the world of eCommerce

The [eCommerce Insights](#) provide you with detailed information for **28,000 shops in 57 countries**, including detailed sales analysis, competitor analysis, market development, marketing budget and interesting KPIs.



## Detailed store profiles

More than 28,000 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 segments 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



## Easy to use

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



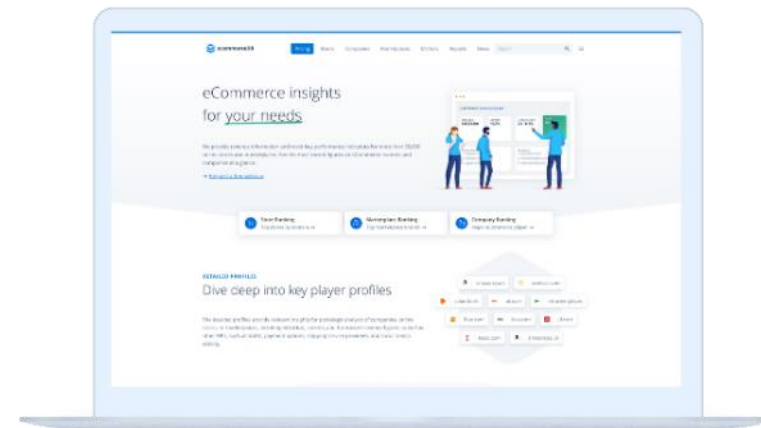
## Ready to use

The data can be downloaded directly in XLS format.



## Daily updates

Information on online store revenues is updated daily.



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

# 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



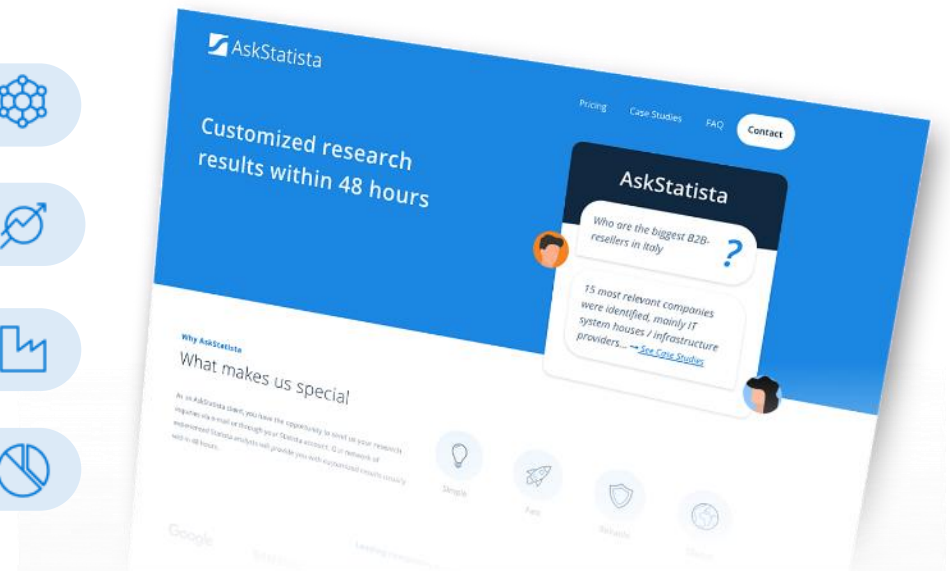
Product, price & competitor analyses



Company & SWOT analysis



Simple market and price modeling



# Your Client Success Team

In addition to your personal contact at Statista, you can always reach us at the following contact details!

## **Statista GmbH**

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20355 Hamburg

[+49 40 284 841 - 0](tel:+49402848410)

[support@statista.com](mailto:support@statista.com)

Register court: Cologne

Register number: HRB 87129

Sales tax ID: DE258551386

Managing directors: Dr. Friedrich Schwandt, Hubert Jakob

