

GLOBAL CONSUMER SURVEY HANDOUT

Global Consumer Survey

Understanding consumer behavior & media usage

The [Statista Global Consumer Survey](https://de.statista.com/global-consumer-survey) 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



Customized
target groups



50+ industries
and topics



Do-it-yourself
analyses



56 countries
and regions



Content Specials



11,500+
int. brands



1.000.000+ Interviews



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**.



True benefits

These features make the difference





**DO IT
YOURSELF**

Access to the Global Consumer Survey

You can reach the Global Survey via the main navigation

The "**Global Survey**" tab takes you directly to the Global Consumer Survey homepage.

The screenshot shows the homepage of the Global Consumer Survey. The top navigation bar is dark blue with white text. The 'Global Survey' tab is highlighted with a red circle and a 'NEW' badge. Below the navigation bar, the main heading reads 'Welcome to the Global Consumer Survey' with a subtext 'Start exploring the different country and territory data sets, topics, and target groups.' A red button labeled 'Start your research' is centered below the text. Below this is a horizontal menu with tabs: Overview, Getting started, Countries & Territories, Industries & Topics, Content Specials, Brand Reports, Releases, and Methodology. The 'Getting started' tab is active. Below the tabs, the section 'GETTING STARTED' is titled 'Learn how to use the tool'. A paragraph describes the tool's capabilities. At the bottom, two red buttons are shown: 'Start the guided tour' and 'Request a webinar', both highlighted with red circles. To the right of the text is a graphic showing a laptop displaying various data visualizations, including a donut chart for 'Income split by age group' and a heatmap for 'CUSTOM SURVEY Consumer Behaviour 2020'.

Statistics ▾ Reports ▾ Outlooks ▾ Tools ▾ Infographics Services **Global Survey** **NEW** ✉ 🔄 ★ My Account ▾

Welcome to the Global Consumer Survey

Start exploring the different country and territory data sets, topics, and target groups.

Start your research

Overview **Getting started** Countries & Territories Industries & Topics Content Specials Brand Reports Releases Methodology

GETTING STARTED

Learn how to use the tool

Our online tool allows you to explore different country and territory data sets, topics, and target groups. Click below to take part in a guided tour to show you all features of the Global Consumer Survey or request a webinar with one of our experts.

Start the guided tour Request a webinar

Explore now

To get started right away, click the "**Start your research**" button.

Start the guided tour

Everything you need to know in just a few steps. Use our **guide** to discover the full potential of the Global Consumer Survey in one minute. Choose between a **Quick Start** and a **Professional Tour**.

Request a webinar

To get to know all the details of this tool, feel free to sign up for a free webinar by clicking on the "**Request a webinar**" button and selecting the offer that suits you best.

First steps

Decide on the country where you want to conduct your research

Search out where your consumers are located and compare trends in global consumer behavior. Choose from more than 55 countries with up to 40,000 respondents per country and update.

COUNTRIES & TERRITORIES

Choose a region

Search countries

NORTH AMERICA

- Canada *
- Mexico *
- United States *

SOUTH AMERICA & CARIBBEAN

- Argentina
- Brazil *
- Chile
- Colombia
- Dominican Republic
- Peru

CENTRAL & WESTERN EUROPE

- Austria *
- Belgium
- Czechia
- France *
- Germany *
- Hungary
- Ireland
- Netherlands *
- Poland *
- Switzerland *
- United Kingdom *

NORTHERN & EASTERN EUROPE

- Denmark
- Finland *
- Lithuania
- Norway
- Romania
- Russia *
- Serbia
- Sweden *

SOUTHERN EUROPE

- Greece
- Italy *
- Portugal
- Spain *
- Turkey

AFRICA

- Egypt
- Kenya
- Morocco
- Nigeria
- South Africa *

ASIA & AUSTRALIA

- Australia *
- China (Mainland) *
- Hong Kong
- India *
- Indonesia
- Israel
- Japan
- Malaysia
- New Zealand
- Pakistan
- Philippines
- Saudi Arabia
- Singapore
- South Korea *
- Taiwan
- Thailand
- United Arab Emirates
- Vietnam

Extended Survey

4 updates / year

We carry out an extended survey in over **21 countries** which covers at least 12,000 interviews per country and includes the whole questionnaire inclusive brands.

Basic Survey

1 update / year

A total of **35 countries** are covered in the basic version of the survey. Here it is a minimum of 2,000 people surveyed. The basic version of the survey covers all industries and topics but does not include brands.

Start your search

More information about the survey and the sample

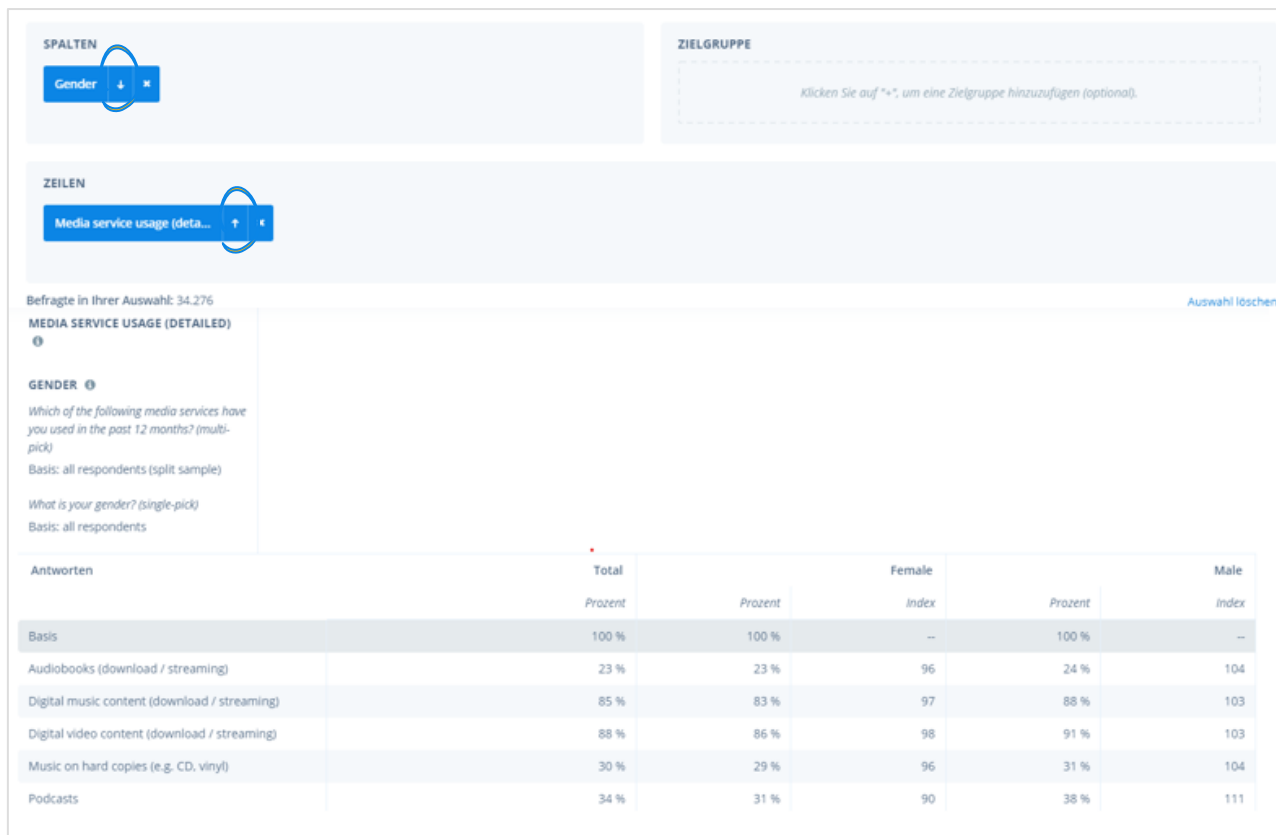
On the left, select the topics that are of most interest to you. Clicking on the folder opens further subsegments. If you do not find your preferred topic, you can directly use the **search function**. The number of preferred indicators is unlimited.

The screenshot displays the Statista search interface. On the left is a sidebar titled 'Survey items' with a dropdown arrow. It lists various topics: Characteristics & demographics, Marketing & social media, eCommerce & retail, Food & nutrition, Internet & devices, Media & digital media, Housing & household equipment, Mobility, Finance, Insurance, Health, Travel, and Services & eServices. The main area features a search bar at the top with a magnifying glass icon and the text 'Search through all survey items'. To the right of the search bar are buttons for 'Alt K', a filter icon, a download icon, and a 'Hide selection' dropdown. Below the search bar are two filters: 'COUNTRY / TERRITORY' with a dropdown menu showing 'United States of America' and 'YEAR' with a dropdown menu showing '2021 - Update 2'. An information icon (a circle with an 'i') is located next to the year filter. Below these filters are three sections: 'COLUMNS' with a dashed box containing the text 'Use the "arrow icon" on the item to select column headings and switch to cross table (optional).', 'TARGET GROUP' with a dashed box containing the text 'Click on "+" to select a target group (optional).', and 'ROWS' with a dashed box containing the text 'Click on "+" to select items.'.

The "i" button on the right side gives you more information about the details of the survey such as the number, age and type of respondents or the time period of the survey.

Your own analysis

To combine the different indicators, simply use our crosstab function



Create cross tables

Add **columns** to your table to learn even more about consumers. This way you can easily compare data.

You can customize **rows and columns** according to your needs and remove indicators at any time.

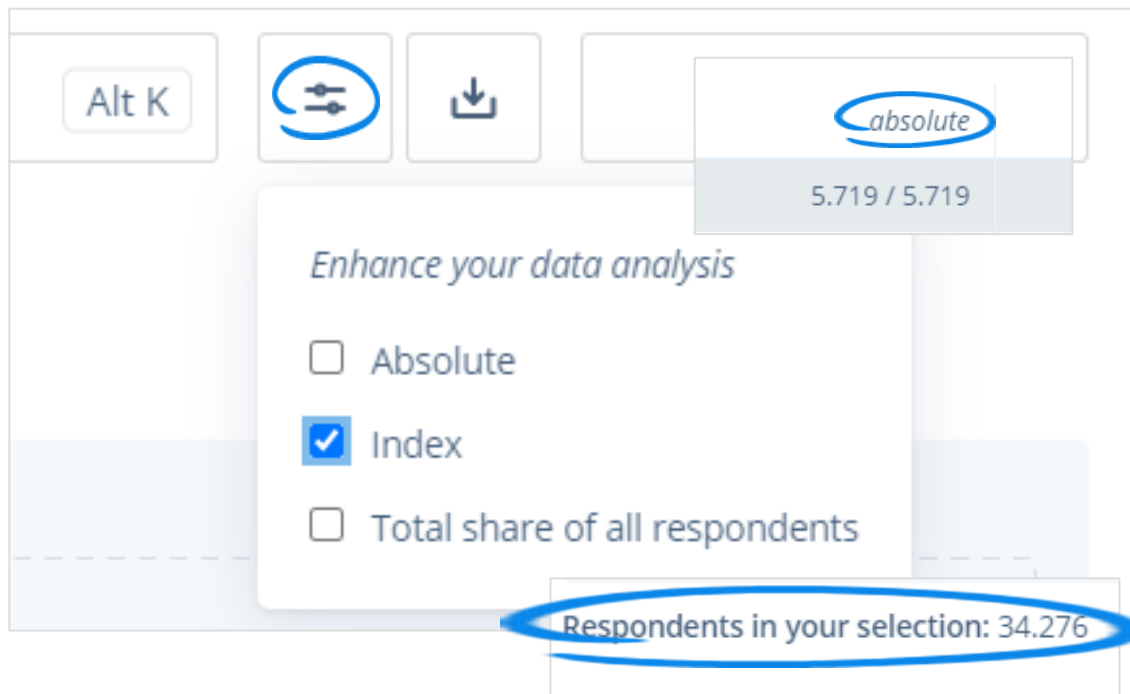
In the **Rows** section, click the arrow next to an item to select it as the column header.

Note that for **"Columns"** you can select only one element each, while for **"Rows"** there is no limit.

Your own analysis

To improve your analysis, choose from the different display options

Under **Settings** you can customize the layout and choose from three different option.



Absolute

The **Absolute** value shows the number of respondents per answer.

Index

The **index** always maps the difference of the considered group to the base. The value shows who is over- or underrepresented. The number presents whether the value is above the value of the total column (index > 100) or below (index < 100).

Example: All respondents = 40%, female= 30%
Index = $30/40 \times 100 = 75$. This means that women are underrepresented here.

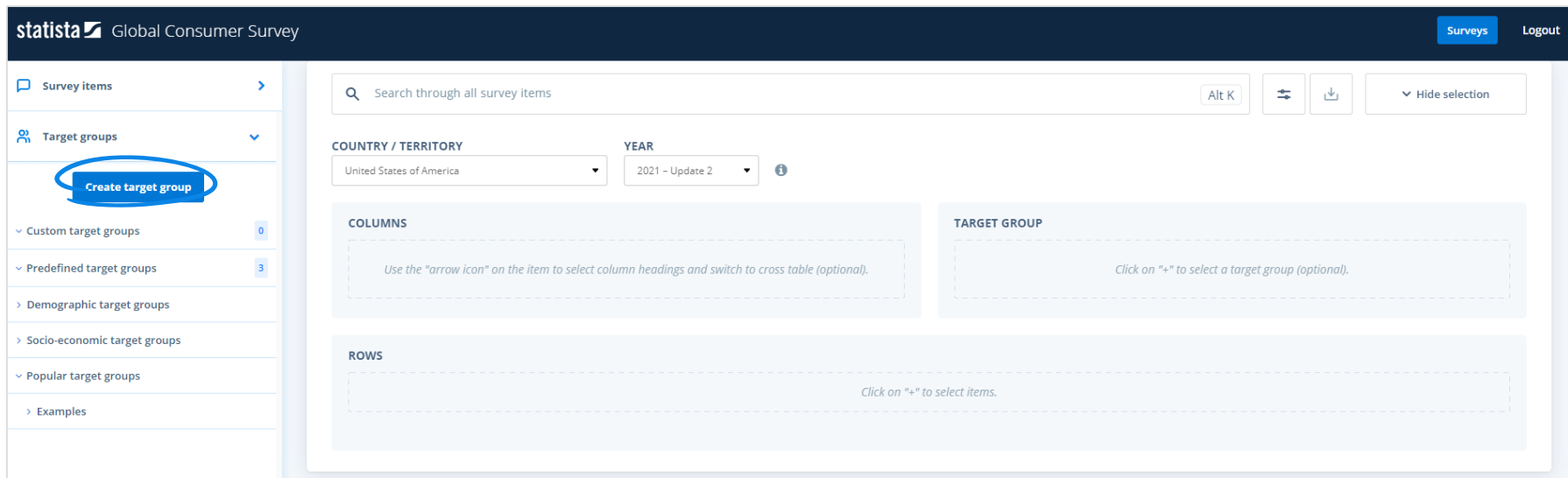
The respondents in your selection

Calculates the percentage value per answer based on the **entire online population**, not just the respondents of the respective question. Since the total number of all participants is presented here, this value is always higher than the absolute.

Customized target groups

Get detailed insights about target groups

The Global Consumer Survey allows you to link different **indicators** and **create customized target group**. The selected target group transfers to your entire analysis.

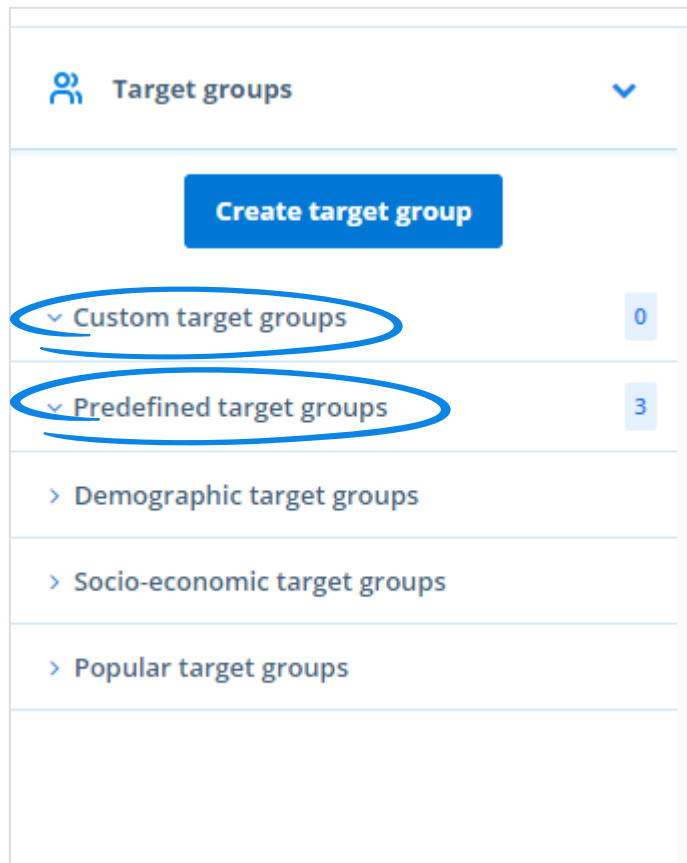


The screenshot displays the Statista Global Consumer Survey interface. On the left sidebar, the 'Target groups' section is expanded, and the 'Create target group' button is highlighted with a blue circle. The main content area features a search bar at the top, followed by filters for 'COUNTRY / TERRITORY' (set to 'United States of America') and 'YEAR' (set to '2021 - Update 2'). Below these are three sections: 'COLUMNS' with a dashed box and instruction 'Use the "arrow icon" on the item to select column headings and switch to cross table (optional).', 'TARGET GROUP' with a dashed box and instruction 'Click on "+" to select a target group (optional).', and 'ROWS' with a dashed box and instruction 'Click on "+" to select items.'.

Use your **individual target groups** to gain detailed insights into your behavior and preferences. Here you can analyze your selected indicators related to the selected target group or start a new analysis.

Costumized target groups

Create your own target group or choose a predefined target group



Create your own target group

Click on '**Create your own target groups**' and create your own target groups and name them. You can then manage the various groups under '**Own target groups**'.

Select predefined target group

Use the **predefined target groups** in the preselection. These are divided into three categories, from which you can select the target group that suits you best.

Demographic target groups

In the demographic target groups you will find the categories **gender**, **age** and **other personal information**.

Socio-economic target groups

The socioeconomic target groups are divided **into income, work and education**. Within these categories, there are then subcategories in each case, such as **Higher university degree**.

Popular target groups

This category includes **all popular target groups**. Among them is, for example, **Generation Z**, **suburban families** or even **smart tech users** and many more.

Costumized target groups

Create your own target group

Create target group

Current selection: United States of America 2021 – Update 2

Save and apply

Unnamed Target Group

1 ITEMS

Pick items to create your own target group

- > Characteristics & demographics
- > Marketing & social media
- > eCommerce & retail
- > Food & nutrition
- > Internet & devices
- > Media & digital media
- > Housing & household equipment
- > Mobility

2 CHARACTERISTICS

Select items to specify target group

3 YOUR SELECTION

Your target group selection will appear here

Number of respondents: 34.276

Items

You can select the **individual characteristics** for your target group from the predefined indicators.

Characteristics

Select properties within the various elements, which will then **automatically slide into your selection.**

Save and Apply

You can **apply** the created target group directly or find it again under '**Own target groups**'.

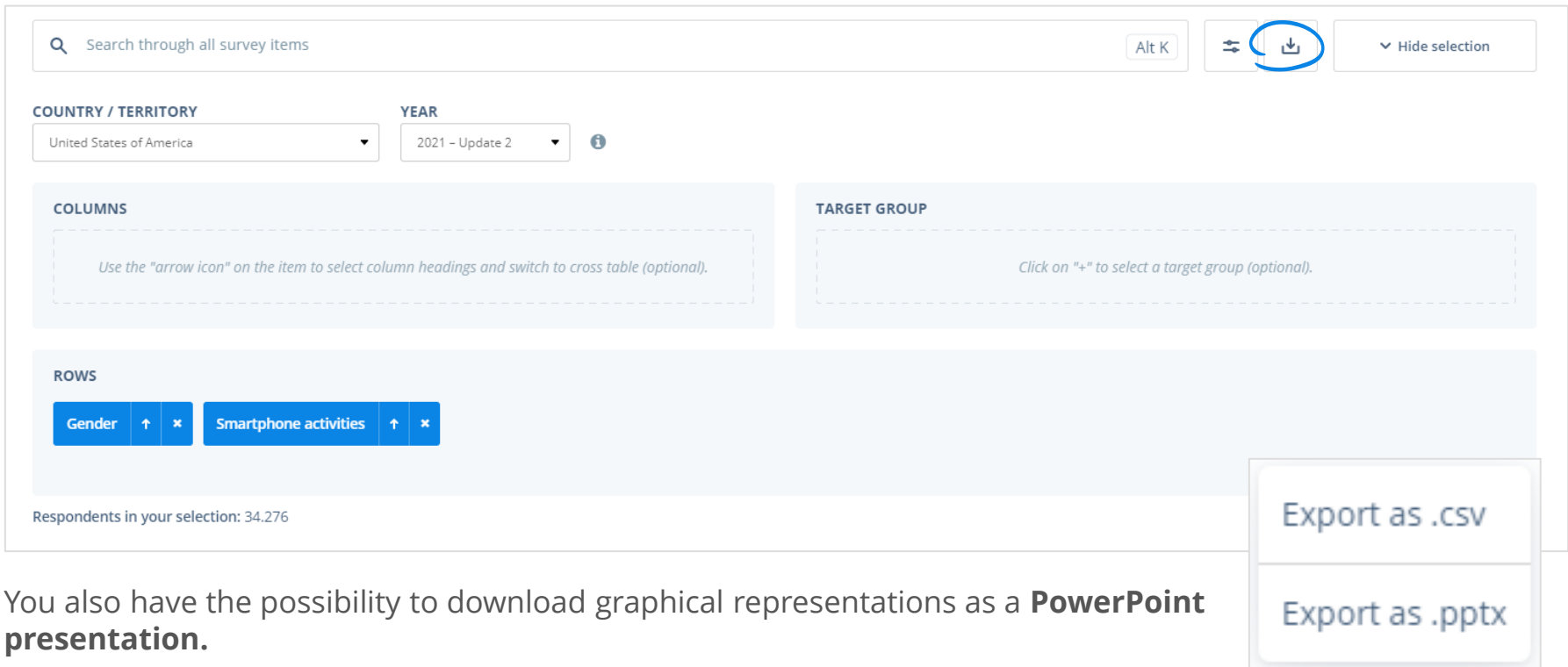
Note

Don't set too many Filters and make sure that the total number of respondents is still representative. The rule of thumb for this is **over at least 100 respondents.**

Export functions

Export your analysis in CSV format

Get your results as Excel (CSV) and **work independently with the raw data** for further modeling as well as graphics.



The screenshot displays the Statista interface for survey data. At the top, there is a search bar labeled "Search through all survey items" with a magnifying glass icon and an "Alt K" button. To the right of the search bar are two icons: a double-headed arrow and a download icon (a square with a downward arrow), which is circled in blue. Further right is a "Hide selection" button with a downward arrow. Below the search bar, there are two dropdown menus: "COUNTRY / TERRITORY" set to "United States of America" and "YEAR" set to "2021 - Update 2". To the right of the year dropdown is an information icon (a lowercase 'i' in a circle). Below these are two sections: "COLUMNS" and "TARGET GROUP". The "COLUMNS" section contains a dashed box with the text "Use the 'arrow icon' on the item to select column headings and switch to cross table (optional)." The "TARGET GROUP" section contains a dashed box with the text "Click on '+' to select a target group (optional)." Below these sections is a "ROWS" section containing two blue buttons: "Gender" and "Smartphone activities", each with an upward arrow and a close 'x' icon. At the bottom left, it says "Respondents in your selection: 34.276". On the right side, there is a vertical menu with two options: "Export as .csv" and "Export as .pptx".

You also have the possibility to download graphical representations as a **PowerPoint presentation**.



EXAMPLE

Smartphone activities

Analysis of smartphone activity/use in the U.S.

What activities are performed on smartphones?

Search through all survey items

COUNTRY / TERRITORY: United States of America

YEAR: 2021 - Update 2

COLUMNS: Use the "arrow icon" on the item to select column headings and switch to cross table (optional).

TARGET GROUP: Click on "+" to select a target group (optional).

ROWS: Smartphone activities

Respondents in your selection: 34,276

Smartphone activities

United States of America 2021 - Update 2 Compare

SMARTPHONE ACTIVITIES

Which of these things have you used a smartphone for in the past 4 weeks? (multi-pick)

Base: respondents who use a smartphone (split sample)

- Internet & devices
 - Attitudes towards the internet +
 - Cloud service usage +
 - Internet access at home
 - Smartphone -
- Smartphone
 - Smartphone owner +
 - Smartphone user (2018 only) +
 - Smartphone user +
 - Smartphone acquisition +
 - Smartphone activities -

Survey items

Navigate to the "Internet & Devices" chapter and select "Smartphone" and then "Smartphone activities".

Compare

For direct comparison you can use the **Compare button** available for each table listed below.

Results

75% of U.S. online users who own a smartphone used it to **chat or write messages** in the past 4 weeks.

Competitor analysis: Brands

Analysis of the smartphone brands category in the USA

Which smartphone brands are used in the U.S.?

Smartphone by brand ⓘ

United States of America 2021 - Update 2 Vergleichen

SMARTPHONE BY BRAND ⓘ
What brand is your (primarily used) smartphone? (single-pick)
Basis: respondents who use a smartphone (split sample)

Answers		absolute	percent
Base		5,464 / 5,464	100%
Apple		2,495 / 5,464	46%
Google		210 / 5,464	4%
Honor		10 / 3,444	0%
HTC		24 / 5,464	0%
Huawei		36 / 5,464	1%
LG		508 / 5,464	9%
Motorola		275 / 5,464	5%
Nokia		22 / 5,464	0%
OnePlus		19 / 3,444	1%
OPPO		5 / 5,464	0%
Samsung		1,654 / 5,464	30%
Sony		19 / 5,464	0%

Internet & devices

Attitudes towards the internet +

Cloud service usage +

> Internet access at home

Smartphone

Smartphone owner +

Smartphone user (2018 only) +

Smartphone user +

Smartphone acquisition +

Smartphone by brand -

Smartphone by brand (selection) +

Survey items

In **"Internet & devices"**, go to the **"Smartphone"** subsection. Then confirm on **"Smartphone by brand."**

Info- Button

The **"info button"** next to the survey shows you that the question, which was first asked in 2018, has not been changed since then. The marks, however, are updated annually.

Absolute

This question has been answered by **5,464** participants.

Results

Apple is the most used brand with **46%**, followed by Samsung with **30%**.

Competitor analysis: brand comparison

Analysis of the smartphone by brand category in the USA

Which smartphone brands are used in the U.S. compared to the U.K. and Germany?

Smartphone by brand ⓘ

United States of America 2021 - Update 2 **Compare**

SMARTPHONE BY BRAND ⓘ

What brand is your (primarily used) smartphone? (single-pick)

Base: respondents who use a smartphone (split sample)

COMPARISON

Smartphone by brand

What brand is your (primarily used) smartphone? (single-pick)

COLUMNS: COUNTRIES **Edit**

United States of Ame... x

ROWS: UPDATES **Edit**

2021 - Update 2 x

Selection

If you want to compare only the biggest brands, go to **"Smartphone by brand (selection)"** - this will make the comparison easier.

Compare

Click on **"Compare"** to display an individual comparison between countries.

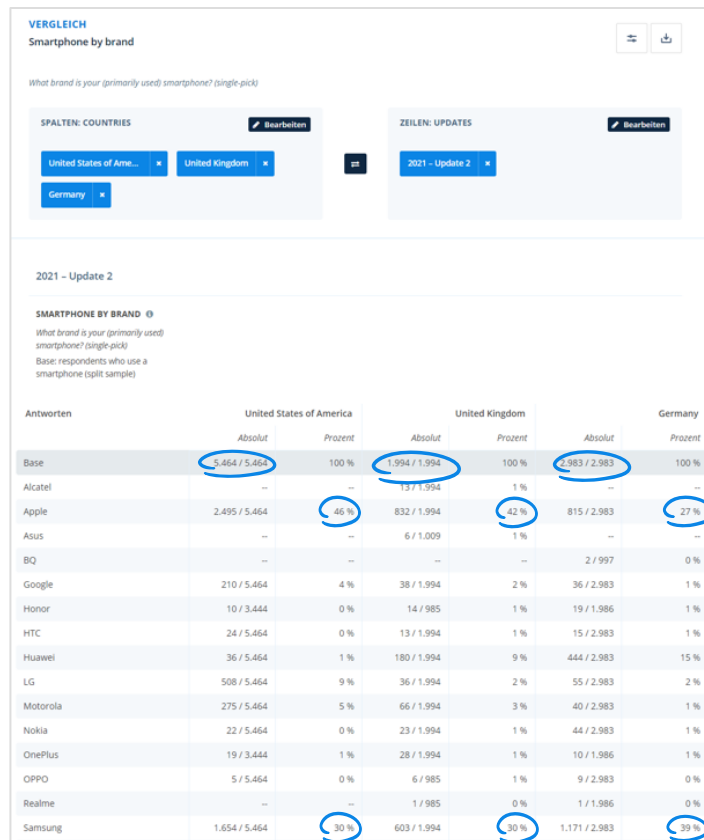
Edit

Click **"Edit"** to add different countries to the analysis. You can select as many countries as you like.

Competitor analysis: brand comparison

Analysis of the smartphone brands category in the USA

Which smartphone brands are used in the U.S. compared to the U.K. and Germany?



Absolute

In the USA, **5,464** respondents answered this question. In the UK, there were **1,994** respondents, and in Germany, **2,983** people were surveyed on this question.

Result

Apple usage is highest in the U.S. (**46%** or also **2,495** people) and lowest in Germany (**27%**). In the UK, **42%** of respondents use the Apple brand.

Samsung has the highest usage in Germany with **39%** (**1,171** people). **30%** of respondents in both the US and the UK use the Samsung brand.


Competitor analysis: brand comparison

Comparison of smartphone brand usage with other countries and over time

How has smartphone brand usage evolved over time in the U.S. and other countries?


COMPARISON
Smartphone by brand

What brand is your (primarily used) smartphone? (single-pick)


COLUMNS: COUNTRIES 

United States of Ame... x Germany x

United Kingdom x

ROWS: UPDATES 

2021 - Update 2 x



View

Switch between **updates** and **countries** in the **comparison** view.

Selection


You can now select **multiple updates** and deselect or add countries.

Updates

Four updates are made every year. Thus, you can analyze changes within one year or compare values of different years and thus see tendencies.


COMPARISON
Smartphone by brand

What brand is your (primarily used) smartphone? (single-pick)

COLUMNS: UPDATES 


2021 - Update 2 x 2020 - Update 2 x

2019 - Update 2 x

ROWS: COUNTRIES 

United States of Ame... x Germany x

United Kingdom x



Competitor analysis: brand comparison

Comparison of smartphone brand usage with other countries and over time

How has smartphone brand usage evolved over time in the U.S. and other countries?

Answers	2020 – Update 2	2019 – Update 2	2021 – Update 2
Base	100%	100%	100%
Apple	44%	47%	46%
BlackBerry	0%	0%	--
Google	3%	3%	4%
Honor	--	--	0%
HTC	0%	1%	0%
Huawei	0%	0%	1%
Lenovo	--	0%	--
LG	10%	10%	9%
Microsoft	0%	0%	--
Motorola	6%	4%	5%
Nokia	0%	0%	0%
OnePlus	--	--	1%
OPPO	0%	0%	0%
Samsung	32%	30%	30%
Sony	0%	0%	0%
Xiaomi/Mi	0%	0%	0%
ZTE	1%	2%	1%

Results table 1

Apple smartphone usage is relatively stable in the US. In the 2nd half of 2019, usage was **47%** of respondents. By the end of 2020, the share was **44%**, and in 2021, it rose again slightly to **46%**.

Results table 2

In the UK, the picture is similar over time. There, the use of Apple smartphones was **40%** in 2019. In the 2nd half of 2020, the figure rose to **43%** and at the end of 2021, it dropped to **42%**.

Results table 3

In Germany, on the other hand, the use of Apple smartphones increased over the years. In the 2nd half of 2019, **22%** of respondents used Apple smartphones, and by the end of 2021, this share had risen to **27%**.

User profile

Comparison of smartphone brand usage with other countries and over time

What is the demographic profile of Apple vs. Samsung smartphone users?

ROWS

Smartphone by brand

Respondents in your selection: 34.276

Clear all

Smartphone	
Smartphone owner	+
Smartphone user (2018 only)	+
Smartphone user	+
Smartphone acquisition	+
Smartphone by brand	+
Smartphone by brand (selection)	+
Smartphone by operating system	+
iOS vs. Android	+

Characteristics & demographics	
Survey period	
Demographics	
Gender	+
Age (basic)	+
Age (10-years brackets)	+
Age (5-year brackets)	+
Age (life stages)	+

Clear all

Click the "**Clear all**" button to reset the selected items

Survey items

Select the "**Smartphone**" category. Click on "**Smartphone by brand**" and on the subcategory "**iOS vs. Android**".

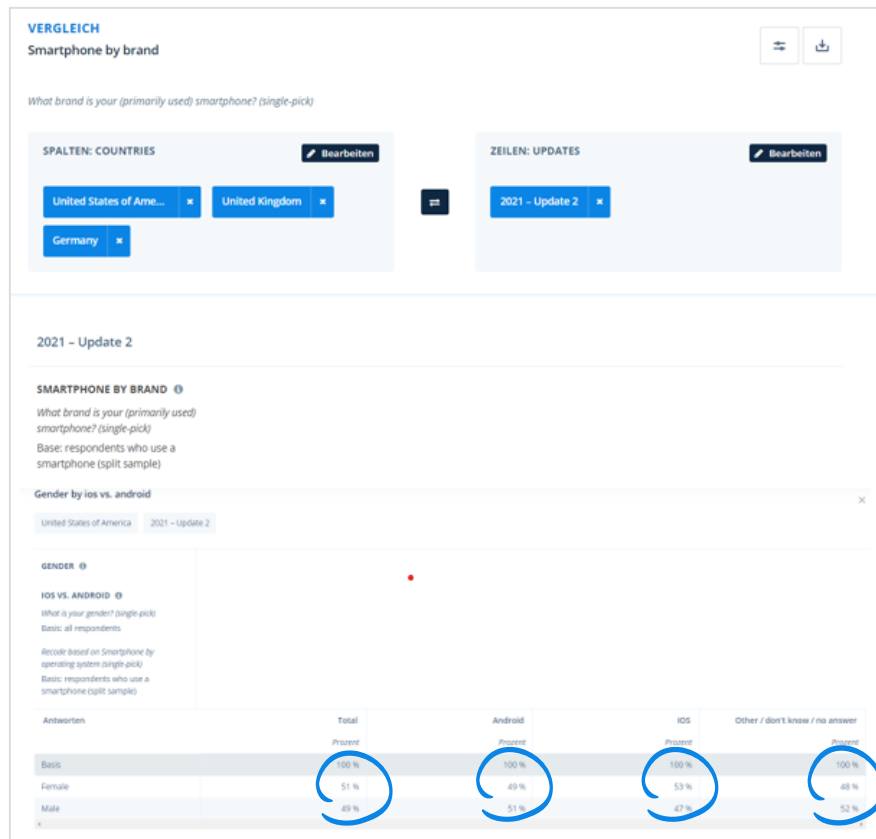
Characteristics & demographics

Select the desired criteria for the user profile in the **Characteristics & Demographics** section. For example, select the gender, age (basic), household income (low, medium, high), community size, and many more.

User profile

Smartphone brands compared in the USA

The following compares the survey item smartphone brands between men and women in the United States.



Android

Android is used by more men than women (**51% vs. 49%**).

Total

Overall, more women than men participated in this survey (**51% vs. 49%**).

IOS

IOS is mainly used by women (**53% vs. 47%**).

Other/ don't know/ no answer

Of those who answered other, don't know, or no response, **48%** are women and **52%** are men.



**FURTHER SPECIAL
FEATURES**

Industries and topics

Find a suitable topic for your analysis

Explore more than **50 industries and topics** from the online and offline world. From social media to mobility to smart home, travel and much more.





Within the industry, select the topic of most interest to you and gather comprehensive market insights.

[Overview](#) [Getting started](#) [Countries & Territories](#) [Industries & Topics](#) [Content Specials](#) [Brand Reports](#) [Releases](#) [Methodology](#)

INDUSTRIES & TOPICS

Choose your topic

MARKETING & SOCIAL MEDIA <ul style="list-style-type: none">Customer JourneySocial media and word of mouthWebsites and apps	ECOMMERCE & RETAIL <ul style="list-style-type: none">Shopping behaviorRetail and FMCGOnline shopping	FOOD & NUTRITION <ul style="list-style-type: none">Diets and nutritionGrocery shoppingOnline grocery shoppingSmoking	INTERNET & DEVICES <ul style="list-style-type: none">SmartphoneInternet access at homeMobile internet access
MEDIA & DIGITAL MEDIA <ul style="list-style-type: none">Radio and digital musicPrint media and ePublishingTV and video on demandVideo games	HOUSING & HOUSEHOLD EQUIPMENT <ul style="list-style-type: none">Consumer electronicsHousehold appliancesSmart home devices	MOBILITY <ul style="list-style-type: none">Car ownership and purchaseSmart car featuresMobility services	FINANCE <ul style="list-style-type: none">Personal financeFinance product ownership/usagePrimary bankBanking and financial servicesOnline and mobile payment
INSURANCE <ul style="list-style-type: none">Insurance ownershipCar insuranceHome insurance	HEALTH <ul style="list-style-type: none">Personal health and medication purchaseeHealth	TRAVEL <ul style="list-style-type: none">Private and business travelTravel productseTravel	SERVICES & ESERVICES <ul style="list-style-type: none">Usage and bookingsProfessional trainingEvent ticket bookingsFood deliveryOnline datingFitness & health services




Content Specials

Additional survey data on exciting subtopics

Discover our content specials. You will find them right under the sectors and topics.


Select a Content Special



OTC & Pharmaceuticals

This survey provides insight into health-related topics, such as eHealth, medical cannabis and CBD, and mental health. It lets you compare pre- and post-pandemic data from 2019 and 2021. Explore the purchasing and usage habits of OTC products for colds, skin disorders, pain, sleep disorders and digestive problems. In addition, the study gives valuable consumer insights on health trends and more than 100 healthcare brands.


[Read more](#)



Beauty & Cosmetics

This study sheds light on the beauty market from the perspective of female consumers. It shows attitudes, spendings, product preferences and brand loyalty in the areas of decorative cosmetics, facial care. It also includes beauty and self-care tech and natural cosmetics.

[Read more](#)



European Football Benchmark 2021

A close-up of clubs, sponsors and fans in 2021. The Statista European Football Benchmark lets you compare fan

OTC & Pharmaceuticals

Luxury Shopping

Cancel Culture

Finance & Assets

Coronavirus/Covid-19

Travel & Tourism

Cybersecurity & Cloud

Luxury & Counterfeiting

Beauty & Cosmetics

Sustainable Consumption

Digital Lifestyles

Pets

Toys and Games

Tech Giants & Digital Services

Media, Sports & Lifestyle

European Football Benchmark 2021

Holiday Special

Purchase Channels

Motorcycles & Scooters

Food & Hot Drinks

European Football Benchmark 2018

Restaurants & Beverages

Choose a Content Special

In addition to the main study, **exclusive additional survey data** on interesting subtopics is offered for customer-specific industry and topic analyses.

The topic-specific samples provide both a **basic overview and deep insights into specific markets.**

Brand Reports

Track brands and trends

You can find our Brand Reports below the Content Specials.

Get to know customers through survey data **on usage, behaviors and attitudes, opinions and preferences** across countries and industries.

BRAND REPORTS

Track brands and trends

The Global Consumer Survey covers more than 11,500 brands in the online and offline world. Find out which brands are market leaders and track changes over time with updated data throughout the year.

[View all Brand Reports](#)

BRAND REPORT

Video on demand:
Netflix in the
United States
Brand Report

2021

statista

Video-on-Demand:
Netflix Brand Report
(United States)

BRAND REPORT

Social networks:
TikTok in the
United States
Brand Report

2021

statista

Social Networks: TikTok
Brand Report (United
States)

BRAND REPORT

Digital music:
Spotify in the
United States
Brand Report

2021

statista

Digital Music: Spotify
Brand Report (United
States)

BRAND REPORT

Wearables:
Apple in the
United States
Brand Report

2021

statista

Wearables: Apple
Brand Report (United
States)

BRAND REPORT

Headphones:
Bose in the
United States
Brand Report

2021

statista

Headphones: Bose
Brand Report (United
States)

BRAND REPORT

Online payment:
Alipay in China
Brand Report

2021

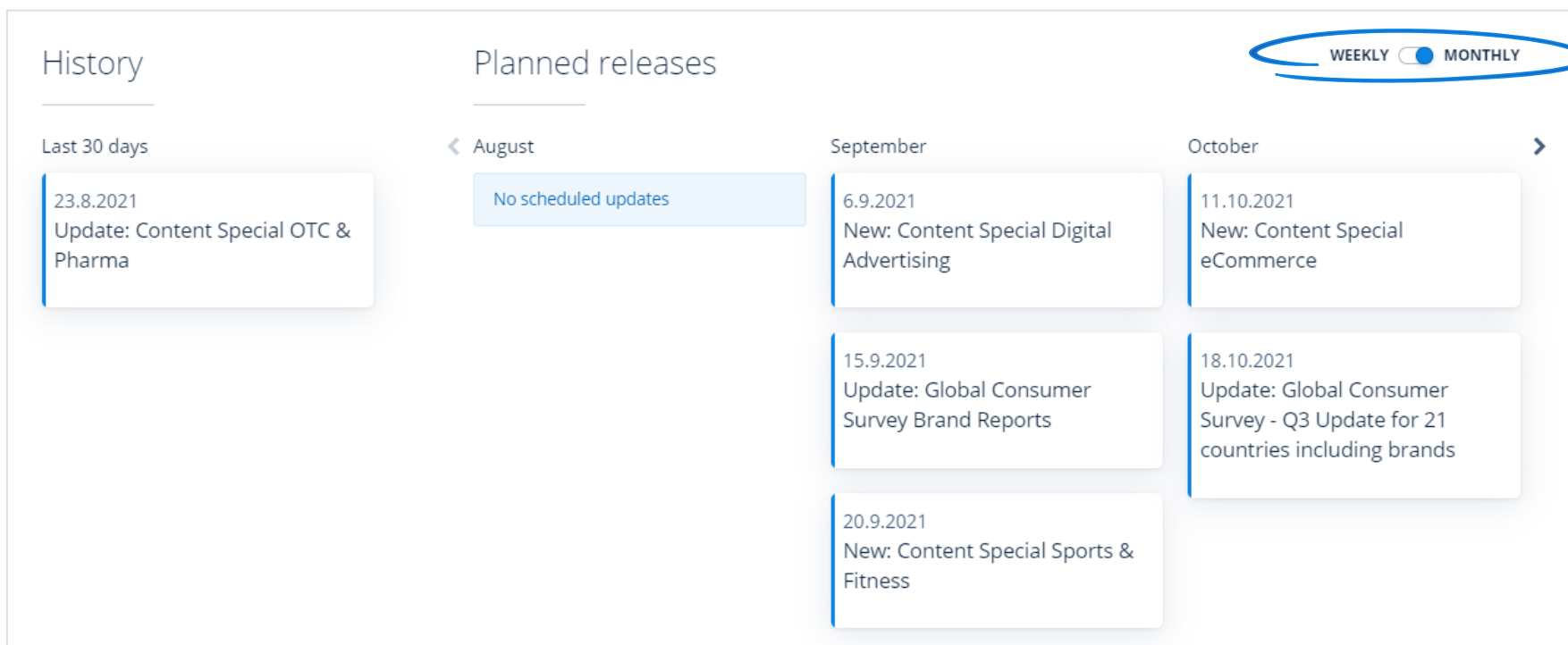
statista

Online Payment: Alipay
Brand Report (China)

Releases

All upcoming updates at a glance

To keep you up to date, we have collected **all planned updates** of the Global Consumer Survey in a calendar for you. Here you can discover all upcoming news in either a monthly or a weekly view.





**FOUND
NOTHING YET?**

AskStatista - our premium 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



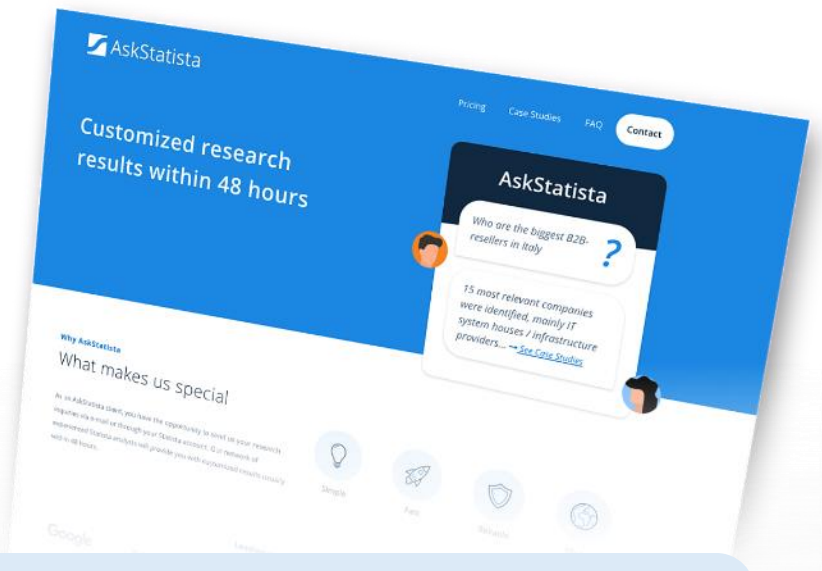
Product, price & competitor analyses



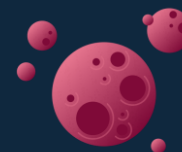
Company & SWOT analysis



Simple market and price modeling



→ Are you interested? Then make your enquiry now: kundenservice@statista.com



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Account Management

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