









# Approaches of our Market Insights

|  |  <b>Advertising &amp; Media Market Insights (AMI)</b>                         |  <b>Consumer Market Insights (CMI)</b>  |  <b>Country Insights (CI)</b>  |  <b>Digital Market Insights (DMI)</b>  |  <b>Health Market Insights (HMI)</b>  |  <b>Industrial Market Insights (IMI)</b>                  |  <b>Mobility Market Insights (MMI)</b>  |  <b>Technology Market Insights (TMI)</b>   |
|--|--|--|---|---|--|--|--|---|
| <b>Industries</b>                          | Advertising & media, online and offline  | Consumer markets – all retail channels   | General economic data   | Digital markets, mostly consumer-focused  | Life science & healthcare industry   | General industry data  | Mobility services, travel, cars & motorbikes   | Technology markets, mostly IT- and tele-communication-focused   |
| <b>B2B<sup>1</sup>/ B2C<sup>2</sup></b>    | B2B & B2C  | B2C  | -   | B2C, partially B2B  | B2B & B2C  | B2B & B2C  | B2B & B2C  | B2B & B2C   |
| <b>Approaches</b>                          | <ul style="list-style-type: none"> <li>Aggregates company revenues as well as consumer survey data</li> <li>Validation using data from associations</li> </ul> | <ul style="list-style-type: none"> <li>Focus on survey data, trade and production data, company data and consumer spending</li> <li>Validation using consumer spending data, third-party studies and associations</li> </ul> | <ul style="list-style-type: none"> <li>Aligns data and definitions from statistical institutions in order to make data comparable</li> <li>Standardizes currency if necessary</li> <li>Validation using data from other Outlooks</li> </ul> | <ul style="list-style-type: none"> <li>Models revenue per user and numbers of users</li> <li>Models revenue per user and users based on consumer survey and company data</li> <li>Validation using company data, association data, &amp; survey data</li> </ul> | <ul style="list-style-type: none"> <li>Aggregates company data as well as consumer survey data</li> <li>Validation using data from associations and third-party studies</li> </ul> | <ul style="list-style-type: none"> <li>Aligns data and definitions from statistical institutions in order to make data comparable</li> </ul> | <ul style="list-style-type: none"> <li>Passenger cars &amp; motorcycles: extracts public data (Eurostat), association data, and manufacturer data (often through new car registrations)</li> <li>Travel &amp; mobility: see CMI &amp; DMI</li> </ul> | <ul style="list-style-type: none"> <li>Aggregates company data, as well as trade and consumer survey data</li> <li>Validation using data from associations and third-party studies</li> </ul> |
| <b>Main sources</b>                        | GCS <sup>3</sup> , company data, third-party studies, local associations, financial statements   | Consumer spending, third-party studies, GCS, associations  | Statistical institutions, World Bank, IMF <sup>4</sup> , ITU <sup>5</sup> , UN <sup>6</sup> , GCS, DMI  | GCS, associations, company data, news, third-party estimates, financial statements  | Financial statements, third-party studies, WHO, OECD, association data   | Statistical offices  | Association data, statistical institutions, GCS, third-party studies   | Financial statements, third-party studies, economic data, trade data  |
| <b>Data ownership</b>                      | All data by Statista<br>Exception: some key market indicators  | All data by Statista<br>Exception: some key market indicators  | Status quo:<br>Aligned third-party data<br>Forecasts: Statista  | All data by Statista<br>Exception: some key market indicators   | All data by Statista<br>Exception: some key market indicators  | Status quo:<br>Aligned third-party data<br>Forecasts: Statista   | All data by Statista<br>Exception: some key market indicators  | All data by Statista<br>Exception: some key market indicators   |
| <b>Number of countries and territories</b> | 150+   | 150+   | 150+  | 150+  | 150+   | 50+  | 150+   | 150+  |

<sup>1</sup> Business to business – revenues are generated between two companies | <sup>2</sup> Business to consumer – revenues are generated by selling to private households/consumers | <sup>3</sup> Global Consumer Survey  
<sup>4</sup> International Monetary Fund | <sup>5</sup> International Telecommunication Union | <sup>6</sup> United Nations