

STATISTA FOR ACADEMIA

Empowering people with data

statista 



STATISTA FOR ACADEMIC INSTITUTIONS

Empowering academic success with data

Statista is a leading data platform, offering millions of data points from more than 40,000 reputable sources. Trusted by universities and researchers worldwide, we provide insights into consumers, markets, and trends on a global level – empowering academic success with reliable data for research and teaching.



1m+
statistics

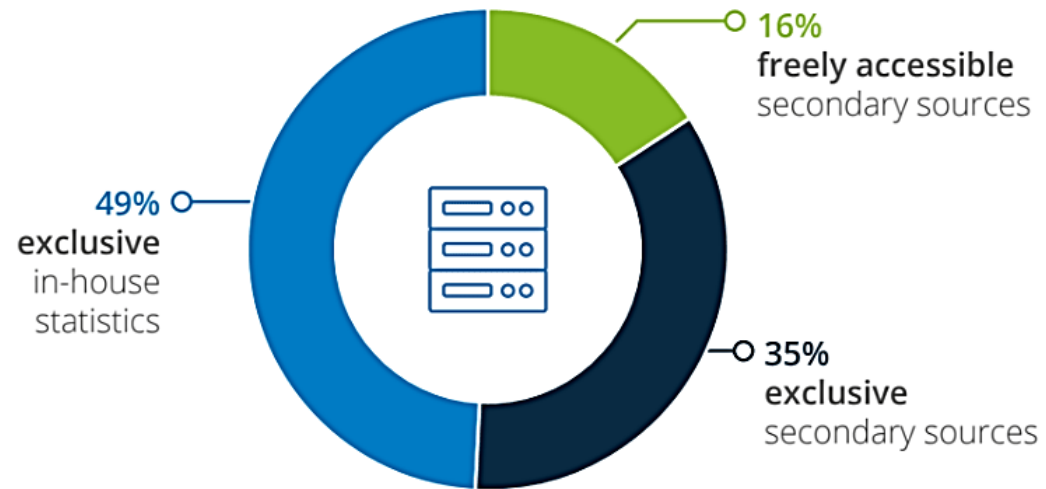
40k+
trusted sources

60k+
expert-curated
reports

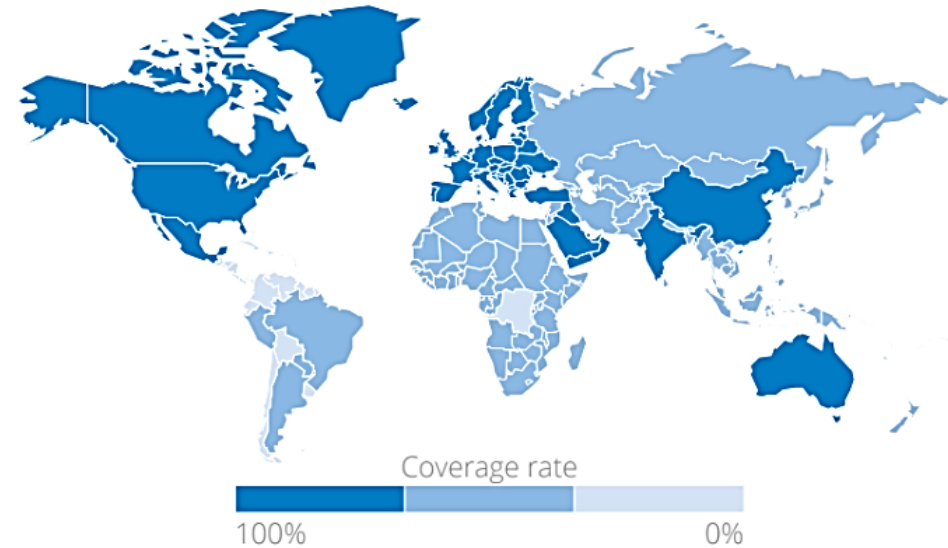
1k+
markets

3.5bn.+
consumers
represented

IN-HOUSE AND EXTERNAL DATA FROM > 40,000 SOURCES



>170 INDUSTRIES COVERED IN 150 COUNTRIES



Industry overview

Data on 170 industries in 150 countries

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

eCommerce

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

Economy & Politics

- Economy
- International
- Politics & Government

Energy & Environment

- Climate and Weather
- Emissions
- Energy
- Environmental Technology & Green Tech
- 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

Life

- Celebrities
- Family & Friends
- Love & Sex
- Personality & Behaviour
- Public and Religious Holidays

Media

- Audio
- Books & Publishing
- News
- TV, Video & Film
- Video Games & eSports

Metals & Electronics

- Aerospace & Defence 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 Behaviour
- Sports & Leisure
- Subscriptions & Direct Selling
- Supply Chain
- Wholesale

Services

- Business Services
- Skilled Labour

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

Transport & Logistics

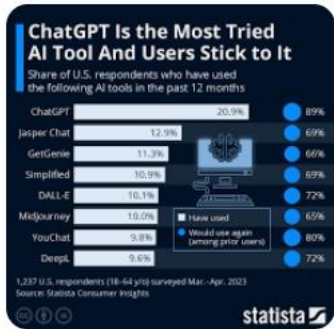
- Aviation
- Logistics
- Public Transport & Mobility Services
- Rail Transport
- Vehicles & Road Traffic
- Water Transport

Travel, Tourism & Hospitality

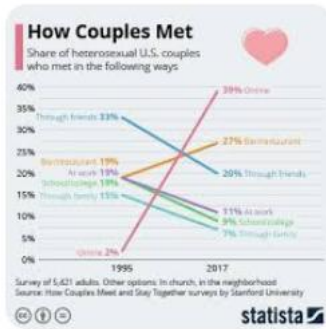
- Accommodation
- Business Travel
- Food & Drink Services
- Leisure Travel

INFOGRAPHICS

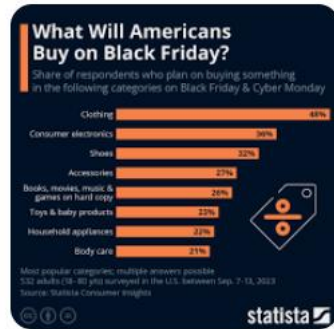
Easy and appealing visualization of topical events



Statista
Chart: ChatGPT Is the M...



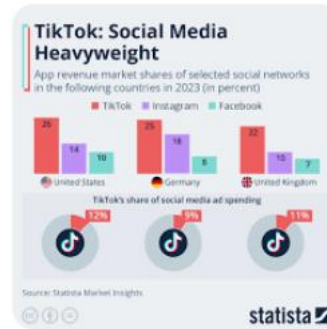
Facebook
Statista - Interesting info...



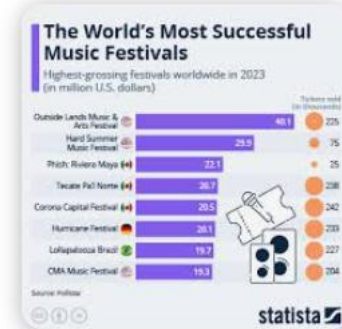
Statista
Chart: What Will Americ...



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Chart: Earth or Eco...



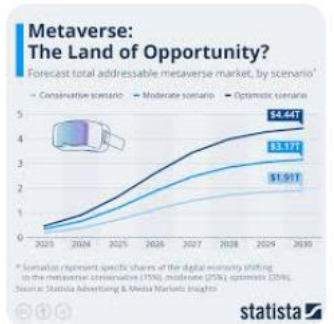
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Chart: TikTok: Social Me...



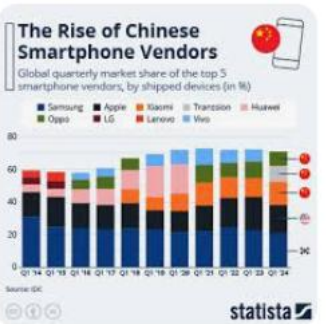
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Spotify Daily Data | Stati...



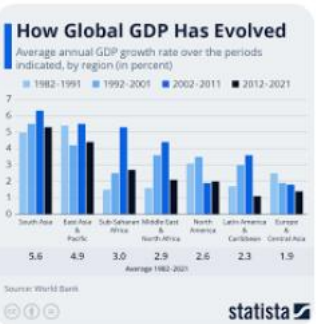
Statista
Chart: Top solutions for l...



Statista
Chart: Metaverse: The L...



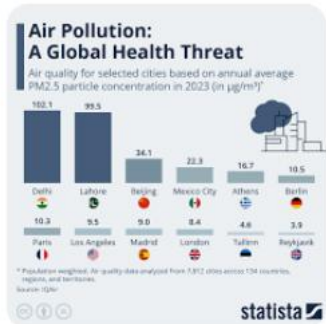
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Smartphone Daily Data ...



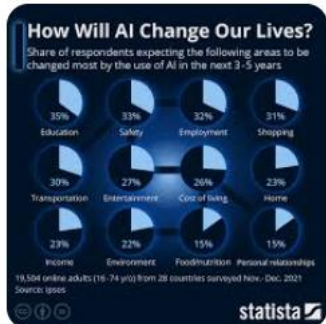
Statista
Chart: How Global GDP...



Statista
Google Daily Data | Stat...



Statista
Chart: Air Pollution: A GI...



Statista
Chart: How Will AI Chan...



Statista
Chart: The U.S. Domina...

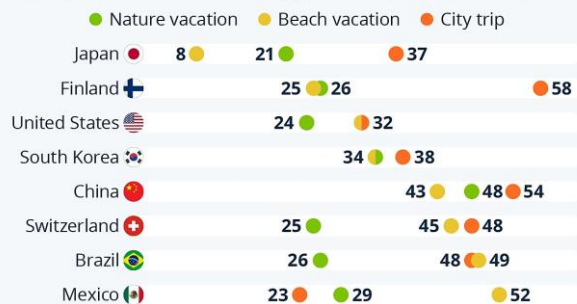
DAILY DATA

Global stories vividly visualized



Nature, Beach or City Trip? Where People Vacation

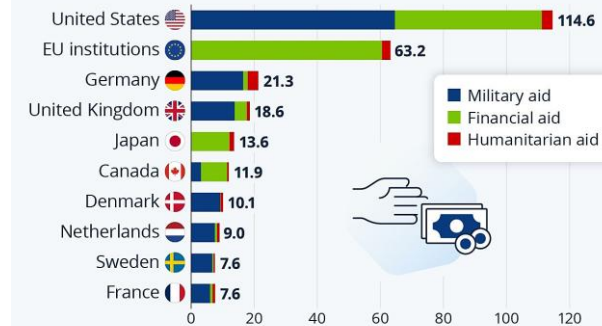
Share of respondents from selected countries who said they had taken the following private trips* (in percent)



* In the past 12 months
900-6,600 respondents per country surveyed Apr. 2024-Mar. 2025
Source: Statista Consumer Insights

U.S. Has Given Ukraine the Most Aid to Date

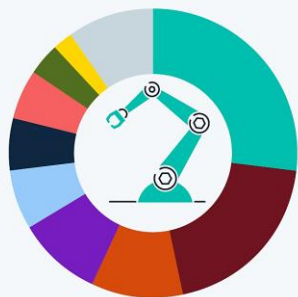
Countries allocating the most aid to Ukraine from Jan. 24, 2022 to Jun. 30, 2025 (in billion euros)



Source: IFW Kiel, Ukraine Support Tracker

Where Do Robots Work?

Share of revenue from industrial and service robots worldwide, by industry in 2025 (in percent)

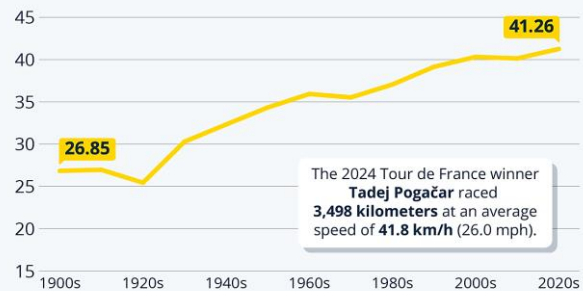


- 27.0 Medical field
- 19.8 Domestic services
- 10.3 Other service industry
- 9.3 Entertainment industry
- 6.7 Electric/electronic industries
- 5.8 Logistics
- 5.6 Automotive
- 3.8 Agriculture
- 2.0 Chemical industry
- 9.7 Others

Projection as of Mar. 2024
Source: Statista Market Insights

Tour de France: Too Fast To Be Clean?

Winner's average speed in the Tour de France since 1903, by decade (in kilometers per hour)*

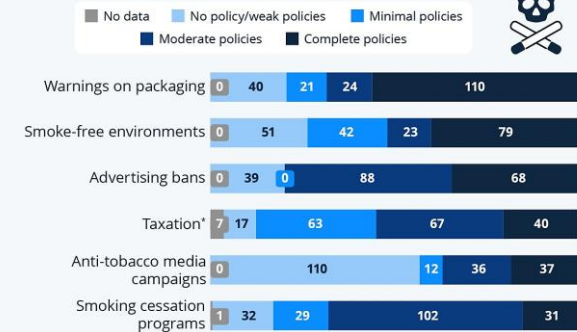


The 2024 Tour de France winner Tadej Pogačar raced 3,498 kilometers at an average speed of 41.8 km/h (26.0 mph).

* No Tours were held from 1915-1918 and 1940-1946
Source: BikeRacerInfo

The State of Tobacco Prevention

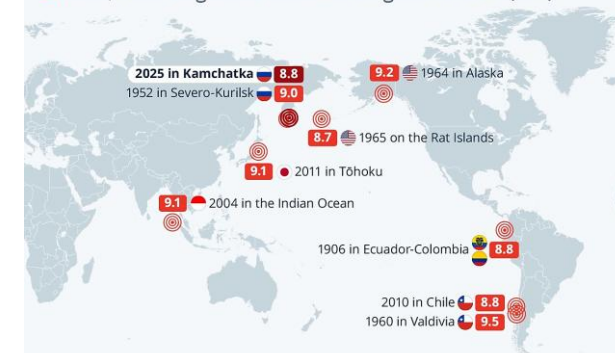
Number of WHO countries that had adopted the following tobacco control policies in 2024, by policy coverage



195 countries and territories analyzed
* Excluding Brunei
Source: WHO

The Most Powerful Quakes Are in the Ring of Fire

Most powerful earthquakes measured worldwide since 1900, according to the Moment Magnitude scale (Mw)



Source: United States Geological Survey (USGS)


REPORTS

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Politics & Society reports

Detailed information about political and social topics



Country & Region reports

All key figures about countries and regions

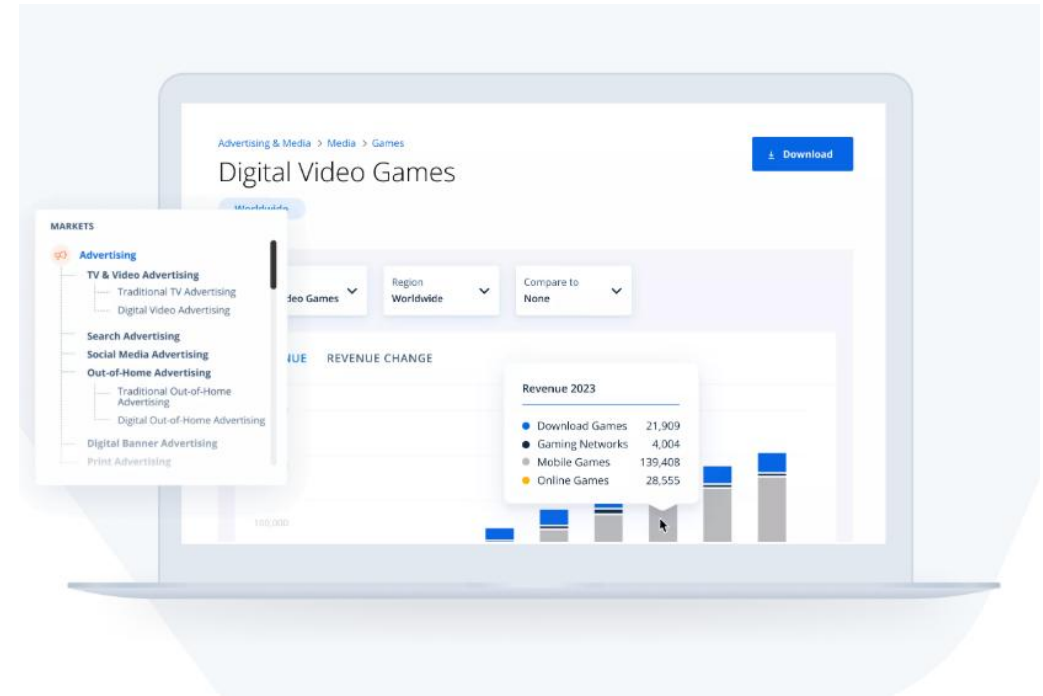
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MARKET INSIGHTS

Look into the future with our Market Insights

Our Market Insights cover a broad range of topics: From consumer goods to technology to mobility, we provide you with insights into future developments for each field. They contain everything you need for a full market analysis, such as key figures from the most important markets worldwide, including forecasts and relevant indicators.

- ✓ 1000+ markets
- ✓ 190+ countries and regions
- ✓ Up to 20 KPIs per market
- ✓ Proprietary forecast data for the next 5 years



The image shows the Statista website navigation bar and three category cards. The navigation bar includes 'Statistics', 'Insights', 'Research AI', 'Daily Data', 'Services', 'Solutions', and 'Prices & Access'. The 'Insights' menu item is circled in red. Below the navigation bar are three category cards: 'MARKET INSIGHTS' (with a green checkmark), 'CONSUMER INSIGHTS' (with a red exclamation mark), and 'ECOMMERCE INSIGHTS' (with a red exclamation mark). A red arrow points to the 'Insights' menu item.

MARKET INSIGHTS ✓
Market forecast and expert KPIs for 1000+ markets in 190+ countries & territories
[Explore Market Insights >](#)
[Consumer](#)
[eCommerce](#)
[Mobility](#)

CONSUMER INSIGHTS !
Insights on consumer attitudes and behavior worldwide
✓ 3,000,000+ interviews
✓ 15,000+ brands
[Explore Consumer Insights >](#)

ECOMMERCE INSIGHTS !
Detailed information for 39,000+ online stores and marketplaces
✓ 70+ KPIs per store
✓ Revenue analytics and forecasts
[Explore eCommerce Insights >](#)

CONSUMER TRENDS

Anticipate your customers' needs

CONSUMER INSIGHTS

Understand what drives consumers

Covering the offline and online world, the Statista Consumer Insights offers a global perspective on consumption and media usage. Understand what drives consumers from industries and markets worldwide.

AUDIENCES

Put **customers** first

BRANDS

Your **brand** is the real MVP



2,000,000+
interviews



56
countries &
territories



3.4bn.+
consumers
represented

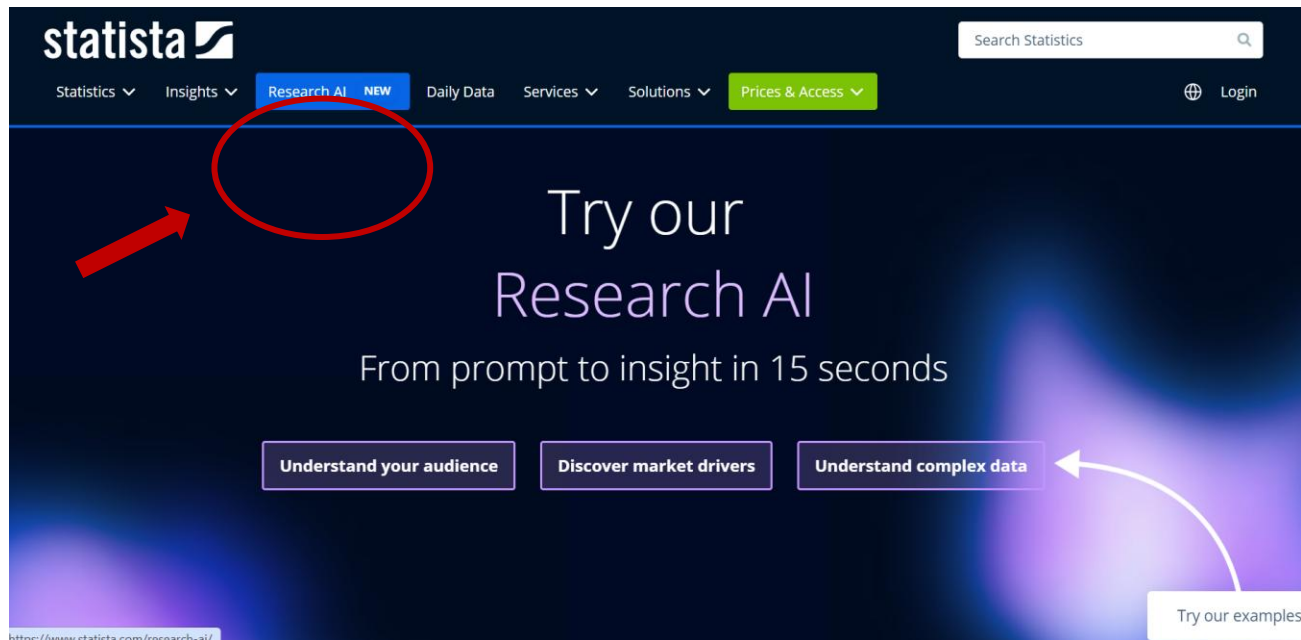


15,000+
international
brands



500+
industries &
topics

Fast, human-verified answers with our Research AI tool



What is the difference between Research AI and the Statista search?

Research AI uses advanced AI tools like Claude 3 Sonnet and Cohere's Large Language Model. This lets it understand user intent and give detailed, context-aware answers from a wide dataset.

Statista search, on the other hand, is keyword-based. It helps users find specific data points by showing a list of relevant content to guide them toward insights.

In short, Research AI explains, while Statista search points.

What you can access with **Statista's Campus License**



- **All-in-one data platform:** Gain access to millions of verified data points across an extensive range of industries, markets, and topics worldwide—all within one trusted platform.
- **Intuitive usage:** Easily access data through dynamic charts, in-depth reports, and interactive tools. Download, integrate, and customize data effortlessly to fit your workflow.
- **Research AI:** AI-powered research tool built on Statista's human-verified data.

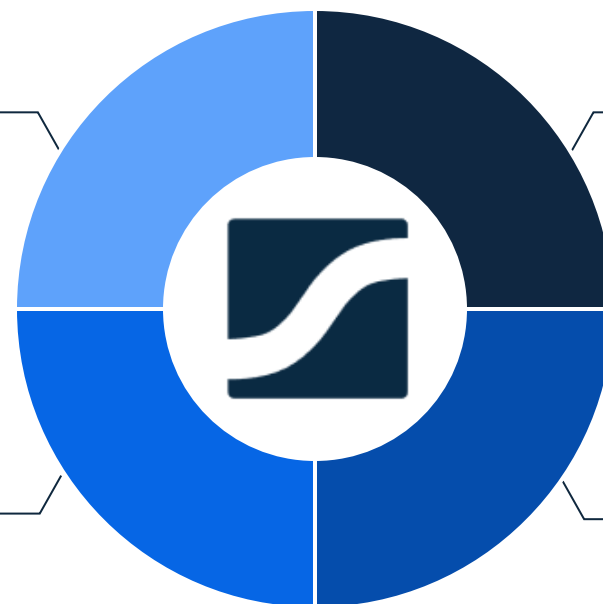
Products included in the Campus License

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- Industries & Markets
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- Statistics
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Studies
& reports

Statistics



Market Insights

Tools

- Digital
- Mobility
- Country
- Advertising & Media
- Technology
- Industrial
- Health
- Financial

- Publication Finder
- Business Plan Export

Providing regular usage reporting

Creating transparency for the clients

statista

Usage Report

USAGE REPORT: CORPORATE ACCOUNT

View until Apr 2018 - Apr 2018

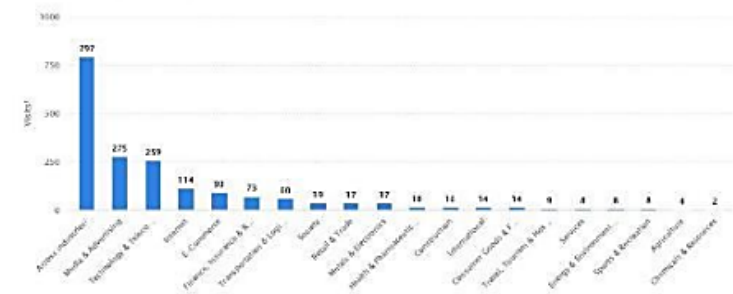


USAGE OVERVIEW
Total content visits within your account usage



Period	Visits*
May 2018	170
Jun 2018	167
Jul 2018	67
Aug 2018	42
Sep 2018	17
Oct 2018	140
Nov 2018	79
Dec 2018	173
Jan 2019	113
Feb 2019	113
Mar 2019	354
Apr 2019	195
Total	1,761

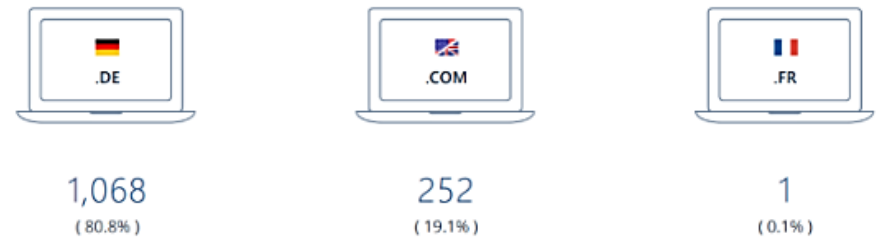
INDUSTRY OVERVIEW
Total visits by industry



TOP INDUSTRIES
Top industries by visits



PLATFORM OVERVIEW
Usage by platform



How Statista can help your institution

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

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Wide range of sources, ready to be cited

We provide full transparency with information on original sources and citations in all major formats—for every statistic.

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Statista's Research AI helps users quickly uncover relevant and checked data points, free from AI-generated inaccuracies.

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More than 2,000 universities rely on Statista. Be on par with the best-established academic institutions of the world.

