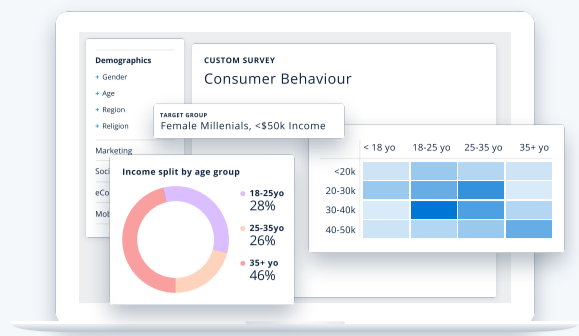


## CONSUMER INSIGHTS

# Understand what drives consumers



The **Consumer Insights** offer a global perspective on consumption and media usage, covering the offline and online world of the consumer. They are based on more than **2,000,000 online interviews conducted in 56 countries and territories**. Leverage the power of a panel with more than 80 million consumers.

Master consumers, brands and markets. With our Consumer Insights you get access to **streamlined market research tools** and all results of the exclusive Statista surveys. Leverage our data on consumers worldwide to make data-driven decisions and unlock new growth opportunities.



**2,000,000+**  
interviews



**56**  
countries &  
territories



**3.4bn.+**  
consumers  
represented



**15,000+**  
international  
brands



**500+**  
industries &  
topics

## Your Benefits

### Individualized Analysis

With the Consumer Insights tool, you can easily conduct your own analyses online in just a few clicks.

### Customized target groups

Combine any number of dimensions, such as demographic characteristics, values and attitudes, as well as consumption and media usage, to precisely define your target groups.

### Country and trend comparisons

Switch between different time frames and countries to create country and trend comparisons in more than 500 industries and topics.

### Representative and transparent data

The Consumer Insights are based on representative surveys of internet users worldwide. Continuous data updates\* allow tracking over time.

### Easy export of your results

Directly export your analyses' results for further use in Excel (CSV) and PowerPoint (PPTX).

### Exclusive survey data

Access a constantly growing selection of exclusive consumer survey data on the most relevant industries and topics, including results of the Consumer Insights Global survey, Brand KPI survey, and more.

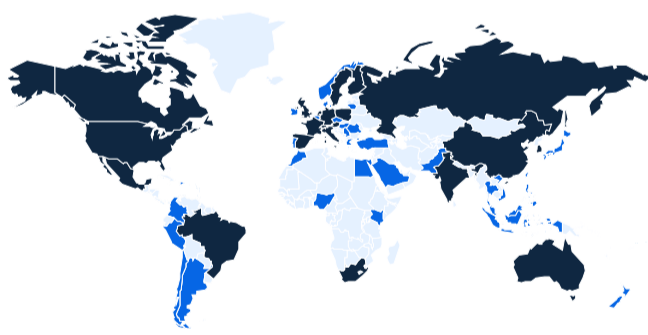
## INDUSTRIES & TOPICS

### Deep-dive into markets

Marketing & social media ■ eCommerce & retail ■ Food & nutrition  
Internet & devices ■ Media & digital media ■ Housing & household equipment ■ Mobility  
Finance ■ Insurance ■ Health ■ Travel ■ Services & eServices

## COUNTRIES & TERRITORIES

### Market coverage of the Consumer Insights Global survey



#### Extended survey

A total of 21 countries are included in the extended version of the Global survey. For each country, up to 60,000 consumers are interviewed per year in four waves.

#### Basic survey

The basic version of the Global survey is conducted in a total of 35 countries and territories. In each country, more than 2,000 people are interviewed per year.

## BRANDS

### Statista Consumer Insights cover more than 15,000 different brands

Selection of international brands covered

amazon.com



Booking.com



Lenovo

nest

NETFLIX



Nintendo

PayPal

SAMSUNG

SONY

Spotify



Uber



Discover the Statista Consumer Insights now

[→ Click here for further information](#)

\* The Consumer Insights Global survey is updated in four waves throughout the year.