INDUSTRIES & MARKETS

Statista Market Insights: elements & methodology

Market Insights
by statista

Agenda

CHAPTER 1

About Market Insights

Statista Market Insights offer industry-specific data and key insights across 1000+ markets

About Statista Market Insights

What are the Statista Market Insights?

Statista Market Insights provides essential market indicators, independent forecasts, and detailed insights into the most relevant B2C and B2B markets for over 150 countries. The availability of market data is often inconsistent in terms of form, scope, and segmentation, making it challenging to obtain reliable comparisons between different datasets. Our objective is to streamline your research and planning processes by offering comprehensive datasets with clearly defined market scopes.

We have developed the Statista Market Insights tool by leveraging resources from the Statista platform, conducting in-house market research, and leveraging the expertise of our analysts. Our team evaluates the status quo of the markets, tracks emerging trends, and provides an independent forecast regarding market developments.

Our tool offers data on various figures such as revenue, volume, price, users, penetration rate, spending, and market share, which are easily accessible on the platform and downloadable in multiple formats. We update data for each market at least twice a year and prepare comprehensive reports for all markets, providing an extensive overview of the latest trends and the current state of the market.

In summary, Statista Market Insights is a vital tool for market analysts, providing reliable and up-to-date data for informed decision-making. Our user-friendly platform and expert analysis enable you to stay ahead of the competition in your respective markets.

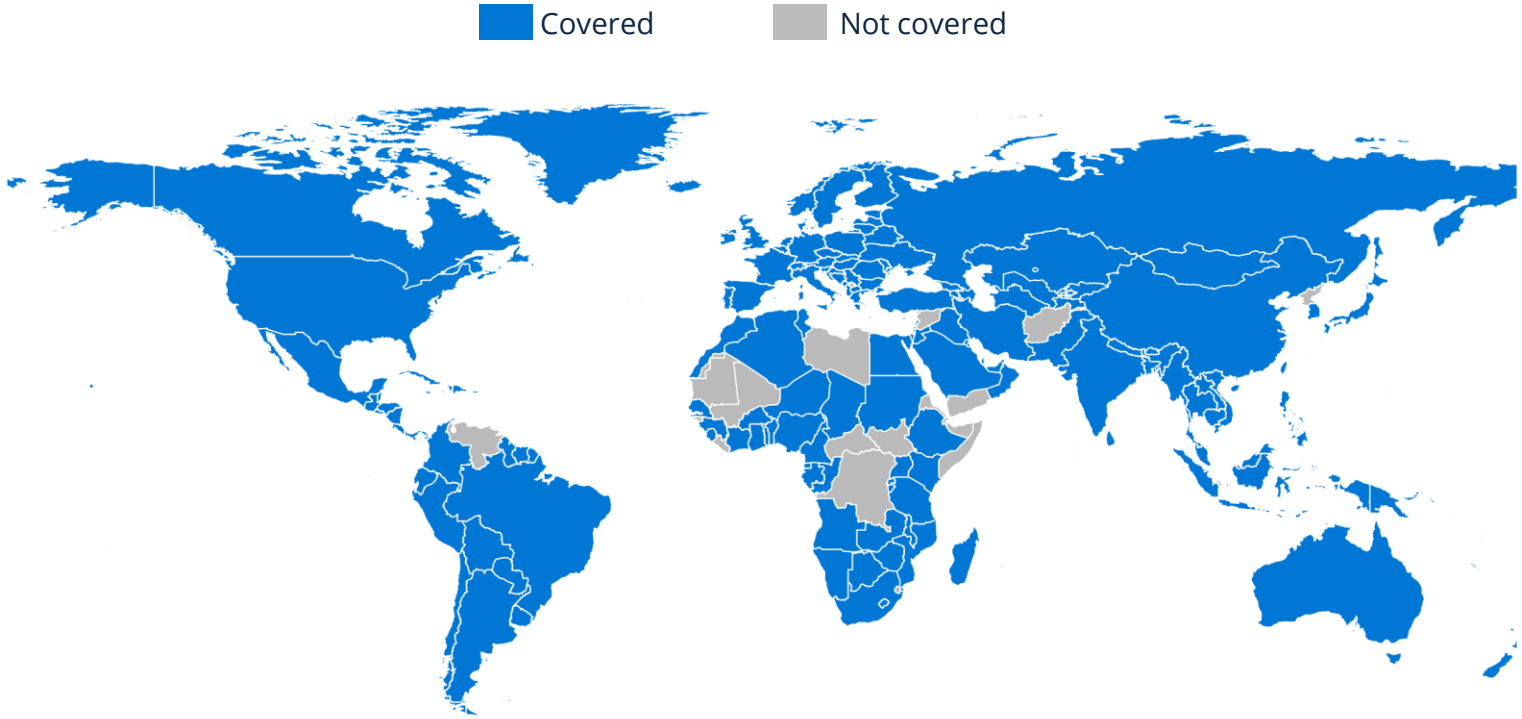
Market Insights by statista

Sources: Statista Market Insights

Statista Market Insights covers 190+ countries and territories

Country and territory coverage (1/6)

Statista Market Insights coverage



Sources: Statista Market Insights

Statista Market Insights covers 150+ countries and 40+ geographic and political regions

Country and territory coverage (2/6)

Europe

Southern Europe
Albania
Bosnia and Herz.
Croatia
Cyprus
Greece
Italy
North Macedonia
Malta
Montenegro
Portugal
Serbia
Slovenia
Spain
Turkey

Eastern Europe
Armenia
Azerbaijan
Belarus
Bulgaria
Georgia
Moldova
Romania
Russia
Ukraine

Central & Western Europe
Austria
Belgium
Czechia
France
Germany
Hungary
Ireland
Luxembourg
Netherlands
Poland
Slovakia
Switzerland
United Kingdom

Northern Europe
Denmark
Estonia
Finland
Iceland
Latvia
Lithuania
Norway
Sweden

Americas

South America
Argentina
Bolivia
Brazil
Chile
Colombia
Ecuador
Guyana
Paraguay
Peru
Suriname
Uruguay

Central America
Belize
Costa Rica
El Salvador
Guatemala
Honduras
Nicaragua
Panama

North America
Canada
Mexico
United States

Caribbean
Cuba
Dominican Republic
Haiti
Jamaica
Puerto Rico

Sources: Statista Market Insights

Statista Market Insights covers 150+ countries and 40+ geographic and political regions

Country and territory coverage (3/6)

Asia

South Asia
Bangladesh
Bhutan
India
Nepal
Pakistan
Sri Lanka

West Asia
Bahrain
Iran
Iraq
Israel
Jordan
Kuwait
Lebanon
Oman
Qatar
Saudi Arabia
United Arab Emirates

Southeast Asia
Brunei Darussalam
Cambodia
Indonesia
Laos
Malaysia
Myanmar
Philippines
Singapore
Thailand
Timor-Leste
Vietnam

East Asia
China
Hong Kong
Japan
Mongolia
South Korea
Taiwan

Central Asia
Kazakhstan
Kyrgyzstan
Tajikistan
Turkmenistan
Uzbekistan

Australia & Oceania
Australia
Fiji
New Zealand
Papua New Guinea

Africa

North Africa
Algeria
Egypt
Morocco
Sudan
Tunisia

Central Africa
Angola
Cameroon
Chad
Equatorial Guinea
Gabon
Republic of the Congo

West Africa
Benin
Burkina Faso
Gambia
Ghana
Guinea
Ivory Coast
Niger
Nigeria
Senegal
Sierra Leone
Togo

Southern Africa
Botswana
Lesotho
Mauritius
Namibia
South Africa

East Africa
Burundi
Ethiopia
Kenya
Madagascar
Malawi
Mozambique
Rwanda
Seychelles
Tanzania
Uganda
Zambia
Zimbabwe

Sources: Statista Market Insights

From ASEAN to NAFTA: Broad political coverage of our dataset

Country and territory coverage (4/6)

ASEAN
Brunei Darussalam
Cambodia
Indonesia
Laos
Myanmar
Philippines
Singapore
Thailand
Vietnam

Nordics
Denmark
Finland
Iceland
Norway
Sweden

Baltics
Estonia
Latvia
Lithuania

Benelux
Belgium
Luxembourg
Netherlands

GCC
Bahrain
Kuwait
Oman
Qatar
Saudi Arabia
UAE(1)

BRICS
Brazil
China
India
Russia
South Africa

CIS
Armenia
Azerbaijan
Belarus
Kazakhstan
Kyrgyzstan
Moldova
Russia
Tajikistan
Uzbekistan

D-A-CH
Austria
Germany
Switzerland

EAEU
Armenia
Belarus
Kazakhstan
Kyrgyzstan
Russia

EU-27
Austria
Belgium
Bulgaria
Croatia
Cyprus
Czechia
Denmark
Estonia
Finland
France
Germany
Greece
Hungary
Ireland
Italy
Latvia
Lithuania
Luxembourg
Malta
Netherlands
Poland
Portugal
Romania
Slovakia
Slovenia
Spain
Sweden

G7
Canada
France
Germany
Italy
Japan
United Kingdom
United States

G20
Argentina
Australia
Austria
Belgium
Brazil
Bulgaria
Canada
China
Croatia
Cyprus
Czechia
Denmark
Estonia
Finland
France
Germany
Greece
Hungary
India
Indonesia
Ireland
Italy
Japan
Latvia
Lithuania
Luxembourg
Malta
Mexico
Netherlands
Poland
Portugal
Romania
Russia
Saudi Arabia
Slovakia
Slovenia
South Africa
South Korea
Spain
Sweden
Turkey
United Kingdom
United States

NAFTA
Canada
Mexico
United States

Notes: (1) United Arab Emirates

Sources: Statista Market Insights

Extensive regional representation in APAC, EMEA, LATAM and MENA

Country and territory coverage (5/6)

APAC
Australia
Bangladesh
Bhutan
Brunei Darussalam
Cambodia
China
Fiji
India
Indonesia
Japan
Laos
Malaysia
Mongolia
Myanmar
Nepal
New Zealand
Pakistan
Papua New Guinea
Philippines
Singapore
South Korea
Sri Lanka
Thailand
Timor-Leste
Vietnam

LATAM
Argentina
Belize
Bolivia
Brazil
Chile
Colombia
Costa Rica
Cuba
Dominican Republic
Ecuador
El Salvador
Guatemala
Guyana
Haiti
Honduras
Jamaica
Mexico
Nicaragua
Panama
Paraguay
Peru
Suriname
Uruguay

MENA
Algeria
Bahrain
Egypt
Iran
Iraq
Israel
Jordan
Kuwait
Lebanon
Morocco
Oman
Qatar
Saudi Arabia
Sudan
Tunisia
Turkey
UAE(1)

Notes: (1) United Arab Emirates

Sources: Statista Market Insights

Extensive regional representation in APAC, EMEA, LATAM and MENA

Country and territory coverage (6/6)

EMEA
Albania
Algeria
Angola
Armenia
Austria
Azerbaijan
Bahrain
Belarus
Belgium
Benin
Bosnia and Herz.
Botswana
Bulgaria
Burkina Faso
Burundi
Cameroon
Chad
Croatia
Cyprus
Czechia
Denmark
Egypt
Equatorial Guinea
Estonia
Ethiopia
Finland
France
Gabon
Gambia
Germany
Ghana
Greece
Guinea
Hungary
Iceland
Iran
Iraq
Ireland
Israel
Italy
Ivory Coast
Jordan
Kazakhstan
Kenya
Kuwait
Kyrgyzstan
Latvia
Lebanon
Lesotho
Lithuania
Luxembourg
Madagascar
Malawi
Malta
Mauritius
Moldova
Montenegro
Morocco
Mozambique
Namibia
Netherlands
Niger
Nigeria
North Macedonia
Norway
Oman
Poland
Portugal
Qatar
Republic of the Congo
Romania
Russia
Rwanda
Saudi Arabia
Senegal
Serbia
Seychelles
Sierra Leone
Slovakia
Slovenia
South Africa
Spain
Sudan
Sweden
Switzerland
Tajikistan
Tanzania
Togo
Tunisia
Turkey
Turkmenistan
Uganda
Ukraine
UAE(1)
United Kingdom
Uzbekistan
Zambia
Zimbabwe

Notes: (1) United Arab Emirates

Sources: Statista Market Insights

Statista Market Insights provides data across a wide range of sectors, supporting cross-industry analysis and strategic planning

Topics covered in Market Insights (1/3)

Global Indicators

Advertising & Media Markets

Industrial Markets

Mobility Markets

Market Insights

by statista

Financial Markets

eCommerce Markets

Consumer Markets

Technology Markets

Health Markets

Sources: Statista Market Insights

Statista Market Insights provides segmented data to support targeted analysis and industry-specific strategies

Topics covered in Market Insights (2/3)

Advertising & Media Markets
Advertising
App
AR & VR
eSports
Entertainment
Gambling
Media
Metaverse
Sports

Health Markets
Cannabis
Digital Health
Healthcare Providers
Medical Technology
Mental Health
OTC Pharmaceuticals
Pharmacies
Pharmaceuticals

Industrial Markets
Agriculture
Energy
Manufacturing
Mining

Technology Markets
Artificial Intelligence
Communication Services
Cybersecurity
Data Center
Internet of Things
IT Services
Public Cloud
Robotics
Semiconductors
Software

eCommerce Markets
Beauty & Personal Care
Beverages
Dating Services
DIY & Hardware Store
eCommerce
Electronics
eServices
Eyewear
Fashion
Food
Furniture
Household Essentials
Luxury Goods
Media
Online Education
Online Food Delivery
OTC Pharmaceuticals
Tobacco Products
Toys & Hobby

Sources: Statista Market Insights

Statista Market Insights provides segmented data to support targeted analysis and industry-specific strategies

Topics covered in Market Insights (3/3)

Financial Markets
Banking
Capital Raising
Commodities
Corporate Finance
Digital Assets
Insurances
Payments
Private Equity
Real Estate
Stocks
Wealth Management

Mobility Markets
Aircraft
Commercial Vehicles
Electric Vehicles
Micromobility
Motorcycles
Passenger Cars
Shared Mobility
Transportation & Logistics
Travel & Tourism

Consumer Markets
Accessories
Alcoholic Drinks
Apparel
Beauty & Personal Care
Consumer Electronics
DIY & Hardware Store
Eyewear
Food
Footwear
Furniture
Home & Laundry Care
Hot Drinks
Household Appliances
Luxury Goods
Non-Alcoholic Drinks
OTC Pharmaceuticals
Smart Home
Tissue & Hygiene Paper
Tobacco Products
Toys & Hobby

Global Indicators
Consumption Indicators
Digital & Connectivity Indicators
Health Indicators
Infrastructure Indicators
Macroeconomic Indicators
Socioeconomic Indicators

Sources: Statista Market Insights

CHAPTER 3

Market sizing

The methodology behind the market models: A step-by-step approach to ensure high-quality, data-driven market forecasts

Market sizing: Market modeling process

Research and Data Collection

Our international team systematically identifies and evaluates diverse data sources, including statistical offices, industry associations, public institutions, private research firms, financial data, and exclusive strategic partnerships.

Data Pre-processing

The data utilized in the models is ensured to be consistent and standardized. Outliers are removed through an algorithmic approach and missing data points are either estimated or further researched.

Modeling and Forecasting

Forecasting models are built using top-down, bottom-up, or hybrid approaches, supported by data science and machine learning techniques for scalability. Each model is tailored to reflect the unique dynamics of individual countries, using key market indicators and methodologies such as exponential smoothing.

Quality Assurance and Output

Plausibility and consistency checks are conducted on time series to ensure high-quality market analysis. The process also includes validations with external sources, and the model data is aggregated into indicators for the Statista platform.

Sources: Statista Market Insights

Three specialized modeling approaches to ensure flexible, accurate, and market-appropriate forecasts

Market sizing: Market modeling approaches – Top-Down, Bottom-Up & Hybrid

Modeling methodology is based on two core approaches: top-down and bottom-up, with a hybrid approach often applied to combine the advantages of both. These flexible methods enables to adapt to diverse data environments, market dynamics, and analytical objectives. The selection of an approach depends on factors such as data availability, market maturity, and the specific requirements of each analysis.

All models are customized to reflect the unique characteristics of the market, industry, and data landscape to ensure accuracy and relevance.

Top-Down Approach

The top-down approach begins with aggregated figures, such as global or regional market sizes, derived from financial reports, industry research, or macroeconomic data. These broad estimates are then allocated to countries or market segments based on relevant drivers, including GDP, digital adoption, and consumer spending patterns. This approach provides scalable and consistent estimates, particularly in situations where detailed local data is limited.

Bottom-Up Approach

The bottom-up approach constructs market estimates starting from detailed, country- or sub-market-level data, such as sales volumes, market penetration and local trends. These granular data points are aggregated to estimate the total market size. This approach is highly data-driven and effective for capturing specific market nuances when comprehensive local data is available.

A **hybrid** approach combines the top-down with bottom-up is sometimes employed. This enables us to align overarching market trends with localized insights, delivering estimates that are both robust and reflective of actual market conditions, even when data quality varies across regions.

Sources: Statista Market Insights

Top-down modeling approach for country-level insights

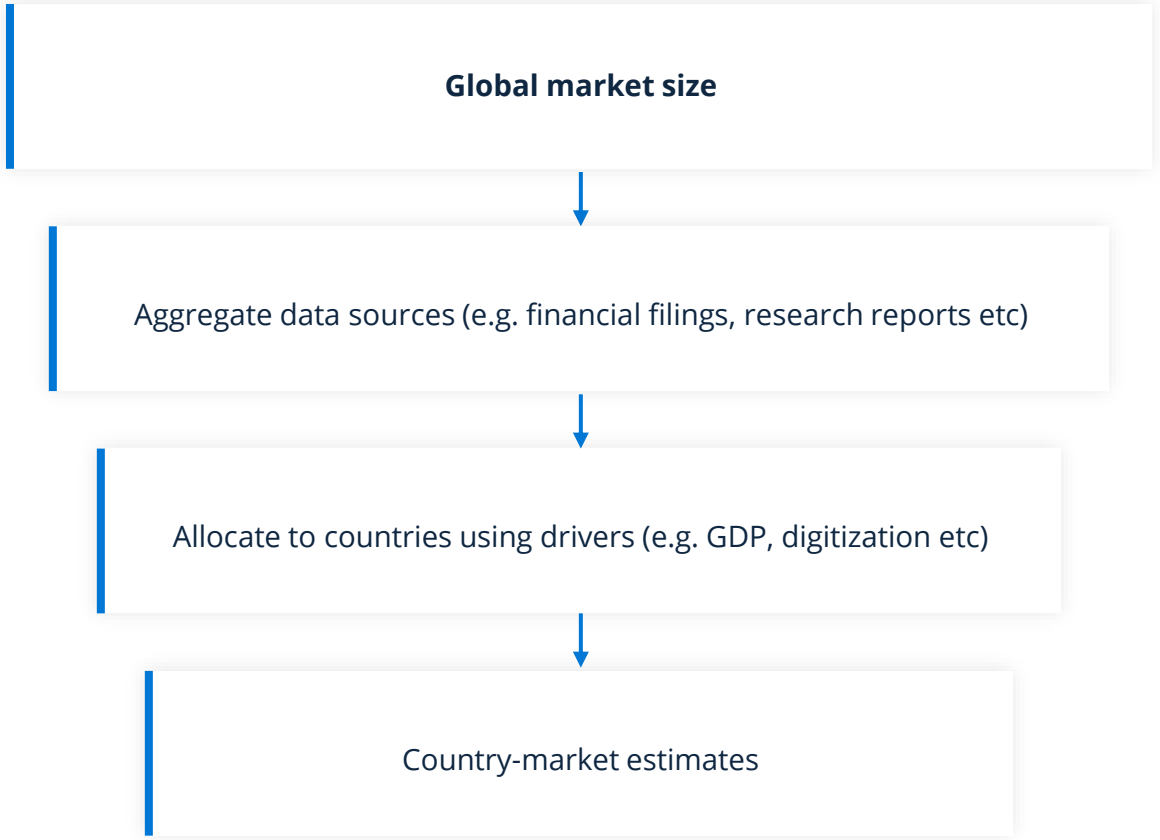
Top-Down Market Modeling Approach

What is top-down approach?

Top-down market modeling approach begins with estimating the total market size at the global (or regional level) and systematically breaking it down to individual countries using statistical modeling and driver-based allocation. This method ensures consistent, scalable market estimates—particularly useful when detailed local data is limited.

The approach draws on consolidated data from sources such as annual financial filings, third-party industry research, and international statistics. These aggregated figures are then distributed across countries based on relevant macroeconomic and industry-specific drivers—such as GDP, consumer spending, internet penetration, e-commerce adoption, and digitalization indices. The selection of drivers may vary depending on the market, and they are chosen not only for their statistical relationship with market size but also for their real-world relevance.

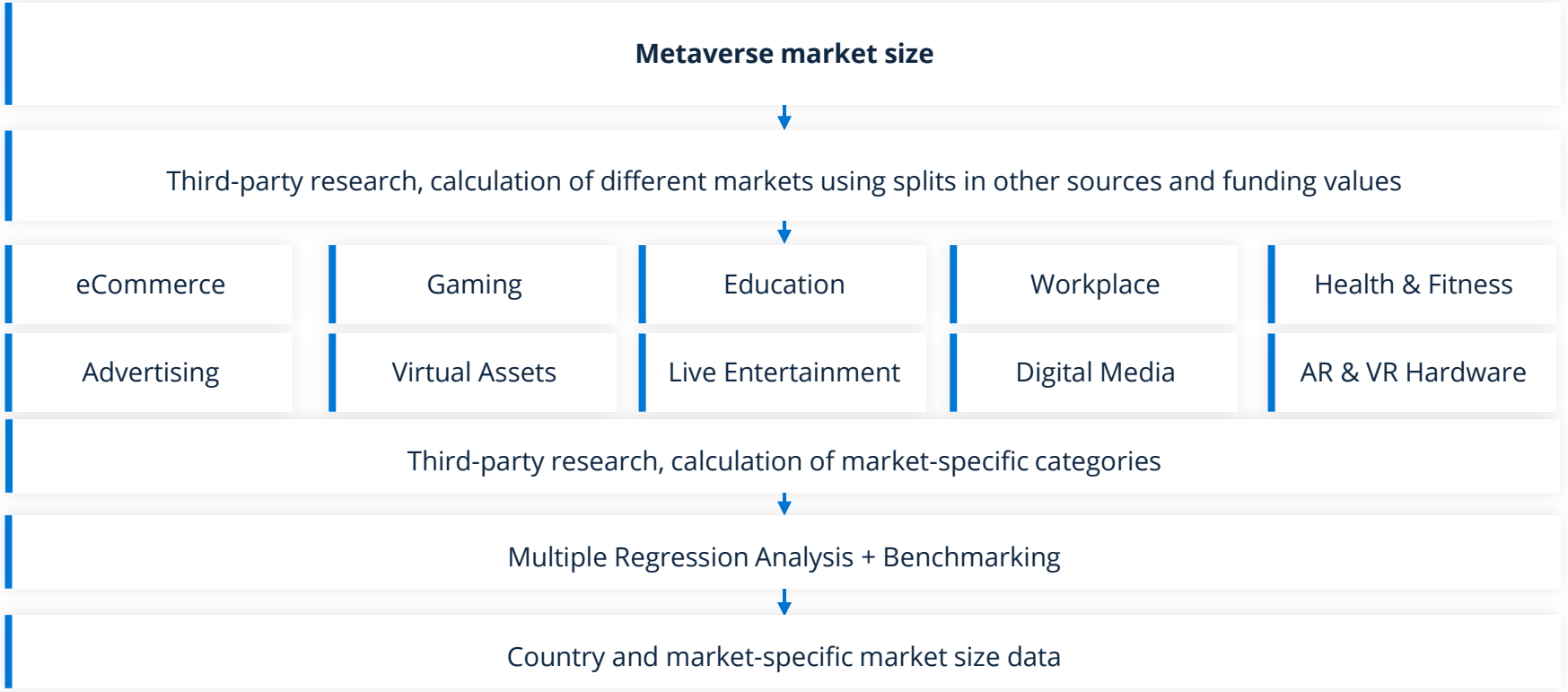
By applying this structured methodology, we generate market estimates that are both data-driven and aligned with global trends—offering transparency, scalability, and consistency across markets.



Sources: Statista Market Insights

Example of a top-down modeling approach: The Metaverse market

Top-Down Market Modeling Approach



Sources: Statista Market Insights

Bottom-up modeling approach to generate accurate overall market estimates

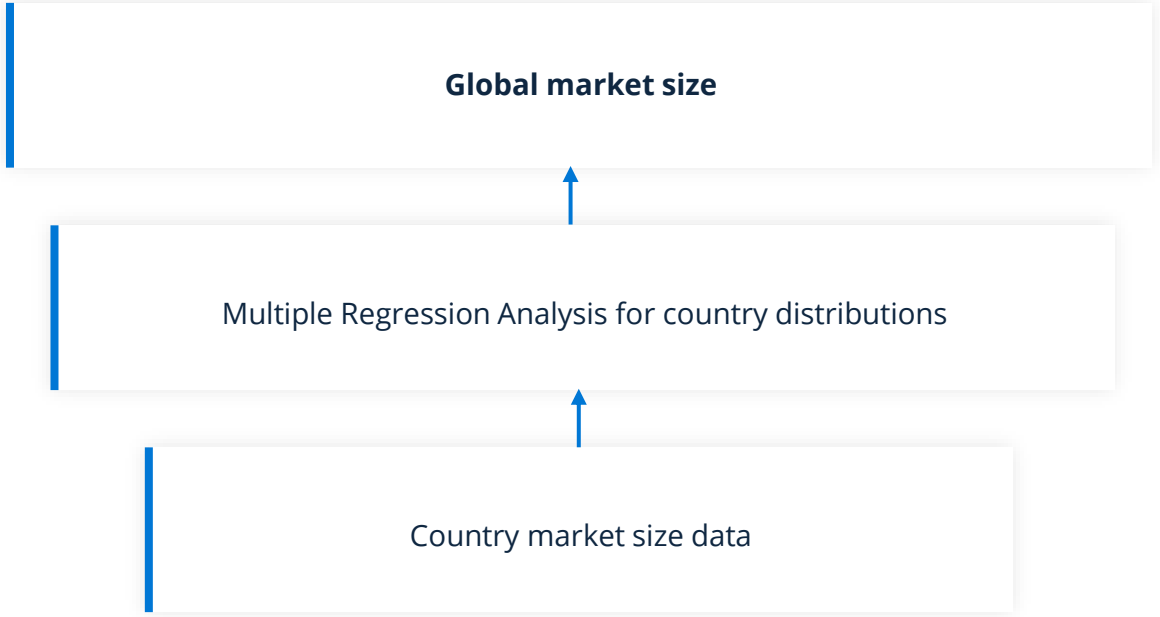
Bottom-Up Market Modeling Approach

What is bottom-up approach?

Bottom-up market modeling approach begins with the collection of markets and country level data across industries, building total market sizes from individual components through regression analysis and driver-based modeling. This approach enables a highly detailed and data-driven estimation of markets across regions.

For larger economies, market sizes are derived through comprehensive analysis of key markets, using reported data from authorities and market-specific research. Due to the high degree of data processing, individual sources for each data point are not always cited, and instead, the consolidated source is listed as 'Statista'. For smaller economies, algorithmic models leverage benchmark ratios from similar, more developed markets and apply them to local economic and industry indicators to estimate performance.

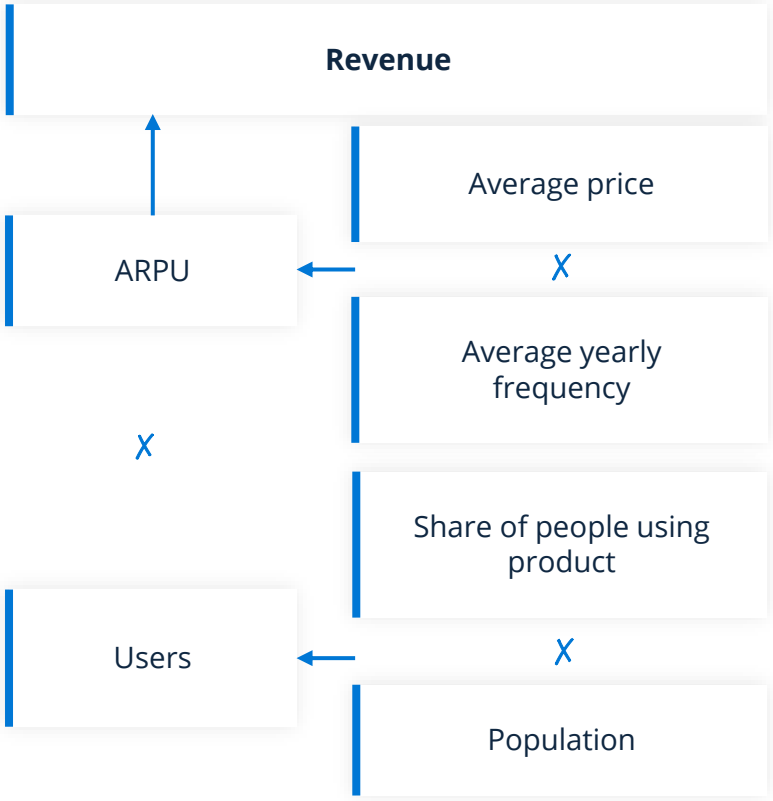
Drivers are selected to support the modeling and forecasting of market developments by identifying the most influential factors. Driver selection focuses on both statistical correlation and actual market impact, ensuring that only relevant factors are used. Where direct drivers are missing, generalized economic indicators from trusted global and national organizations serve as substitutes. Our database includes data from over 152 countries and regions, covering 99.7% of global GDP.

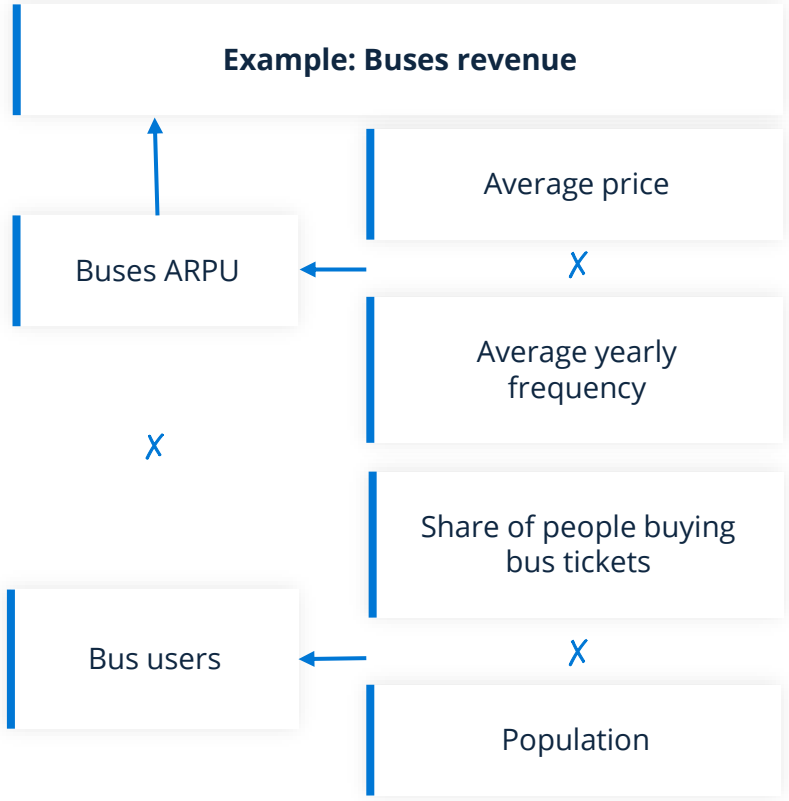


Sources: Statista Market Insights

Example of a bottom-up modeling approach: The Bus Tickets market

Bottom-Up Market Modeling Approach





Notes: For countries in which no surveys were conducted or which have missing values, User and ARPU figures are calculated using a driver-based projection method.

Sources: Statista Market Insights

Hybrid modeling for flexible and reliable market forecasts”

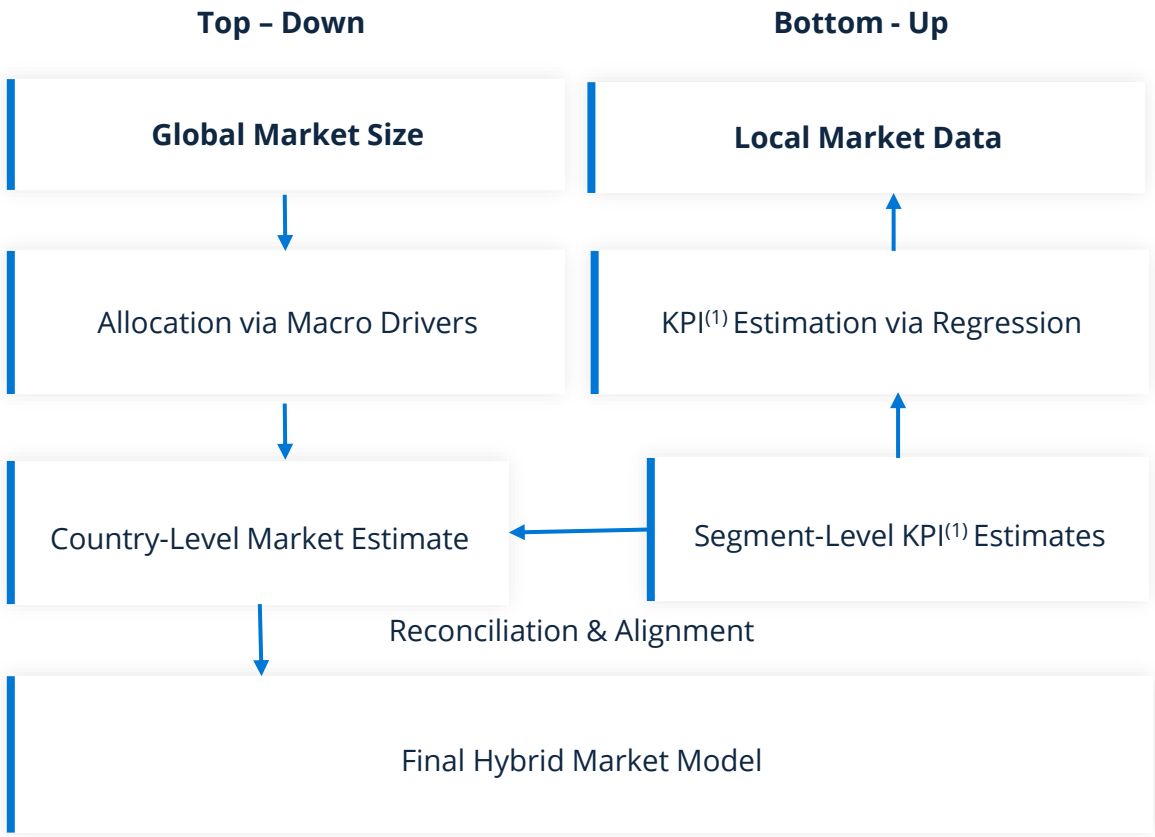
Hybrid Market Modeling Approach

What is hybrid approach?

Our hybrid modeling approach integrates top-down and bottom-up methodologies to deliver market estimates that are both strategically aligned and grounded in real-world data. This balanced framework allows for consistency across regions while capturing local market characteristics where detailed data is available.

Top-down modeling provides a high-level view, using aggregated sources such as industry reports, financial data, and macroeconomic indicators to establish overall market size. Simultaneously, bottom-up modeling incorporates more granular inputs, such as operational metrics, company-level data, or locally sourced information, to build detailed country- or segment-level estimates.

The two perspectives are brought together through a structured reconciliation process, ensuring that the final outputs reflect both global trends and local realities. This combined approach is particularly effective in diverse and dynamic markets, enabling scalable, adaptable, and data-driven insights.



Notes: (1) Key Performance Indicator

Sources: Statista Market Insights

Example of a Hybrid modeling approach: The Aircraft market (deliveries)

Hybrid Market Modeling Approach

1. Aggregation of reported individual deliveries – Bottom-up

Sum of reported country-specific deliveries

2. Estimation of country-specific delivery market shares – Top-down

Reported country-specific deliveries

/

Sum of reported country-specific deliveries

↓

Estimated country-specific delivery market shares

3. Estimate country-specific deliveries from reported aggregated data – Top-down

Estimated country-specific delivery market shares

X

Reported aggregated deliveries

↓

Estimated country-specific deliveries

4. Calculate total deliveries on country and worldwide level – Combine Bottom-up and Top-down

Reported country-specific deliveries

+

Estimated country-specific deliveries

↓

Total country-specific deliveries

↓

Aggregate across countries = total worldwide deliveries (benchmarked with reported data)

Sources: Statista Market Insights

CHAPTER 4

Forecasting

Forecast markets using Exponential Smoothing, S-Curve and ARIMA(1) to capture diverse growth patterns

Forecasting Methods (1/4)

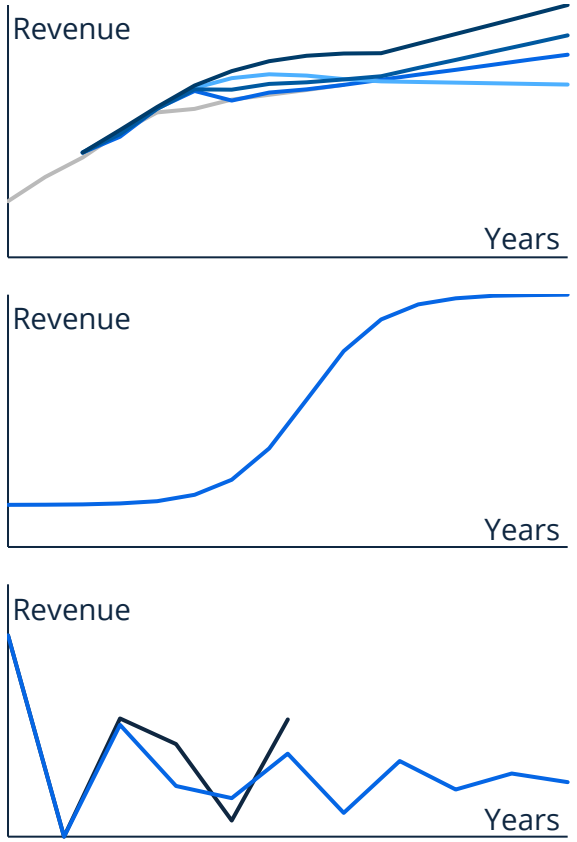
Forecasting Methods

In Market Insights, a comprehensive range of forecasting methods is employed to ensure accurate projections tailored to each market's specific trends, characteristics, and lifecycle stage. The approach is adjusted based on whether the market is established, emerging, or innovation-driven.

The forecasting methodology includes:

- Exponential Trend Smoothing
- S-Curve
- ARIMA (Autoregressive Integrated Moving Average)

Method selection is guided by the market's behavior, seasonality (if applicable), and relevant economic indicators. By leveraging diverse forecasting techniques, Market Insights delivers reliable, data-driven projections across all market segments.



Exponential Trend Smoothing (ETS)

- Model's future values as a weighted average of past data and seasonal components can be incorporated.

S-Curve

- Model's growth in stages based on market potential and adoption rate, often used for innovation markets.

ARIMA(1)

- The model's forecasting values as a linear combination of past values, using regression, moving averages, differencing, and seasonality.

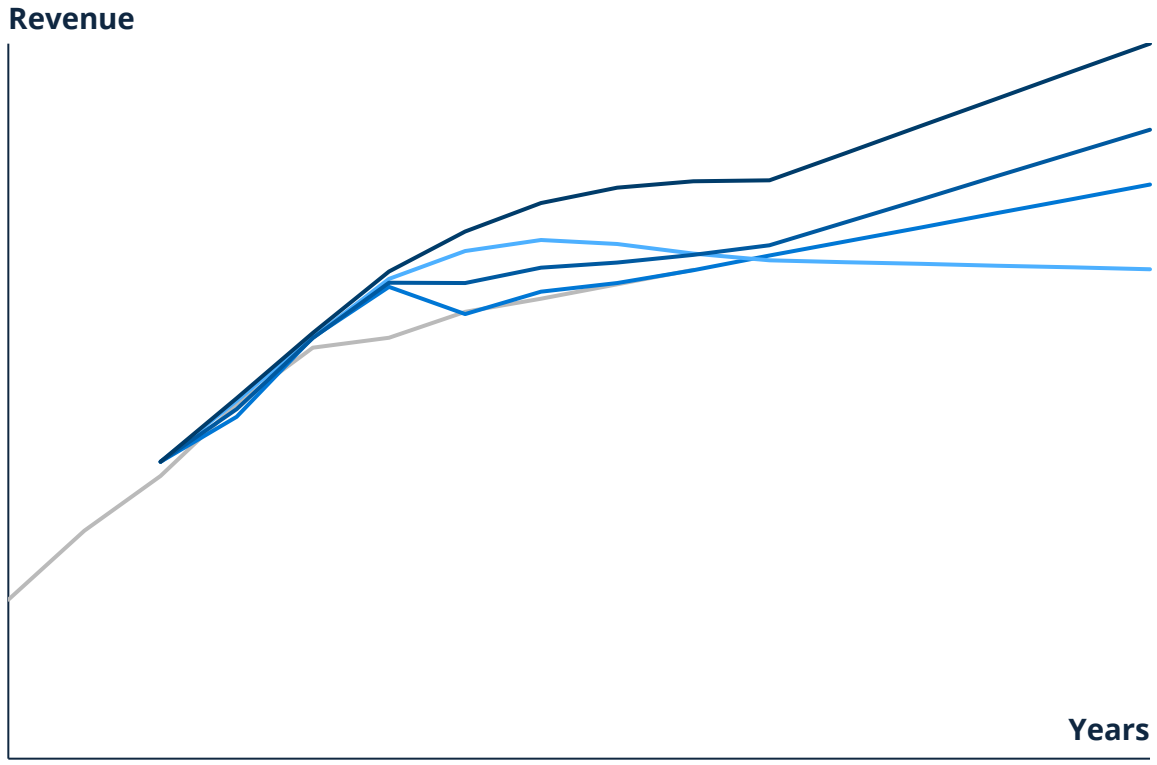
Notes: (1) Autoregressive Integrated Moving Average

Sources: Statista Market Insights

Exponential Smoothing delivers stable, realistic forecasts for manually curated markets

Forecasting Methods (2/4)

Exponential Trend Smoothing (ETS) Forecasting Model



The Exponential Trend Smoothing (ETS) model is a time series forecasting method that utilizes exponential smoothing to identify and project data trends. By assigning greater weight to recent observations, it adapts to changing patterns while minimizing the impact of random fluctuations. ETS is particularly effective for data exhibiting a clear trend.

Market Insights employs two key ETS concepts: **Holt's Linear Exponential Smoothing** and **Holt's Damped Trend Exponential Smoothing**.

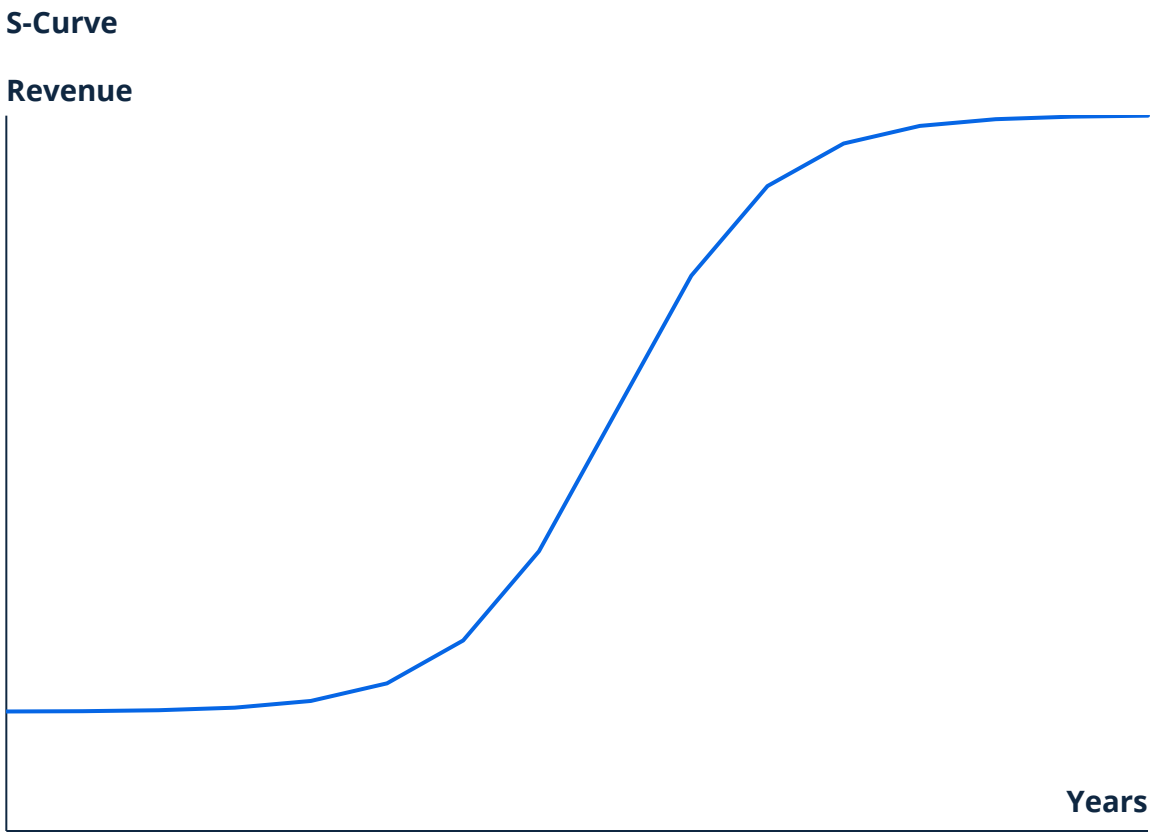
- **Holt's Linear Exponential Smoothing** captures both the level and trend of a time series, extending the existing trend linearly into the future. This method is well-suited for data with a consistent upward or downward trajectory.
- **Holt's Damped Trend Exponential Smoothing** also accounts for trend but applies a damping factor to moderate it over time. The forecast initially follows the trend but gradually flattens, reflecting more realistic long-term growth rates.

This model is particularly applicable to maturing products or markets, where growth is expected to stabilize over time — such as the Out-of-Home Advertising market, the Pharmaceutical market, and Consumer markets.

Sources: Statista Market Insights

S-Curve modeling reflects adoption stages, making it ideal for forecasting digital product growth

Forecasting Methods (3/4)



The S-Curve Forecasting model is used to project market growth that follows a typical adoption lifecycle. These models are especially relevant for technological innovations or new product categories, where adoption unfolds in stages, typically driven by groups such as innovators, early adopters, and later the majority.

In Market Insights, we apply two key S-curve forecasting approaches: **Prophet with Logistic Growth** and the **Classic S-Curve**. Prophet's logistic growth model introduces a carrying capacity, or upper limit, which the forecast approaches over time. The result is a smooth, sigmoidal curve that begins along historical growth, slows at an inflection point, and flattens as adoption nears market limits—ideal for emerging but capacity-constrained markets such as ride-sharing or subscription services. The Classic S-Curve is more symmetric and visually emphasizes the inflection point where growth begins to decelerate. It is often applied to model product diffusion, infrastructure rollout, or digital transformation trends.

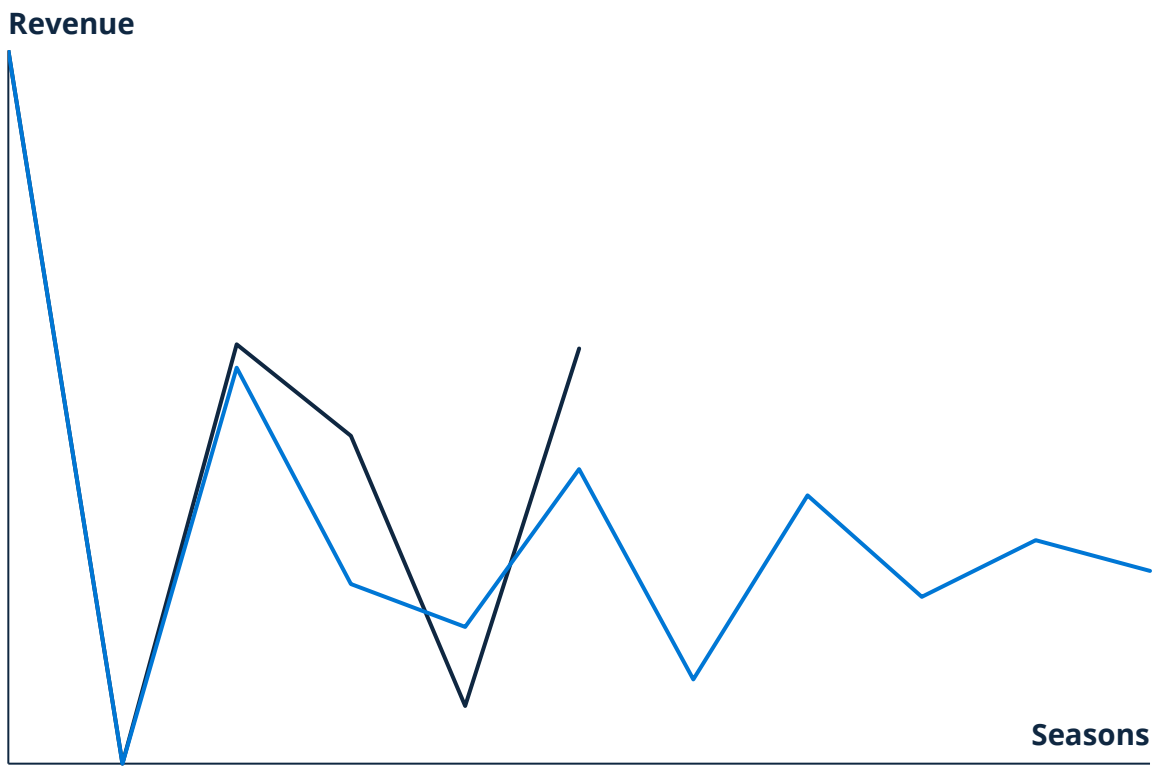
These models are suitable for forecasting when growth constraints or lifecycle dynamics are expected to shape future performance — such as Social Media Advertising market, eCommerce market, and others.

Sources: Statista Market Insights

The ARIMA model captures trends, cycles, and seasonality in non-stationary market data

Forecasting Methods (4/4)

ARIMA (Autoregressive Integrated Moving Average)



The ARIMA model is a powerful time series forecasting method designed to capture patterns in data by combining autoregression, differencing, and moving averages. It assumes that future values can be explained as a linear combination of past values and past forecast errors, making it effective for handling data with trends, cycles, and irregular fluctuations.

In Market Insights, ARIMA models are when data is non-stationary. Differencing helps stabilize the series by removing trends or seasonality, after which past values and forecasting errors are used to predict future outcomes

ARIMA can also incorporate seasonality, making it suitable for time series with regular, repeating patterns—such as monthly sales or travel bookings with yearly peaks. Forecasts generally follow the historical structure, but uncertainty increases over time, reflected in widening confidence intervals.

This model is ideal for forecasting where historical patterns, cycles, or shocks are influential, and is often used in macroeconomic forecasting, capacity planning, and seasonal analysis — such as Stock market, Key Market Indicators, and others.

Sources: Statista Market Insights

CHAPTER 6

Key Market Indicators

Key Market Indicators: The data foundation behind every forecast

Definition

What are Key Market Indicators?

Key Market Indicators are essential socio-economic metrics that form the backbone of our forecasting models. Developed in-house, this proprietary dataset is consistently updated, processed, and forecasted to maintain a high standard of accuracy and comparability.

Key Market Indicators provide a standardized, data-driven foundation that feeds into our Key Performance Indicators and long-term market forecasts. Alongside other trend factors and assumptions, Key Market Indicators serve as a core input that ensures our projections are reliable, scalable, and consistent across markets.

> For example, Key Market Indicators may include macro-level indicators such as population size, income levels, or urbanization rates — factors that shape market demand and supply.

How are Key Market Indicators used?

- **As Drivers in Forecasting Models**

  Key Market Indicators serve as fundamental variables that influence the direction and magnitude of our forecasts. By integrating these indicators, the models can reflect real-world socio-economic changes, allowing predictions to adjust dynamically with market conditions.

- **Act as core inputs in modeling our market data**

  These indicators provide the essential baseline data needed to calculate our key performance metrics accurately. They ensure that all market insights are grounded in standardized, internally validated data, improving the reliability of the market data we report.

- **Enable more robust, context-aware, and consistent market projections**

  By incorporating Key Market Indicators, forecasts gain important contextual depth — they become sensitive to local economic and social factors, ensuring projections are not just numbers but meaningful, comparable insights across regions and time.

Notes: (1) Key Performance Indicator

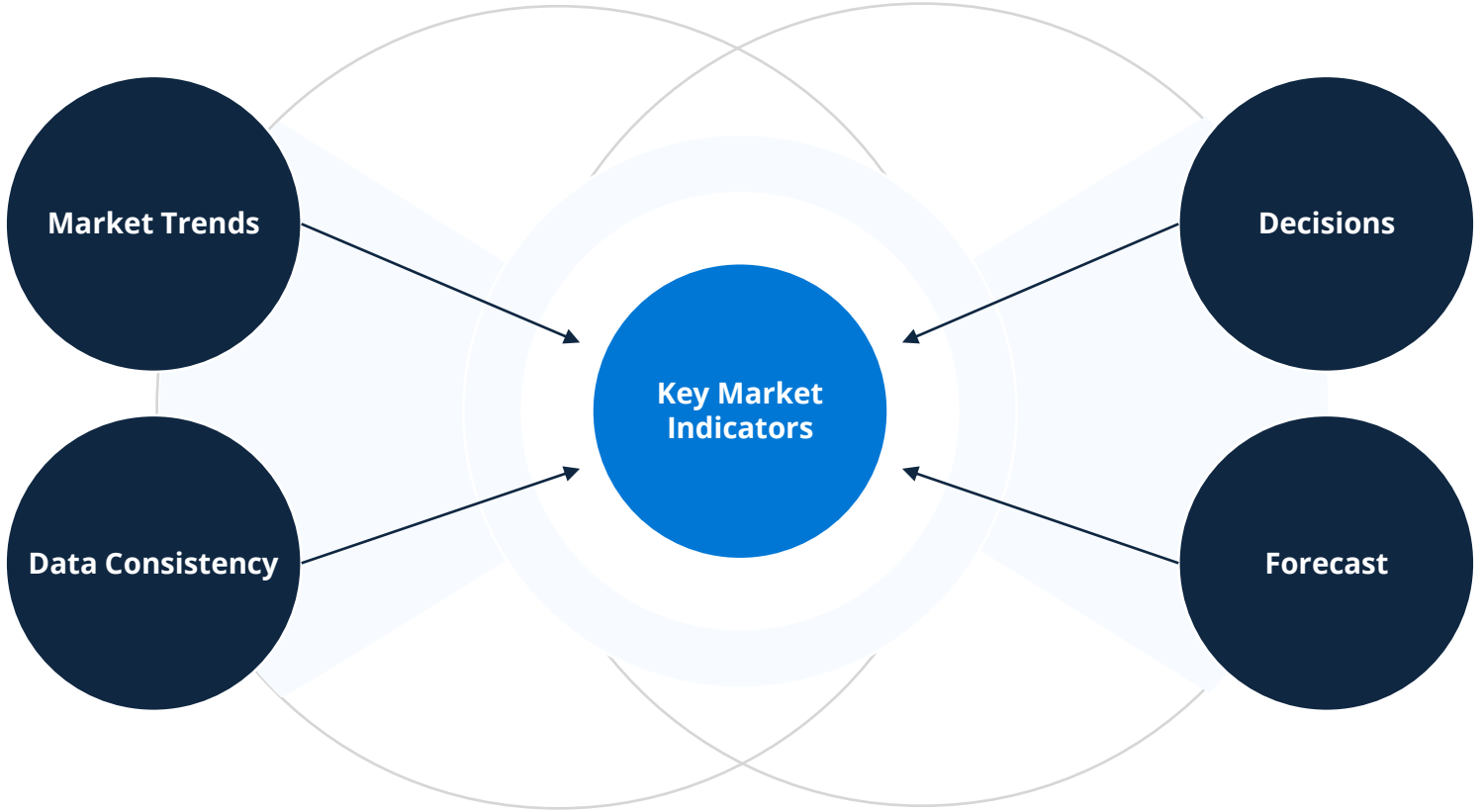
Sources: Statista Market Insights

Why are Key Market Indicators important?

Role

Put market trends into context — grounding forecasts in real-world socio-economic developments.

Ensure data consistency — making insights comparable across time and geographies.



Support better decisions — providing a validated lens to assess opportunities and risks.

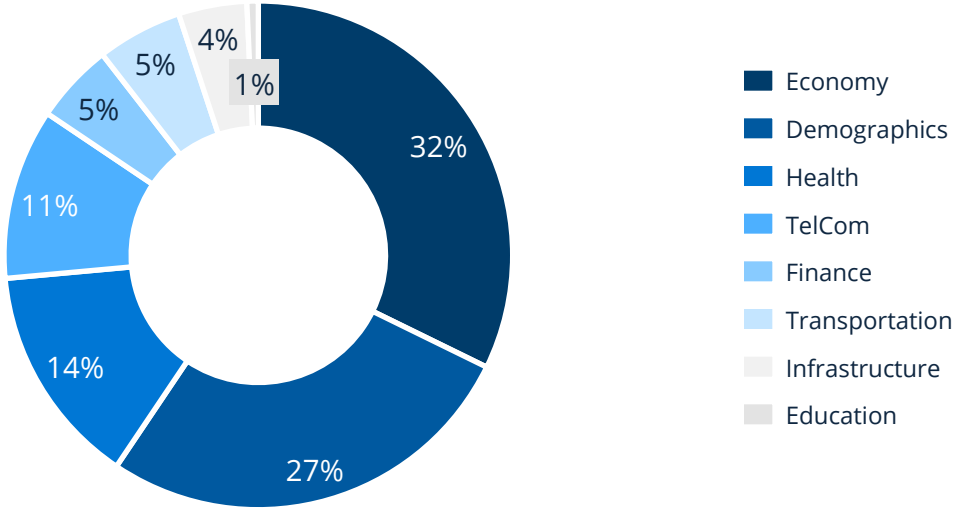
Enable future-ready analysis — offering a stable baseline that adapts as markets evolve, ensuring forecasts remain relevant over time.

Sources: Statista Market Insights

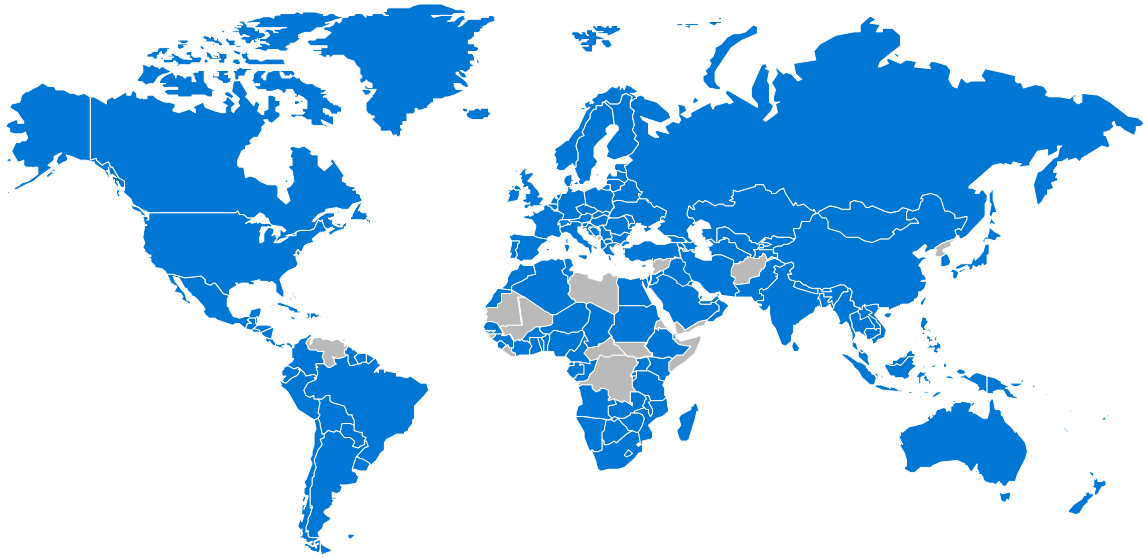
What we cover in the Key Market Indicators

Coverage

Share of Key Market Indicators by content area



Countries and regions covered by Key Market Indicators



- Key Market Indicators covers datasets from all major sectors of life and business for comprehensive insights.
- Over 2,000 proprietary indicators across 8 major content areas are available.
- 40 years of historical data to support long-term trend analysis.

- The Key Market Indicators have data from over 152+ countries and regions, covering 99.7% of global GDP.
- Also includes a broad set of countries, such as Bahrain, Nigeria, and Oman; to ensure consistent and wide-ranging market insights.

Sources: Statista Market Insights

Access Key Market Indicators across our platform

Scope

Where are the Key Market Indicators displayed?

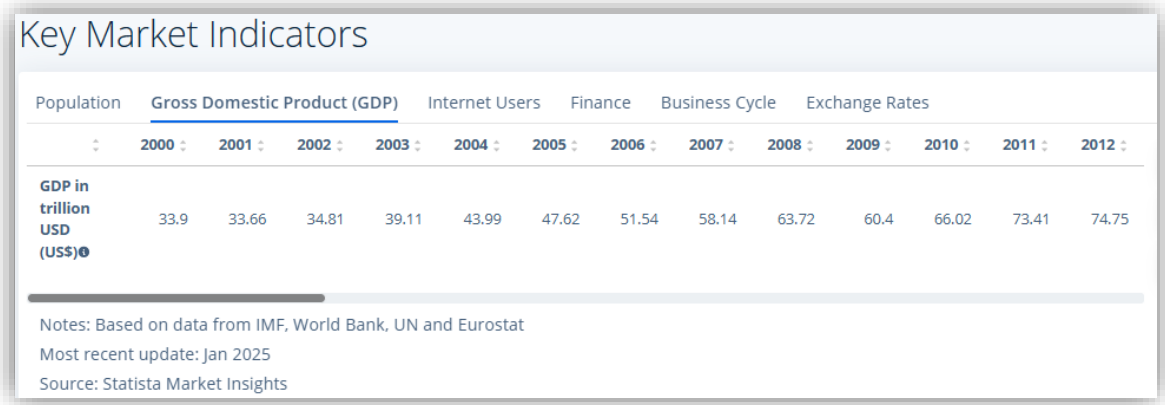
- **Key Market Indicators Box**

  Key Market Indicators are prominently displayed as interactive boxes as *Key Market Indicators* on pages related to specific markets and countries, allowing users to quickly view important socio-economic metrics tailored to their area of interest.

- **Global Indicators**

  Key Market Indicators are also consolidated in the *Global Indicators*(1) section, where customers can explore the most relevant indicators grouped into six major domains:

  - Socioeconomic Indicators
  - Macroeconomic Indicators
  - Consumption Indicators
  - Digital & Connectivity Indicators
  - Health Indicators
  - Infrastructure Indicators



Notes: (1) Global Indicators

Sources: Statista Market Insights

Key Market Indicators sources include international institutions, statistical offices, industry associations, and top private organizations

Data sources

International institutions

- **IMF**: exchange rates
- **WHO**: health spendings
- **OECD**: household income
- **World Bank**: development indicators

Local statistical offices

- **KOSIS** (Korea): household sizes
- **BEA** (U.S.): consumer spending
- **SingStat** (Singapore): household income distribution
- **NBS** (China): retail sales

Industry associations

- **GSMA**: telecommunication metrics
- **ITU**: telecommunication infrastructure
- **ICAO**: civil aviation

Leading private institutions

- **PwC, Deloitte, KPMG**: Tax rates
- **RSF**: World Press Freedom Index

Sources: Statista Market Insights

Key Market Indicators are built on a rigorous end-to-end process that ensures data quality, forecasting reliability and easy customer access

Process

Data sources

- All sources carefully validated for credibility and consistency. Eg:
  - Official institutions
  - Industry associations and private institutions
  - Global + local sources for better regional coverage

Data collection

- Automated data fetching from each source
- Updated twice a year (or more often during disruptions like COVID-19, Ukraine war)
- Pre-processed into a harmonized format

Data processing

- Identify and resolve gaps, inconsistencies, and incomplete data
- Techniques include:
  - Multi-source merging
  - Triangulation
  - Driver-based gap-filling
  - Manual research

Data forecasting

- Uses stats models + machine learning.
- ARIMA for trends, XGBoost for residuals
- Smooths data & models growth curves
- Fills gaps with regional data & KNN
- Adjusts for shocks like COVID-19

Data quality

- Multiple checks at every step:
  - Automated error detection
  - Manual expert review
  - Source credibility scoring
  - Customer validation feedback

Data access

- Access via Market Insights tool, for:
  - Clear visualization
  - Easy mass/custom downloads
  - View macro indicators by market
- Tailored exports on request

We don't just compile data from institutions like the IMF or national statistics offices. We **process**, **validate**, **model**, and **forecast these inputs internally** to create **proprietary Key Market Indicators** that improve the quality and reliability of our market insights.

Sources: Statista Market Insights

CHAPTER 7

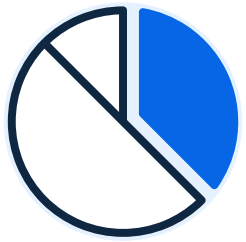
Market shares

Market Shares provide a comprehensive view of the competitive landscape on the respective Market Insights

Market Shares methodology (1/2)

Company Financials

Consumer Insights



Market shares

Market Insights Data

Analysts' Expertise

Shop Inventories

Definition of market share estimates

Market share estimates indicate the value share of brands, companies, or both within a specified market, as outlined on the corresponding Market Insights page. These estimates reflect the proportion of revenue attributable to a brand or licensing company in relation to the total market.

Data inputs behind market share estimates

- Brand usage surveys from Statista Consumer Insights and other external data providers.
- Company data from financial filings, earnings calls, data partners and additional desk research.
- Revenue-relevant Market Insights data, such as users, downloads, search volume, and social media interactions, derived from internal research and external data providers.
- Brand presence and pricing data from shop inventory analysis.

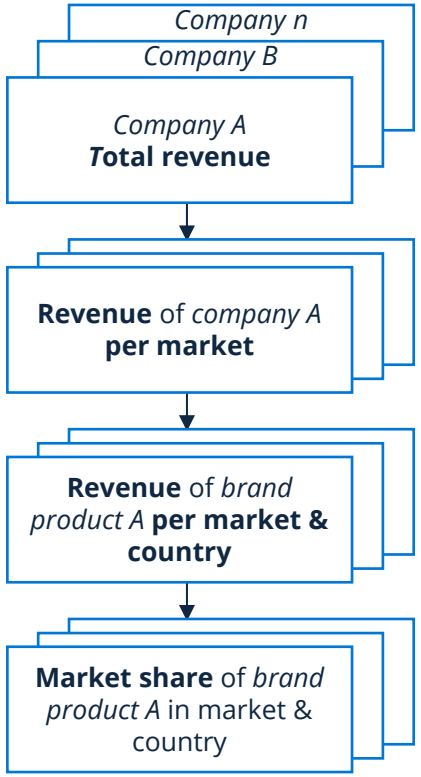
Notes: Due to data limitations, market shares are not yet available in all markets and geographies.

Sources: Statista Market Insights

Market Share approaches can be categorized into two main types: top-down or bottom-up, both of which are key methods used in modeling market shares

Market Shares methodology (2/2)

Top-down approach



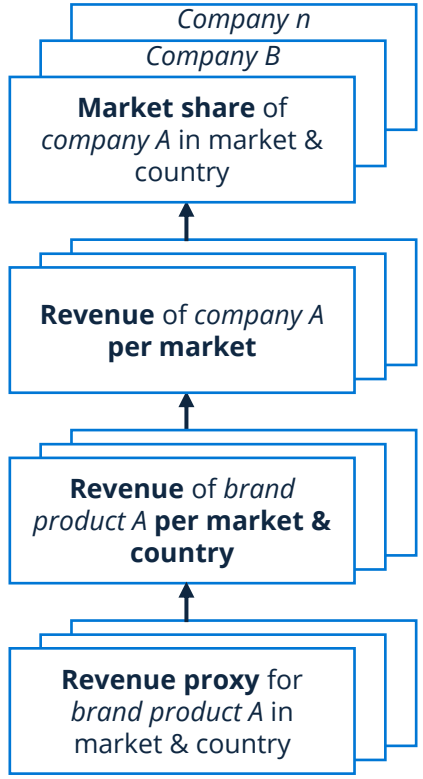
Data collection: Company data is collected from financial filings of companies, earnings calls, data partners, and public sources

Data mapping: Countries are mapped to reporting geographic segments, and brand products to reporting business segments of licensing companies

Data modeling: Market revenues are drilled down using general socio-economic indicators, own and external user surveys about brand usage, as well as Market Insights data such as app downloads, search interest, or product store presence

Data aggregation & adjustment: Missing brands and long tail are imputed, and shares are aligned with market size

Bottom-up approach



Data aggregation: Modeled brand revenues are aggregated by licensing company and market

Data mapping & adjustment: Brand products are mapped to licensing companies based on desk research; modeled values are adjusted not to over- or undershoot company revenues

Data modeling: Market-specific business models are used to estimate revenues at brand product level, missing brands and long tail are imputed, and shares are aligned with market size

Data collection: Revenue-relevant Market Insights data, such as users, downloads, search interest, and store availability, are collected from primary and secondary sources

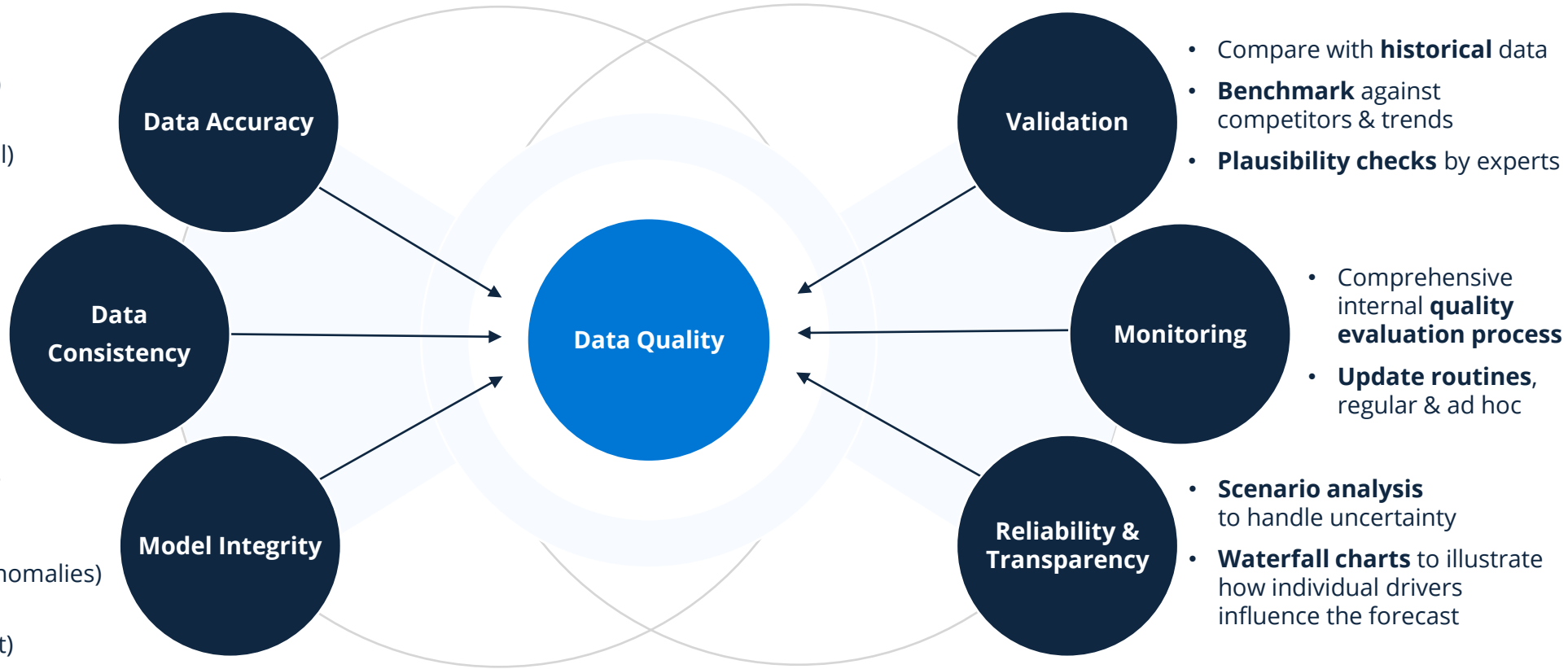
Sources: Statista Market Insights

CHAPTER 8

Quality Assurance

We constantly ensure data quality with reliable sources, frequent updates, robust tools, and continuous customer validation

Data Quality Control



- **Trusted sources** (e.g., official, verified)
- **Data cleaning** (automated + manual)

- **Standardized** methods and harmonization across markets

- **Built-in QA(1) checks** during modeling
- **Model validation** (e.g., assumptions, anomalies)
- **Robust methods** (e.g., ARIMA, XGBoost)

- Compare with **historical** data
- **Benchmark** against competitors & trends
- **Plausibility checks** by experts

- Comprehensive internal **quality evaluation process**
- **Update routines**, regular & ad hoc

- **Scenario analysis** to handle uncertainty
- **Waterfall charts** to illustrate how individual drivers influence the forecast

Notes: (1) Quality Assurance

Sources: Statista Market Insights

Forecast accuracy & integrity through trusted data and validated models

Data Accuracy, Consistency and Model Integrity Control

Credibility Checks for Data Sources

- **Use of Reputable Sources**
  - International institutions, national statistical offices, industry associations, and leading private providers.
- **Emphasis on Transparency & Consistency**
  - Preference for sources with clear methodologies and consistent time series.
- **Focus on Official & Regularly Updated Data**
  - Ensures reliability and timely integration into our forecasting processes.
- **Manual Verification for Key Indicators**
  - Extra checks for complex or high-impact indicators to improve accuracy.

Data Cleaning & Standardization Controls

- **Automated Detection & Resolution**
  - Identify and fix missing values, duplicates, and format inconsistencies.
  - Outlier detection using predefined thresholds and historical logic.
- **Manual Quality Reviews**
  - Targeted checks on high-impact indicators and edge cases.
  - Expert review where automated rules may not apply.
- **Standardization for Comparability**
  - Harmonization across units, currencies, time frames, and file formats.
  - Ensures data is consistent and ready for cross-market analysis.

Modeling & Forecasting Controls

- **Tailored Methodologies**
  - Validated techniques (e.g., ARIMA, S-curve, XGBoost) applied based on the characteristics of each market data like revenue or unit sales.
- **Driver Consistency Checks**
  - Ensures alignment between forecasts and underlying drivers such as Key Market Indicators.
- **Incorporation of Shock Factors**
  - Real-world disruptions (e.g., COVID-19) are integrated to reflect their market impact where relevant.
- **Model performance monitoring**
  - Forecast accuracy is tracked over time and models are recalibrated as needed.

Sources: Statista Market Insights

Validating forecasts through market and benchmark alignment

Output Validation & Benchmarking

Validation & Benchmarking

After modeling, the results are validated to ensure they are accurate, logical, and aligned with real-world dynamics. Depending on the market, product, or service, we apply several validation methods:

- **Market Trend Alignment:** Forecasts are checked against historical and current industry trends.
- **Country Ranking Logic:** Ensures that country positions reflect expected economic and market realities.
- **Cross-Segment & Market Consistency:** Results are evaluated for internal consistency across categories and regions.
- **Competitor Benchmarking:** Where available, results are compared with external benchmarks to assess alignment.

These validation steps help ensure our insights are not only statistically sound, but also meaningful and actionable. Any outliers or inconsistencies are reviewed and resolved as part of our QA(1) process.

Notes: (1) Quality Assurance

Sources: Statista Market Insights

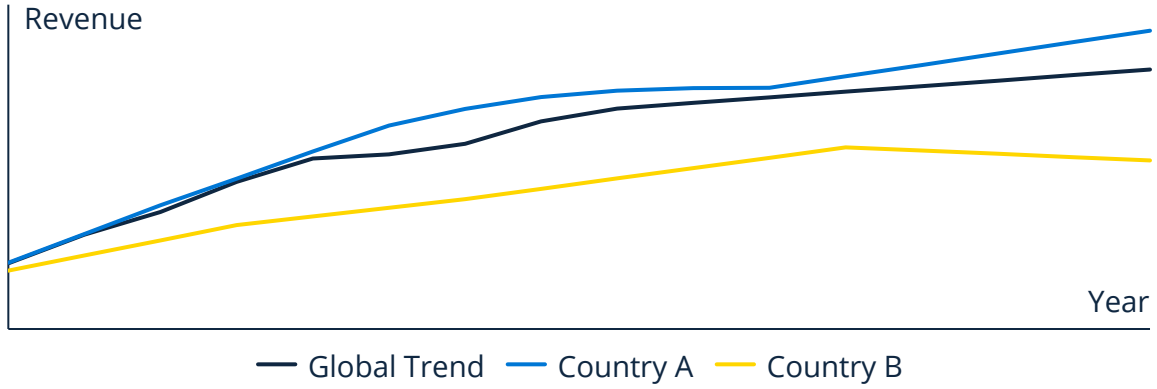
Use comparison and data ranking to review and quality-check realistic trends and market sizing for improved accuracy and consistency

Output Validation & Benchmarking

Comparison with market trends

If a country's modeled data does not follow global or regional trends, it will be reviewed in detail. The validity of any deviation or modeling issue is assessed before approving the results.

For example, if the global trend shows overall growth and Country A's results follow this pattern, it confirms consistency. However, if Country B shows negative growth against the global trend—this unalignment will be detected and investigated further for clarification.



Country ranking

To ensure countries are ranked in a logical and realistic way based on their market size and relevant indicators. For example, Indonesia's Gross Domestic Product (GDP) is about four times smaller than Germany's, Thailand's GDP is around eight times smaller, and Mexico's is approximately half of Germany's. Therefore, it would be questionable if Indonesia were ranked higher than Germany—or even higher than the U.S. and China. Similarly, it would be unrealistic for Thailand to appear in the top 5 country rankings —this will be investigated further for clarification.

Top 5 Countries	Market Size In million USD
Indonesia	1,779
United States	1,650
Mainland China	1,628
Thailand	1,144
Germany	1,059

Notes: The data provided above in chart and table are for illustrative purposes only and represents mock-up data

Sources: Statista Market Insights

Validate data through cross-market comparison and benchmarks to ensure internal consistency across segments and alignment with credible sources

Output Validation & Benchmarking

Comparable across segments and markets

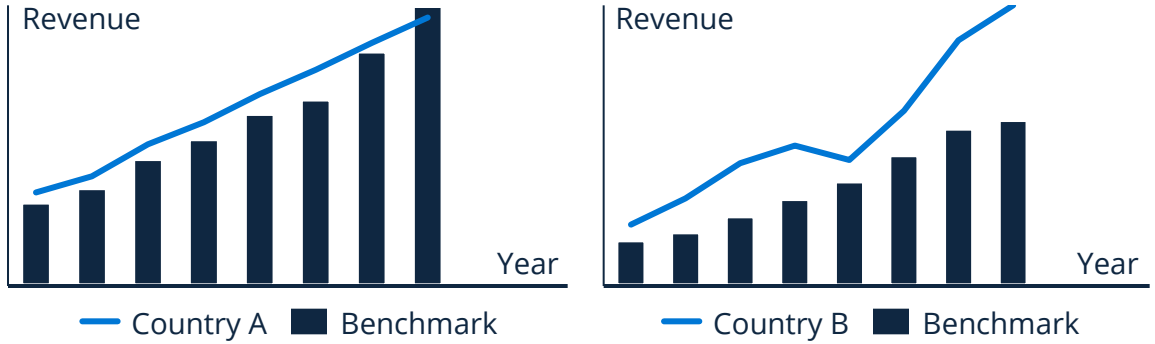
Cross-checking data across relevant market categories helps ensure consistency and coherence within the overall market. For example, when comparing the market size of the total music market and the digital music market, the digital segment should logically be smaller, as it is a subset of the total music market. However, in one example, China's digital music market appeared to be overestimated, resulting in a value larger than the total music market. Such inconsistencies will be investigated and corrected to maintain data accuracy.

Top 5 Countries	Music Market Size In million USD	Digital Music Market Size In million USD
United States	49,327	20,280
China	9,610	11,533
Germany	8,536	1,889
United Kingdom	7,681	2,854
Japan	5,627	2,140

Comparable with competitors

To see if the results align with available benchmark data or other reliable research. Any large gaps or inconsistencies in patterns will be investigated to determine whether they are due to a modeling issue or if there is a valid reason to support the result.

For example, when comparing Country A's results with benchmark data, the results appear aligned across the timeline. In contrast, Country B's results show a large gap and misalignment when compared with the benchmark. In such cases, Country B will be investigated further for clarification.



Notes: The data provided above in chart and table are for illustrative purposes only and represents mock-up data

Sources: Statista Market Insights

Ensuring process consistency through continuous evaluation, systematic model validation, and regular data updates

Process Monitoring & Maintenance

Internal Market Quality Assessment

All markets undergo a comprehensive internal evaluation process designed to assess various aspects of data quality and model integrity. This includes thorough checks on modeling logic, regional coverage, and the presentation of results on the platform. These evaluations are conducted regularly to ensure consistency, accuracy, and a high standard of quality across all market outputs. Continuous improvement is a key objective, with updates and refinements made as necessary to uphold the integrity of the data.

Ongoing Model Validation

Analysts apply consistent, well-established tools to maintain reliability throughout the data modeling process. Specialized teams routinely review and challenge model frameworks, with sessions often concentrating on specific regions or sectors for deeper insight. The objective is to identify areas for enhancement and ensure the models remain aligned with current market realities. Feedback and recommendations generated during these sessions are carefully documented, and suggested improvements are implemented to enhance overall model accuracy and performance.

Timely Data Updates and Ad-Hoc Adjustments

Customers benefit from continuous access to the latest data and market insights, updated on a regular schedule tailored to the dynamics of each industry. New and relevant data—both official statistics and company-reported figures—are collected, validated, and incorporated into the models. Forecasts are revised, and assumptions are re-evaluated as new insights and developments emerge in the market. In addition to scheduled updates, ad-hoc adjustments are made when customer feedback highlights potential improvements or when new, valuable information becomes available. This dynamic approach ensures that the models remain responsive, up-to-date, and reflective of real-world market conditions.

Sources: Statista Market Insights

Understanding forecast uncertainty through Scenario Analysis

Forecast Reliability

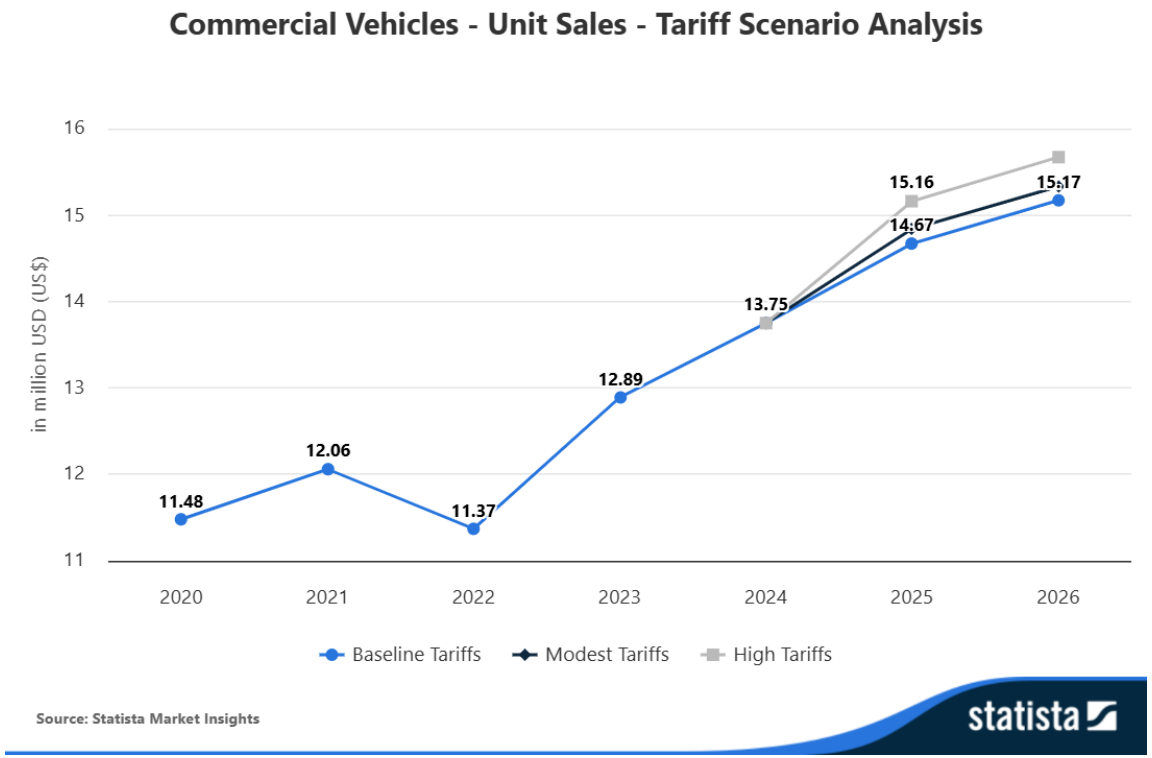
Scenario Analysis

Scenario analysis is a modeling technique used to explore different possible scenarios in Market Insights forecasting. It helps estimate how much of a market could shift under various assumptions and conditions.

- Simulates best-case, moderate, and worst-case outcomes to reflect different macroeconomic or policy scenarios.
- Shows how forecasts respond to external shocks (e.g., pandemics, trade policies, supply chain disruptions).
- Helps outline risks and potential market trajectories to support strategic decision-making.

The example illustrates a scenario analysis of the impact of a 2025 US tariff on unit sales in the commercial vehicle market in the United States.

Scenario Analysis supports **forecast reliability** by stress-testing projections under uncertainty and outlining possible outcomes.



Sources: Statista Market Insights

Explaining effect of drivers with Waterfall Charts

Forecast Transparency

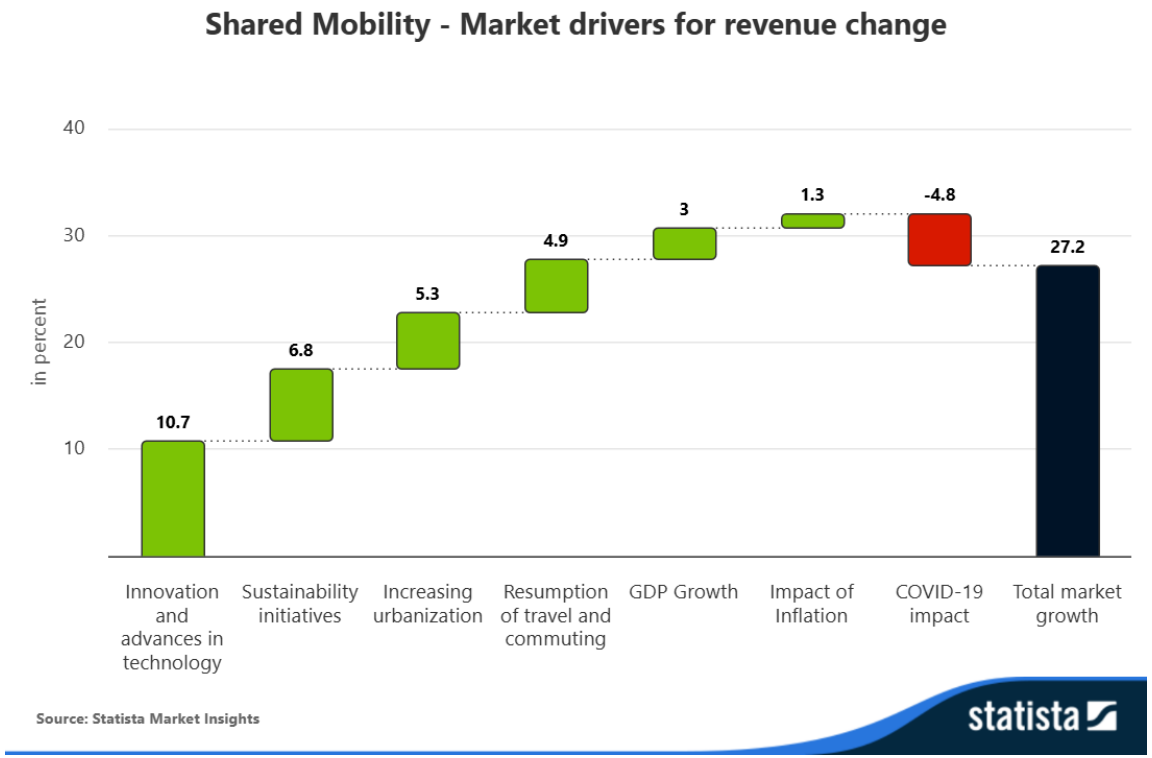
Waterfall Charts

Waterfall charts are used to illustrate how individual Key Market Indicators, or drivers contribute to the change in a market data over time.

- Break down the impact of each driver (e.g., GDP, population) on a market data such as revenue or unit sales.
- Show how a market data changes step-by-step from a base value to the forecasted outcome.
- Help clearly understand what factors are driving the result and by how much.
- Contributes to quality assurance by making model logic transparent, enabling validation of assumptions and driver influence.

The example illustrates a waterfall chart of the shared mobility market, showing how market drivers impact revenue changes.

Waterfall Charts enhance **forecast transparency** by clearly showing how each driver contributes to the result.



Sources: Statista Market Insights

CHAPTER 9

Frequently Asked Questions (FAQs)

FAQs: General questions about the Market Insights

Frequently asked questions (1/12)

What is the difference between a top-down and a bottom-up model? And how do people know which approach has been used for a particular market?

Market sizes are determined using a bottom-up or a top-down approach or a combination of the two. A top-down approach starts with the overall market, which is then broken down into smaller parts (e.g., the Food market is divided into the Meat, Fish & Seafood, and Vegetables markets, among others). A bottom-up approach, meanwhile, starts with individual submarkets (e.g., Home Entertainment and Energy Management, which are part of the Smart Home market), which are then aggregated to arrive at a total market size. More details and information on the individual modeling approaches can be found in the methodology box on the content page of the respective market.

The data in the downloadable files and/or in the report differs from the data shown on the platform. Which is correct?

The data on the platform is always updated first. In the reports and in downloadable files, the new data might be available a little later due to limited IT capacity and time lags.

Can people get the raw data or the original file where the market is modeled?

We do not offer our working files for download.

Who should be contacted in case of feedback or questions regarding the content of the Market Insights?

For all content support requests, please contact our customer support. The request will be immediately forwarded to the responsible market analyst, who can give you relevant feedback.

Does Market Insights take the impact of the COVID-19 into account when modeling data?

Yes, Market Insights incorporates COVID-19 shock factors using data from the Oxford COVID-19 Tracker and IHME. These datasets are used to build an index that reflects the level of societal and economic impact per country. This index adjusts forecasts to reflect how strongly each country was affected and how quickly it may recover. Various indicators—such as case rates, hospitalizations, mobility, and lockdown phases—are calculated. This approach allows for a consistent, data-driven adjustment of the impact across different countries

Sources: Statista Market Insights

FAQs: General questions about the Market Insights

Frequently asked questions (2/12)

What currency method does Market Insights use when modeling data?

Market Insights uses current exchange rates when modeling data. This approach provides a realistic view of market potential for international investors by reflecting currency risks. It also allows for better comparison across regions. However, when viewing data in a non-local currency, growth rates may appear more volatile due to exchange rate fluctuations. Despite this, the true market growth can still be observed in the local currency. Exchange rates are an important factor in forecasting, as they can significantly affect market values and trends.

Has the monetary data been adjusted for inflation?

The forecasts in the Statista Market Insights data are presented in current, or nominal, prices, which means it is not adjusted for inflation (unless explicitly stated otherwise).

What currency rates were used to convert the values in local currency into US$?

The Statista Market Insights data is computed with the current currency rate in the respective year.

Does Market Insights take the impact of the Russia-Ukraine war into account when modeling data?

Yes, Market Insights takes the impact of the Russia-Ukraine war into account when modeling data. We base our assumptions on the conflict remaining within Ukrainian territory and consider three possible scenarios—ranging from bad to worst—based on the war's duration and severity. The default scenario assumes long-term consequences for both Russia and Ukraine, with broader effects on global trade, supply chains, and energy-intensive industries. The war has driven up food and fuel prices, reducing consumer spending on non-essential goods. A rapid recovery, especially in food supply, is unlikely due to ongoing disruptions. We also evaluate and rank countries based on the level of impact—recognizing that different regions and economies are affected to varying degrees.

Sources: Statista Market Insights

FAQs: General questions about the Market Insights

Frequently asked questions (3/12)

How often do you update the information?

We update the data in our Market Insights at least twice a year. The updates are scattered throughout the year. Thus, one market might be updated in January and July, while others are updated later. If something major happens that influences our estimations or if we find inconsistencies, we will update the information immediately.

The figures now differ significantly from those of the previous year. Why has the data changed?

Approaches, assumptions, input data, and scope are improved from update to update. Therefore, data from previous updates might not necessarily be comparable with current data.

Is data on different years comparable?

Yes, that is the main feature of our Market Insights: comparability across markets, countries, and years. If we change market definitions to adapt to the ever-changing business models in world, we adapt the whole market estimate and forecasts so that all revenue data corresponds again to the new definition and is comparable across years.

What macroeconomic data was used to model the forecast?

You can find the key market indicators used for forecasting at the bottom of the market page.

How can the differences with competitor data (shown in the Comparable Estimates box) be explained?

Market sizes depend strongly on the scope of the market, e.g., which products and services are included or excluded or whether B2G spending is considered. As a consequence, the numbers of our competitors may vary. In the Comparable Estimates box, we display our data next to competitor data. The info button on the right shows the differences in market scopes.

Sources: Statista Market Insights

FAQs: Consumer Markets

Frequently asked questions (4/12)

How is luxury/prestige defined? What brands do you define as luxury ones?

The data in the Luxury market is based on an analysis of a vast amount of financial data of the key companies in that industry. We look at the financial filings of companies that sell personal luxury goods; therefore, we do not have any particular information on price-points but define luxury by brand.

How is “price per unit” calculated?

The average prices are calculated differently depending on the market. This is because different factors are considered for each market. In the food and beverage markets, for example, at-home and out-of-home consumption play a major role. The price per unit always refers to the specified unit of volume sales. If the volume sales are specified in kilograms, for example, then the price per unit is the price per kilogram. The average price per unit on the platform is calculated, among other things, by dividing the revenue by volume sales. It should be noted, however, that other factors also play a role.

How is the split between at-home and out-of-home markets calculated?

The at-home market, also called the off-trade market, covers all retail sales via super- and hypermarkets, convenience stores, or similar sales channels. The out-of-home market, also called the on-trade market, the away-from-home market, or HORECA, encompasses all sales to hotels, restaurants, catering businesses, cafés, bars, and similar hospitality service establishments. Both the at-home and the out-of-home market are valued at retail selling prices, including all sales and consumption taxes.

Which part of the data has been forecasted, i.e., in which year does the forecast begin?

Typically, the forecast starts in the current year because input data is either only partially available for the current year or only available for the previous year (unless it has been forecasted itself). As the underlying sources differ from market to market, the starting point of the relevant forecast may also be somewhat different.

Sources: Statista Market Insights

FAQs: Advertising & Media

Frequently asked questions (5/12)

What sources are used for the App market, and how are different kinds of apps assigned to their respective market?

The App market comprises the sale of software applications that can be downloaded, installed, and run on mobile devices. More specifically, it refers to apps that can be downloaded from Apple, Inc.'s App Store and the Google Play store (or, in the case of China, from stores such as Huawei AppGallery and Tencent Appstore). We track 20 non-game categories and 15 game categories that are found in both Apple Inc.'s App Store and the Google Play store. We also consider revenue from in-app purchases (IAP) that comes from the purchase of features, upgrades, and subscriptions within an app, paid app revenue from the one-time purchase of an app, and advertising revenue obtained from showing ads within an app. We use several data sources and data partners for our app information, supplementing their data (which usually does not cover all apps in a country) using an algorithmic process that accounts for any apps that they may have missed because of the fast-changing nature of this industry.

Why do the total user numbers in the Media – OTT Video market not match the aggregated market user numbers?

The total number of users in a market such as the OTT Video market is not merely the sum of all the markets that are included in our definition, i.e., the Video Streaming (SVoD), Pay-per-View (TVoD), Video Downloads (EST), and Advertising Video-on-Demand (AVoD) markets or any other markets. Since consumers can be users of all these markets, they are counted only once. We calculate the total OTT Video users using an aggregation share for each of these markets. This concept also applies to other markets in order to avoid double counting of user numbers.

Sources: Statista Market Insights

FAQs: eCommerce Markets

Frequently asked questions (6/12)

What does the online/offline split in the eCommerce market represent?

The online/offline split in the Sales Channels box shows the share of online retail versus offline retail. The total of 100% corresponds to the market size of the relevant market in the Market Insights, which covers both online and offline sales. The online share, meanwhile, represents the corresponding eCommerce market. The remaining share refers solely to offline sales. To manually estimate online shares, divide the eCommerce market by its Consumer Market Insights counterpart. This calculation yields the online share.

What is the relationship between the eCommerce and ReCommerce markets?

The ReCommerce market, also known as online resale, includes the Gross Merchandise Value generated from the sale of physical items through C2C platforms, as well as B2C platforms that offer 'pre-owned' collections on their online stores. Each ReCommerce market is considered separate from the corresponding eCommerce market and is treated as a distinct category, although it also exclusively focuses on online sales.

What is the relationship between Social Commerce and Live Commerce?

Social commerce revenue refers to transactions involving the purchase of physical goods conducted directly through social media platforms. Major social networks have introduced features like shoppable posts to help businesses expand their reach and engage more effectively with potential buyers. Live commerce, on the other hand, specifically refers to transactions that occur during live streaming events for the real time purchase of physical goods. While many of these events take place on social media, a growing portion is also hosted on dedicated live commerce platforms and established online marketplaces.

Sources: Statista Market Insights

FAQs: Global Indicators

Frequently asked questions (7/12)

What data was used to model the forecast?

The Global Indicators market is based entirely on the Key Market Indicators. The data covers 152 countries and 41 regions. Further details on data sourcing, modeling, and processing can be found in Chapter 6 ('Key Market Indicators') of this document.

Which one is the reference year for all the indexes?

The default reference year for all the indexes that support a direct comparison over time is 2017.

How often is the data updated?

Global Indicators are updated twice a year: in June and December, or whenever major changes occur.

Are values in the Global Indicators Markets based on current or constant values?

Global Indicators' market values are based on current values.

How are the various indicators in the product sourced and verified for accuracy?

Global Indicators are sourced from a wide range of reputable and authoritative data providers, including international organizations, statistical agencies, research institutions, and official government sources. A rigorous quality control process such as outlier handling (based on z-score), change point analysis and other qualitative and quantitative methods are followed to verify the accuracy, reliability, and consistency of the data before it is included in our product. Data sources are regularly updated to ensure that our customers have the most up-to-date and reliable information available.

Sources: Statista Market Insights

FAQs: Health Markets

Frequently asked questions (8/12)

Why are some countries not shown in the Cannabis market?

We show all the countries where these products were legalized. The geographical scope varies depending on the exact cannabis product as not all types of cannabis are legalized in each country. For example, in Germany, the medical and therapeutic use of cannabis is legal, whereas recreational use is not legal.

What kind of products are included in the Other Pharmaceuticals market?

The market Other Pharmaceuticals covers revenues for areas that are not specifically mentioned in the other markets, such as psychotropic or gastroenterology drugs and less expensive but widely used drugs, such as cold and cough remedies or analgesics.

The sales channels refer to online and offline, how are they defined?

The distribution channel Online refers to the purchase of physical goods in online retail. In other words, the purchase is concluded via the internet - on a desktop PC, tablet or smartphone. The distribution channel Offline covers all purchases in stationary stores, via telesale or mailorder (e.g., print catalogs). The sales channels can be found on the top level of each market.

What is the difference between the Pharmaceuticals market and the OTC Pharmaceuticals market?

The Pharmaceuticals market comprises prescription drugs and all OTC drugs covered in the OTC Pharmaceuticals market. However, in the OTC Pharmaceuticals market, revenues are based on end-consumer prices.

How are Digital Health users defined?

The user metrics show the number of customers (in the selected country or region) who have made at least one online purchase (in the selected market) within the last 12 months. Additionally, the users in the markets eHealth and Digital Fitness & Well-Being Apps are split into paying and non-paying users.

Sources: Statista Market Insights

FAQs: Industrial Markets

Frequently asked questions (9/12)

What does Gross Production Value refer to in Agricultural market terms?

The Gross Production Value in the Agricultural market is calculated by multiplying the physical quantity of gross production by the output prices at the farm gate level. It represents the monetary value of production at this level. Since intermediate uses within the agricultural sector, such as seed and feed, have not been deducted from the production data, this production value is referred to as "gross production."

How specific are the indicators that you use to generate individual industries, e.g., in the case of food types?

Our forecasts are based on a wide range of official statistics and secondary data sources, including national and international governmental institutions, trade associations, and the trade press. Core sources are statistics on agricultural and industrial production and on international trade as well as household budget surveys that track the consumption of representative samples of a population over a certain period of time.

Are values in the Agricultural & Manufacturing Markets based on current or constant values?

Values in the Agricultural & Manufacturing markets are based on current values.

Why are there zero values for some years in the nuclear energy market?

This could indicate that the country either plans to phase out its nuclear sector or has not yet begun using it.

Sources: Statista Market Insights

FAQs: Mobility Markets

Frequently asked questions (10/12)

How is the online/offline share of the Shared Mobility and Travel & Tourism markets calculated?

We use the Statista Consumer Insights as a base for calculating the share of online and offline bookings for both the Shared Mobility and Travel & Tourism markets since the survey contains separate questions about online as well as general (incl. both online and offline) product purchases.

Why does the total number of users for the Shared Mobility market differ from the sum of users in each market segment?

We count each user only once per year, even if they use multiple Shared Mobility services or make multiple bookings. This means that a single user who uses both car rentals and public transportation is counted as one unique user rather than being counted separately in each service. Instead of summing up individual markets, we account for multiple usage while ensuring users are not counted more than once.

What is the methodology for the electric vehicles market and the electric vehicles (charging) infrastructure?

The electric vehicles (EV) market is an emerging sector, and our forecasts rely on:

- Government Policies & Targets , assuming full and timely implementation.
- Historical Trends & Economic Factors, reflecting real consumer adoption.

For EV Charging Infrastructure, revenue is determined by:

- Annual Travel Distance of Vehicles
- Charging Cost & Pricing Models
- Public vs. At-Home Charging Share

Revenue per charging station is calculated by dividing total charging revenue by the number of stations.

Are the markets broken down by brands/companies?

The Passenger Cars market includes brand-specific data, with available market shares in select regions. For user insights, refer to Statista Consumer Insights on the platform.

Sources: Statista Market Insights

FAQs: Technology Markets

Frequently asked questions (11/12)

How do different market indicators affect the overall market?

Economic health plays a central role in shaping market confidence. A strong economy encourages investment and growth, while economic difficulties can lead to uncertainty and market declines.

Investor confidence is crucial. When investors feel positive about the future, they are more likely to invest, driving market growth. However, when uncertainty or fear sets in, investment tends to slow, causing downturns.

Political and trade stability is essential for market performance. Stability encourages growth, while political instability or trade disruptions create volatility, reducing market confidence.

Technological advancements or increasing threats can also affect the market. Innovations can open up new opportunities, but rising costs or risks, such as cybersecurity threats, can negatively impact specific sectors and market performance.

Do the technology markets include B2B, B2C, and B2G figures?

In general, all technology markets include B2B (business-to-business), B2C (business-to-consumer), and B2G (business-to-government) spending. More details and information on the individual modeling approaches and potential exceptions can be found in the methodology box on the content page of the respective market.

Why is the Software market revenue more in the United States than that in China although there are higher number of users in China?

The very high Software piracy rate in China compared to that of the United States. This can be observed in the Key market indicators presented on the market page on the platform.

The Software market in China is dominated by domestic players with pricing models different than that of the many international players.

Sources: Statista Market Insights

FAQs: Financial Markets

Frequently asked questions (12/12)

Is the interbank market included in the data of the Retail & Commercial Banking market?

The Retail & Commercial Banking market in the Market Insights provides data about the topics of traditional banking and neobanking, including the B2C & B2B business. The interbank market and government banking are out of scope.

What financial services are included in the revenue numbers in the Financial Advisory market?

The financial services taken into account are full-service products offered by financial institutions that relate to insurance, investing, lending, and trading.

How is the difference between company and advisory revenue in the Financial Advisory market?

Company revenue is the revenue the company generates through its commission income, which is a percentage fee that's charged for their financial services offering. Whereas advisor revenue is the revenue generated through a company's commission expense, this expense is what the company pays out to their advisors in terms of an advisory fee for providing their consulting services.

What does the value of real estate mean?

The value of real estate refers to the accumulated worth of all real estate in a region, country, or territory. This would be the estimated price of all real estate if they were all for sale.

What does the net interest income in the Retail & Commercial Banking market entail?

Net interest income is a key financial metric used by banks to measure the profitability of their lending activities. In the Market inisghts Retail & Commercial Banking market the net interest income represents the difference between the interest earned by banks on its loans, and the interest paid to depositors on their deposits for each country or region.

What deems an individual 'high net worth' in HNWIs?

Individuals are considered high net worth if they are worth more than $1 million (does not consider liquid assets like real estate).

Sources: Statista Market Insights

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Sources: Statista Market Insights

payments within overall POS and e-commerce transactions worldwide in 2021