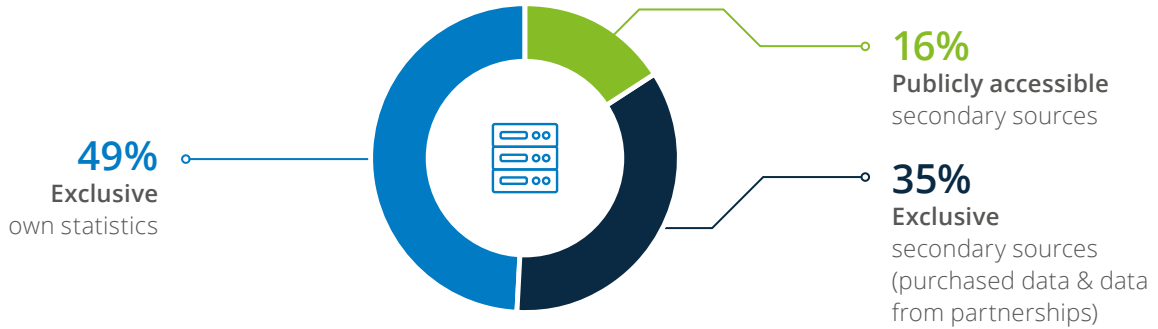


OUR SOURCES

Statista aggregates its data from more than 22,500 different sources

In addition to the surveys that it conducts itself, Statista gathers data from secondary sources, focusing on quantitative facts. It then makes this data available quickly and conveniently. Where our data comes from:



A SELECTION OF OUR DATA PARTNERS

Several major partners provide the platform with results from renowned studies

As a provider of secondary data, Statista works with several partners from different market research institutes and publishes relevant results on its platform. Please find a selection of our secondary sources below:

 DACH region

GfK

The Gesellschaft für Konsumforschung (GfK) is Germany's largest market research institute and the fourth largest market research organization worldwide. Its mission is to connect data and science. Innovative analytics solutions provide answers to key business questions regarding consumers, markets, brands, and media.

VuMA

VuMA is an analysis of consumer goods and services with a focus on consumer behavior and brands.

Allensbach AWA

The Allensbach market and media analysis (AWA) determines attitudes, habits of consumption, and media use on a broad statistical basis.

AGOF

The Arbeitsgemeinschaft Online Forschung (AGOF) is an association of the leading online marketers in Germany. By providing a standardized online coverage currency and comprehensive data on the use of digital media, AGOF turns traditional and mobile internet into a transparent and plannable advertising medium.

ÖVA

ÖVA is one of the most important market and media studies in Austria. The results are representative of the Austrian resident population aged 14 and over. The data combines sociodemographic characteristics such as age and gender with information on ownership and use of consumer goods as well as on brand knowledge, offering the possibility of a general and quick examination of Austrian consumer behavior.

 France

IRI

As one of the pioneering companies in the field of Big Data, IRI is the enterprise with the world's largest amount of purchasing, media, social, causal, and loyalty data. IRI contributes to the growth of companies in the consumer products, parapharmacy, retail, and media sector.

 Spain

Brandwatch

Brandwatch is the world's leading social intelligence company. It allows users to analyze and utilize conversations from across social media. It is the perfect platform to make sense of online conversations about brands.



Prometeia

Prometeia is a leading provider of consulting services, software solutions, and economic research focused on risk, wealth, and performance management. The company also publishes analyses and forecasts regarding the industrial sectors and the economy of the Italian regions.

Consorzio Netcomm

Consorzio Netcomm is a leading eCommerce institution in Italy providing detailed reports on all eCommerce aspects, such as consumer behavior, payment methods, logistics, and social media.

Osservatorio Politecnico Milano

Osservatorio Politecnico Milano is a leading institution for digitalization in Italy providing extensive reports on start-ups, FinTechs, eCommerce, information security, and industry 4.0.

JobPricing

JobPricing is the branch of JobValue Human Capital Consulting dedicated to labor market and salary dynamics in Italy. The JobPricing Observatory provides analyses and benchmarking data on remuneration policies and budgeting across several industry sectors. Its publications make it one of the most accredited data providers in Italy.

New Line Ricerche di Mercato

New Line Ricerche di Mercato is one of the leading consulting companies operating in the pharmaceutical sector in Italy. The company produces reports on the trends of the Italian pharmaceutical market based on the analysis of the sell-out data of over 7,000 Italian pharmacies. It also provides research on specific pharmaceutical segments, such as nutritional supplements, self-medication, and dermo-cosmetics.



Kantar

The Target Group Index studies (TGI) by Kantar provide relevant data on consumer behavior, brand preferences, and social media.



MRI-Simmons

The Simmons® National Consumer studies provide insights into consumer behavior, product and brand preferences, media consumption habits, and demographic trends.



KOTRA

The Korea Trade-Investment Promotion Agency (KOTRA) is the expert for South Korea and an agency of the South Korean Ministry of Economy. It provides important details about a business's location, industry-specific information, and indicators for the country's economic development.

Mitsubishi Research Institute

The Mitsubishi Research Institute (MRI), one of Japan's most renowned think tanks and consulting firms, provides representative data on consumer behavior and attitudes towards social issues in Japan.

Rakuten Insight

For over two decades, Rakuten Insight has offered representative insights into consumer behavior in 12 Asian countries and regions. As Rakuten Insight has multiple online panels and its surveys include questions regarding sociodemographic features such as age and gender, it provides a cross-section of the ownership and use of various consumer goods in countries such as China, Japan, Singapore, and Malaysia. Rakuten Insight also presents data on brand awareness and consumer attitudes towards different product groups or trends.