

STATISTA - UPDATES AND NEWS

First half 2024 Platform Overview



What's **new** on Statista

01 Content



02 Market Insights



03 Consumer Insights



04 Client success



05 Platform Features



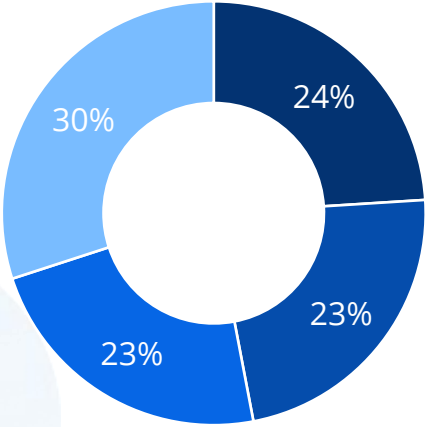
New contents at a glance



33,500+ statistics



600+ topic pages & reports*



■ Digital ■ Industry ■ Consumer ■ Society




*Each topic page created will be connected with one statistics report

Suggested readings on global **trending topics**

DIGITAL & TRENDS

3GPP - A mobile connected world

2024

statista 



INDUSTRIES & MARKETS

Semiconductor supply chains and strategies

2024


statista 



INDUSTRIES & MARKETS

Global bank customer satisfaction survey

2024

statista 



COMPANIES & PRODUCTS

Is Disney losing its magic?

2024

statista 



DIGITAL & TRENDS

AI in online shopping in Australia

2024

statista 



DIGITAL & TRENDS

Making XR a reality

2024

statista 



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Market Insights – **New Markets**

Advertising

Cinema Advertising

- Ad spending market size
- Average ad spending per viewer
- Number of viewers
- Viewer penetration rate

Sports

- Covering: american football, soccer, basketball, baseball and cricket
- media revenues
- ticket sales
- merchandise revenues

Consumer

Household Appliances

- new sub-market, “Second hand Revenue”, covering revenue generated from the resale of used appliances over 21 countries

Transportation

Land, Air and Water Transportation

- Freights transported
- value added to GDP
- Transportation intensity
- Land transportation emission shares
- Major airports and water ports

Medical Technology

Medical Device Market: Endoscopic Devices, Diabetes Care Devices, Dental Devices

- Prevalence of diabetes
- Average revenue per diabetes patient
- average revenue per dentist and dentitt density (per 1,000 inhabitants)

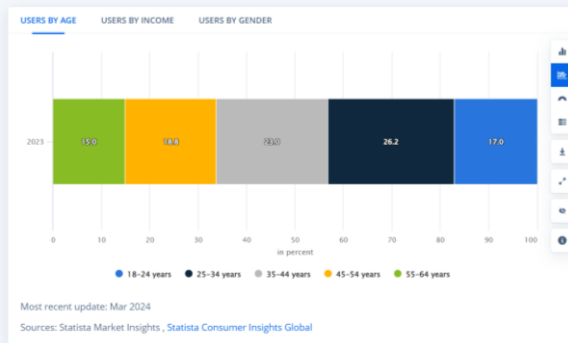
Market Insights – New Features and Metrics

Advertising

Advertising Market

- Introduced new analyst opinion and highlight
- Update of market drivers box with the latest indicators
- New demographic boxes (age, income and gender)*

Demographics



Medical Technology

Medical Technology

- New Waterfall chart that explains the market growth in 2023
- New Company Revenues box that shows the development of the worldwide revenue of selected leading companies in the Medical Technology market for the years of 2020 to 2023

Manufacturing

Manufacturing: 8 New KPIs

- Value added per capita
- Value added margin
- Output per enterprise
- Manufacturing intensity
- Enterprise density
- Employment rate
- Labor efficiency
- Labor productivity

Tobacco Products

Tobacco Products

- new metric, "Daily Cigarette Consumption", providing insights on the distribution of daily cigarette usage among users, shown across the Tobacco Products and Cigarettes markets

Global Indicators

New Socio and Macroeconomic Indicators

- Global Innovation Index
- Population Share by Income Class Distribution
- Global Consumers Share of Population

Market Insights

Understanding **what's behind the numbers** supported by analysts' opinion and new analysis

Analyst Opinion

The Advertising market in Worldwide is experiencing significant growth and development due to changing customer preferences, emerging trends, local special circumstances, and underlying macroeconomic factors.

Customer preferences: Customers in Worldwide are increasingly gravitating towards digital advertising channels, such as social media, online videos, and mobile ads. This shift can be attributed to the widespread adoption of smartphones and internet connectivity, which has resulted in a higher level of engagement with digital content. Additionally, customers are seeking personalized and targeted advertising messages that resonate with their specific needs and interests. This has led to the rise of programmatic advertising, which uses data analytics and algorithms to deliver tailored advertisements to individual consumers.

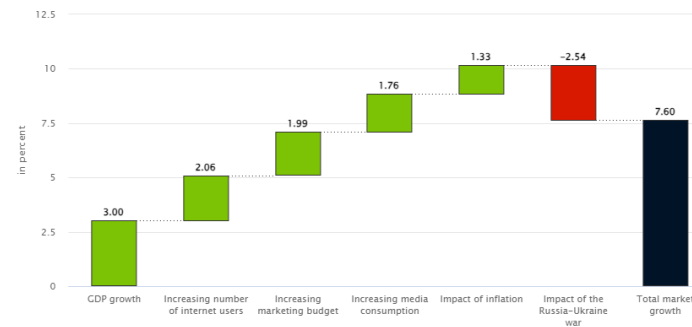
Trends in the market: One of the key trends in the Advertising market in Worldwide is the growing importance of influencer marketing. Influencers, who have a large following on social media platforms, are being leveraged by brands to promote their products or services. This strategy has proven to be effective in reaching younger audiences who are more likely to trust recommendations from influencers. As a result, brands are allocating a significant portion of their advertising budgets towards influencer marketing campaigns. Another trend in the market is the increasing demand for native advertising. Native ads seamlessly blend into the content of a website or platform, providing a non-disruptive and more engaging advertising experience for customers. This form of advertising is particularly popular in the online publishing industry, where publishers are looking for alternative revenue streams amidst declining ad revenues.

Local special circumstances: In different countries and regions, there are unique local circumstances that impact the Advertising market. For example, in emerging markets, such as Brazil and India, there is a growing middle class with increasing purchasing power. This presents a significant opportunity for advertisers to target these consumers with relevant and persuasive advertising messages. Additionally, in countries with stringent regulations on traditional advertising, such as China, advertisers are turning to innovative forms of advertising, such as product placements in movies and TV shows, to reach their target audience.

Underlying macroeconomic factors: The Advertising market in Worldwide is also influenced by underlying macroeconomic factors. For instance, during periods of economic growth, businesses tend to increase their advertising spend to capitalize on the favorable market conditions and gain a competitive edge. Conversely, during economic downturns, businesses may reduce their advertising budgets as a cost-saving measure. Additionally, changes in consumer confidence and disposable income levels can impact the demand for advertising services. In conclusion, the Advertising market in Worldwide is witnessing significant

Analyst Opinion

MARKET DRIVERS FOR VALUE CHANGE



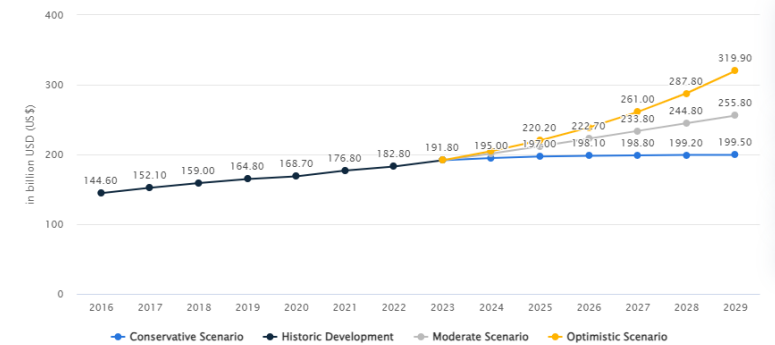
Notes: The growth rates shown are based on 2023. The growth rates of the drivers in the market driver chart are calculated using USD values. Using a different currency will not affect their growth rates; however, the data might change due to conversion rates.

Most recent update: May 2024

Source: Statista Market Insights

Waterfall charts for quantifiable market drivers

REVENUE - SCENARIO ANALYSIS



Notes: For explanation on the different assumptions for each scenario, please click on the info button.

Most recent update: Apr 2024

Source: Statista Market Insights

Scenario Analysis

What's more...

Market forecast updated with timeline up to 2029

- Food
- Hot drinks
- Tobacco Products
- Alcoholic drinks
- Media
- AR&VR market
- Household appliances
- Home & Laundry care
- Furniture
- Shared mobility
- Bicycles
- Motorcycles
- Manufacturing
- Energy
- Pharmacies
- Hospitals
- Mental Health
- Medical Technology
- Global indicators

.... and many more still ongoing!

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Consumer Insights – New Survey Updates and Reports



319,877

interviews conducted



112

categories covered



Survey data updates

Q1 2024 - **38 countries**

Q2 2024 - **36 countries**



100+ Consumer reports by country

Country specific consumers' behaviors, attitudes, brand preferences, and various other consumer-related topics



7500+ Target audience reports

User segment reports including demographics, lifestyle, opinions, and marketing touchpoints.
Provides benchmark of "target audience" against the general online population

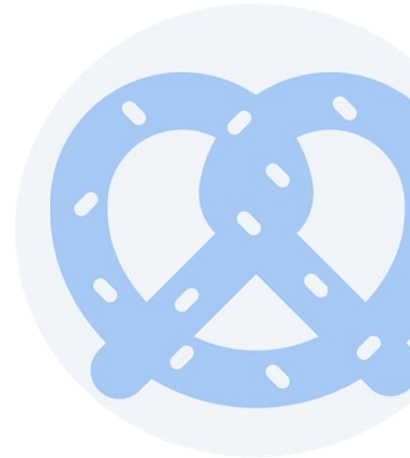


18,200+ Brand users / owners reports

Comprehensive insights into respective brand users or owners.
Compare and understand the differences between specific brand users versus the average category users

Consumer Insights – **New categories**

- Ready meals
- Sauces and spices
- Coffee
- Cheese
- Milk
- Salty snacks
- Shoes



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Dedicated **Client Success**



Onboarding webinar & updates

[e.g. Jan – onboarding,
May ResearchAI drop
in]



AskStatista

[e.g. number of
enquiries, hours used,
topics asked]



Engagement

[e.g. monthly
newsletter, onsite,
campaigns – AI
Whitepaper Campaign
push]

Spotlight Whitepaper



Introduction:
Global AI Trends



Spotlight:
eCommerce



Spotlight:
Finance



Spotlight:
Advertising & Media

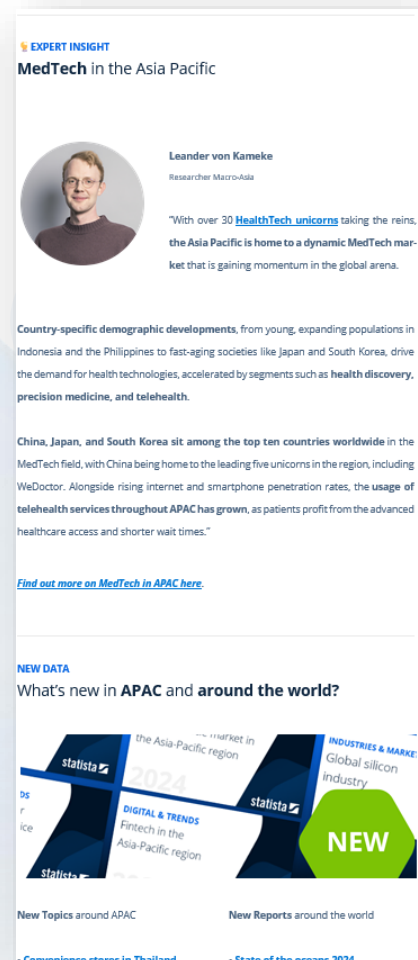
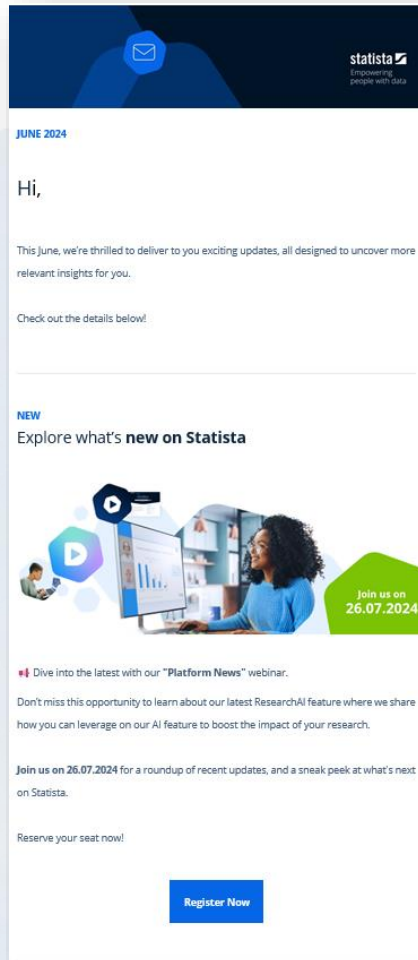


Key
Takeaways

In the wake of the 2023 AI hype, 2024 is witnessing a surge in global AI adoption. Get up-to-speed on standout **AI trends and transformative potential of AI in different industries**. Our [whitepaper](#) helps you delve into the heart of this revolution and learn more about the trends:

- ✓ Gen AI is the new standard
- ✓ Multimodal AI is next
- ✓ Leaders create AI moats
- ✓ Reskilling becomes inevitable

APAC Newsletter – **New format**



... **monthly updates** on our latest content incorporated with industry and **market highlights from our experts**

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Leverage the power of **Statista's AI** to enhance your research



Insights in seconds

Our tool provides contextualized research answers within 30 seconds, connecting the dots for you.



Half human, half AI

Research AI combines the power of AI with our human intelligence, providing answers at speed with data you can trust.



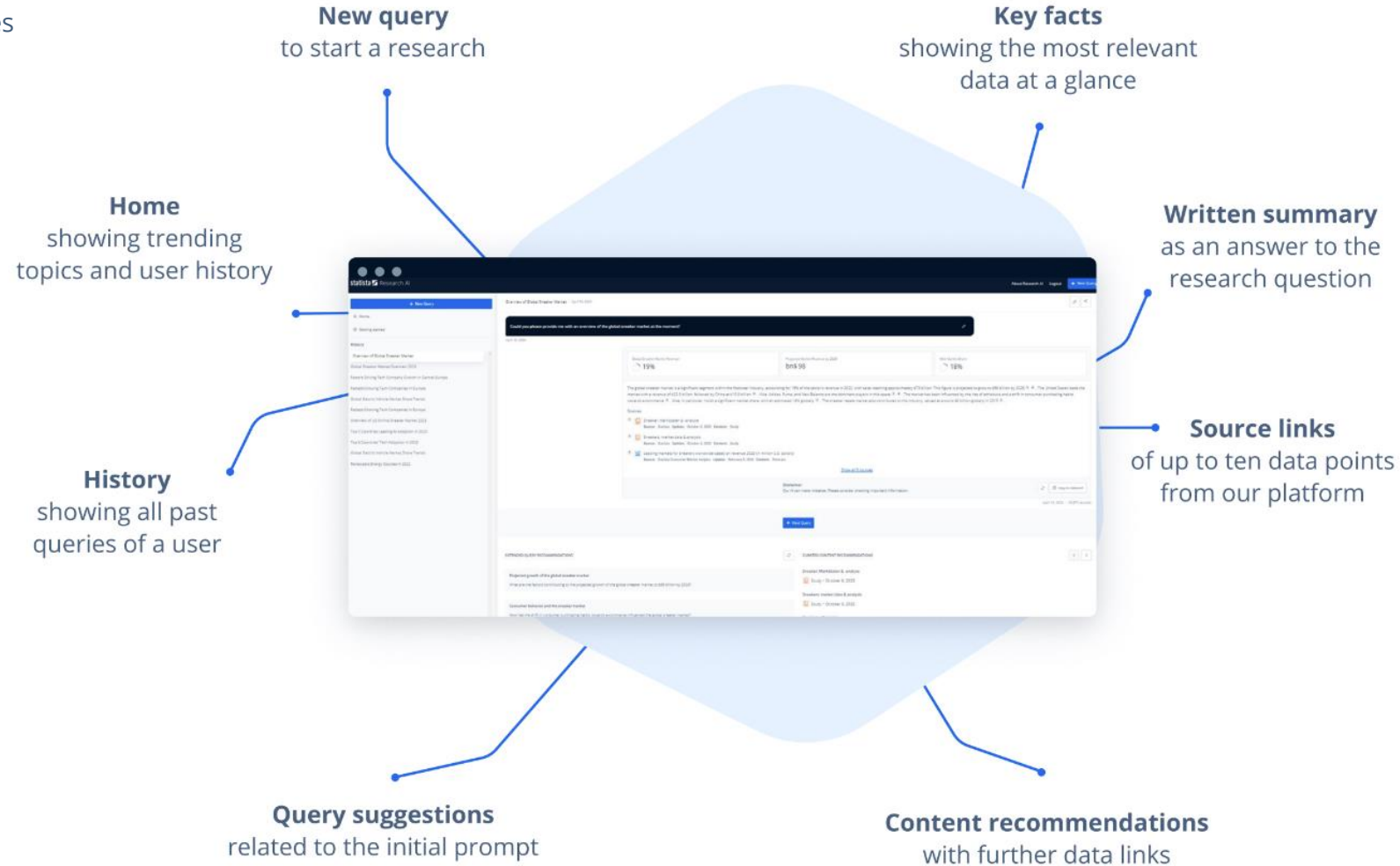
Unique Breath of data

Our vast database of over 1 million statistics forms the back-bone of Research AI, empowering unmatched insights.



The Output

Research AI features



Webinar: Bringing our industry experts to you

- Jan** 2024 in Finance: Fintech, M&A, ESG

- Feb** Curious Consumers - Consumer Trends 2024

- Feb** Gen Z and the future of the automotive market

- Mar** eCommerce Customer Journey - Consumer Trends 2024

- Mar** Breaking down barriers in fashion and beauty

- Mar** Consumer behavior during Ramadan in MENA

- Mar** Elections 2024: Democracy on the ballot

- Apr** Spatial computing and the future of work and play

- Jun** AI in action: Strategies for successful implementation

- Jun** Music Tourism in Europe



statista 
Data on Stage

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TRAININGS

Choose the webinars that best suit your needs

New



TRAINING-HUB

Platform News

What has happened on the Statista platform over the past few months and what can you look forward to in the next quarter?

→ See more details

Join this free webinar

DURATION
45 minutes

LANGUAGE
English



TRAINING-HUB

Onboarding

Are you new to Statista? We will show you around our database and will get you prepared to conduct your research on our platform.

→ See more details

Join this free webinar

DURATION
40 minutes

LANGUAGE
English



TRAINING-HUB

Trend Analysis

How are the different markets evolving in the future? We give you insightful views into different trending topics, as well as our trend analysis.

→ See more details

DURATION
30 minutes

LANGUAGE
English

Upcoming webinar in [August]



Join us on
26.07.2024

Platform News webinar on 26.07.2024

Register Now

Continuous UI/UX improvements

Redesign of search filter, company profile, Consumer Insights landing page and Topic Pages with more intuitive features

Walmart

GLOBAL REVENUE (2021) € \$572.80bn USD

Updated: Q1 2023

Overview Finance Competitor analysis Methodology

Overview

Summary Contact information

CEO	Doug McMillon
Founding year	1962
Main industry	Non-Specialized Stores
ISIC ID	471
Operating status	Active
IPO status	Public

DOWNLOADS

COMPANIES & PRODUCTS

Top 100 companies worldwide: Wholesale & Retail Trade, Incl...

2023

FILTER BY TOP TAGS

- e-commerce
- online shopping
- B2C e-commerce
- online retail
- e-commerce market
- e-commerce sales
- online shop
- shopping behavior
- online sales
- consumer behavior

CONSUMER INSIGHTS

Survey data made easy

Explore brands, track trends, and understand your target audience. Our Consumer Insights tool has you covered.

Search for brands, topics, countries... e.g., hobbies United Kingdom

Popular topics: Social media Commerce Sustainability

Prefer to start from scratch? [Explore the Consumer Insights tool](#)

Product tours Easy access What's new? Methodology Features & Functions Brand profiles Reports

PRODUCT TOURS

Would you like to know more? Join us for a guided tour

- WEBINAR**
How to use the tool
Making research easy
[Request webinar](#)
- GUIDED TOUR**
Getting started
Welcome to our Consumer Insights tool
[Start tour](#)
- GUIDED TOUR**
Audiences
Identify and understand your audience
[Start tour](#)

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- FANS & FOLLOWERS**
Premier League teams
- WEARABLES**
Wearables popularity by brand
- FASHION**
Fashion purchase criteria

NEW TOPIC PAGE 3.1

statista

Modern element for Key Insights

More discrete social media sharing options

The height of the key insights determines the height of the reading aid

The Table of Contents is now on the right side

Bigger report on the topic

More intuitive accordion for related topics

Fixed position for elements on the right side to avoid a lot of white spaces after expanding the reading aid

Emphasized headlines

Get the best reports to understand your industry

Get in touch with us. We're happy to help

Thank you!

