STATISTA – UPDATES AND NEWS

First half 2024
Platform Overview

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July 2024

What's **new** on Statista

01

Content

02

Market Insights

03

Consumer Insights

04

Client success

05

Platform Features

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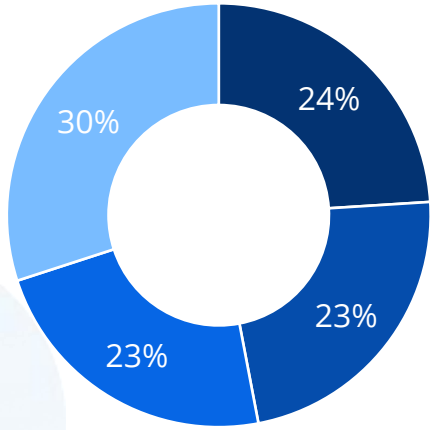
New contents at a glance

33,500+
statistics

600+
topic pages
& reports*



■ Digital ■ Industry ■ Consumer ■ Society

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

Exclude updates on existing contents

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Suggested readings on global **trending topics**

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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)

Notes:

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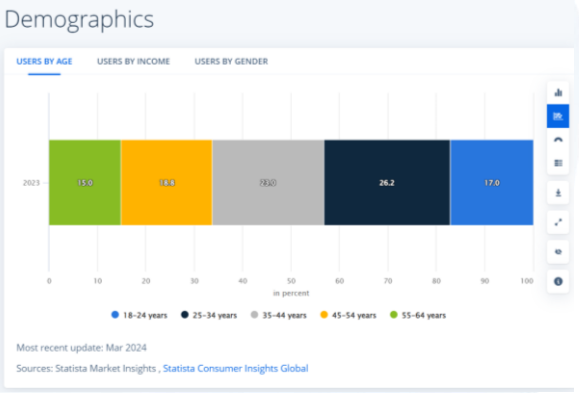
Market Insights – **New Features and Metrics**

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)*



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

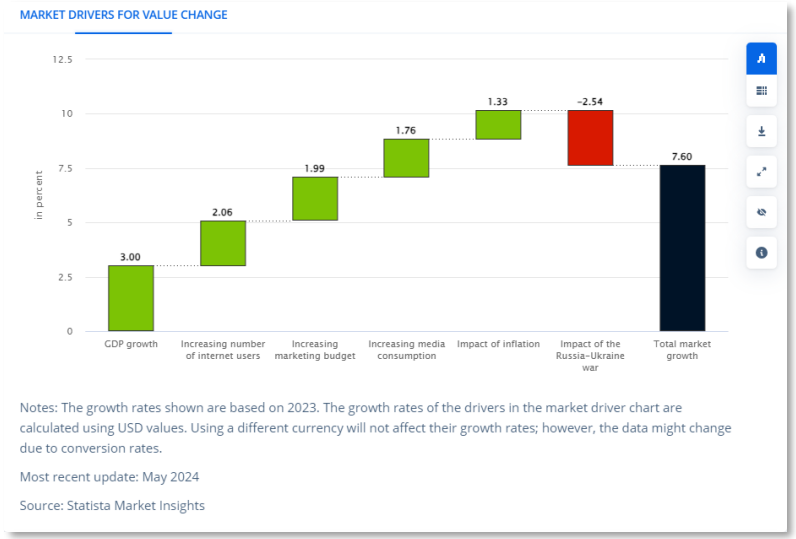
*selected market where Consumer Insights Survey data is available

Notes:

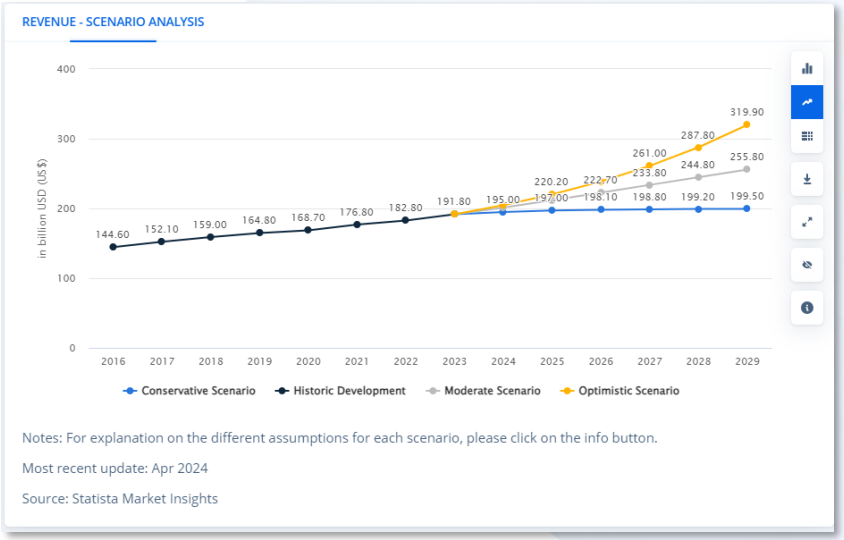
Market Insights

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

Analyst Opinion



Waterfall charts for quantifiable market drivers



Scenario Analysis

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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

Notes:

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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]

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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

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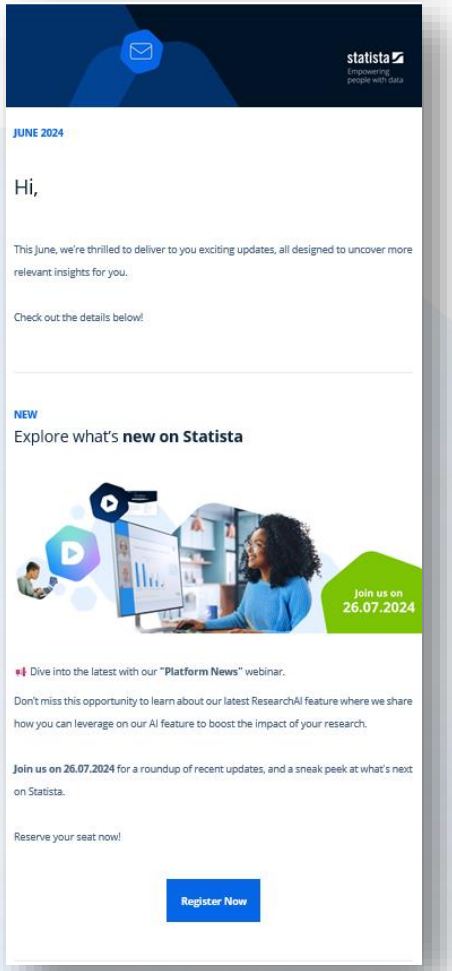
APAC Newsletter – **New format**



… **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.

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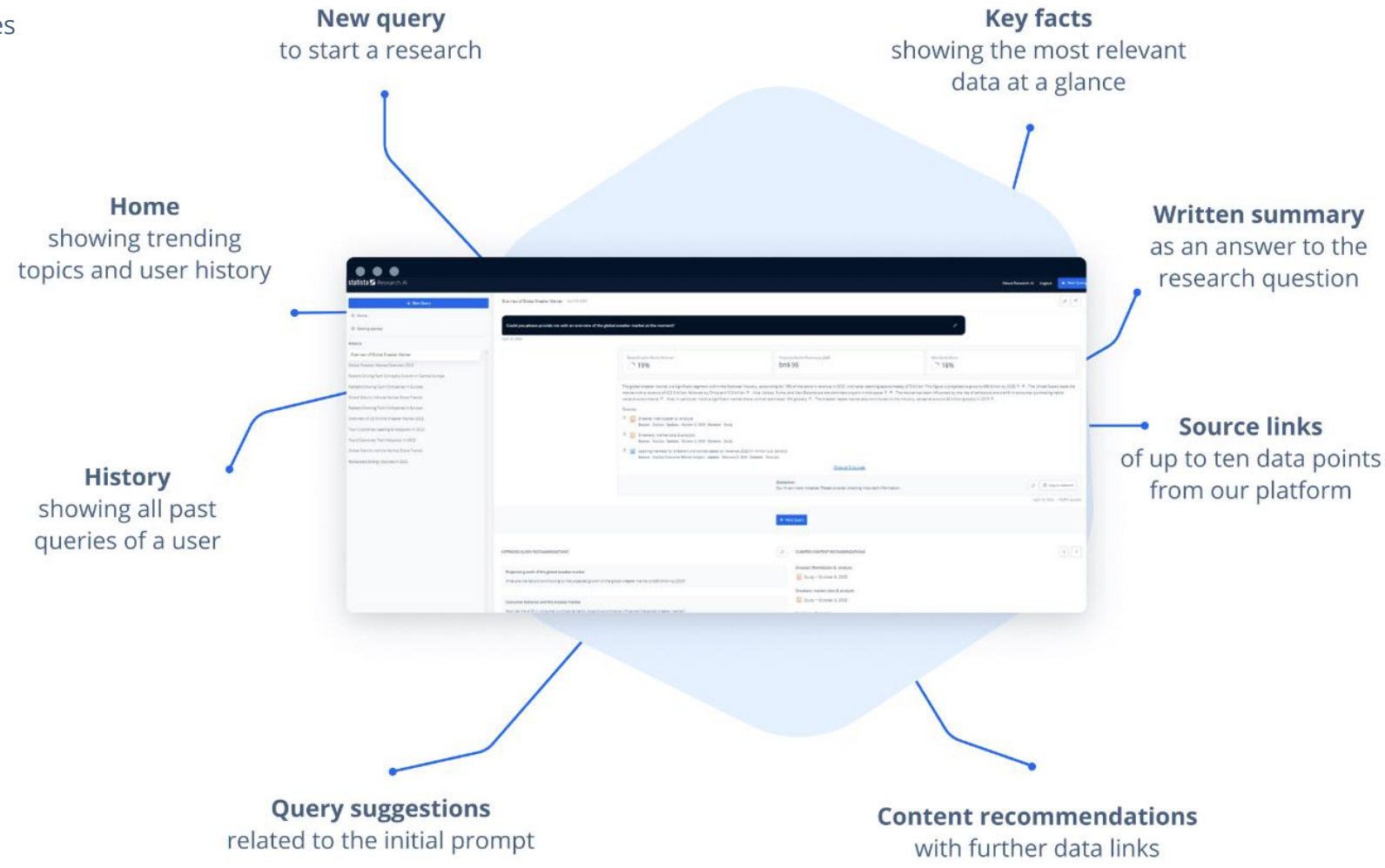
The **Output**

Research AI features



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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

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Data on Stage

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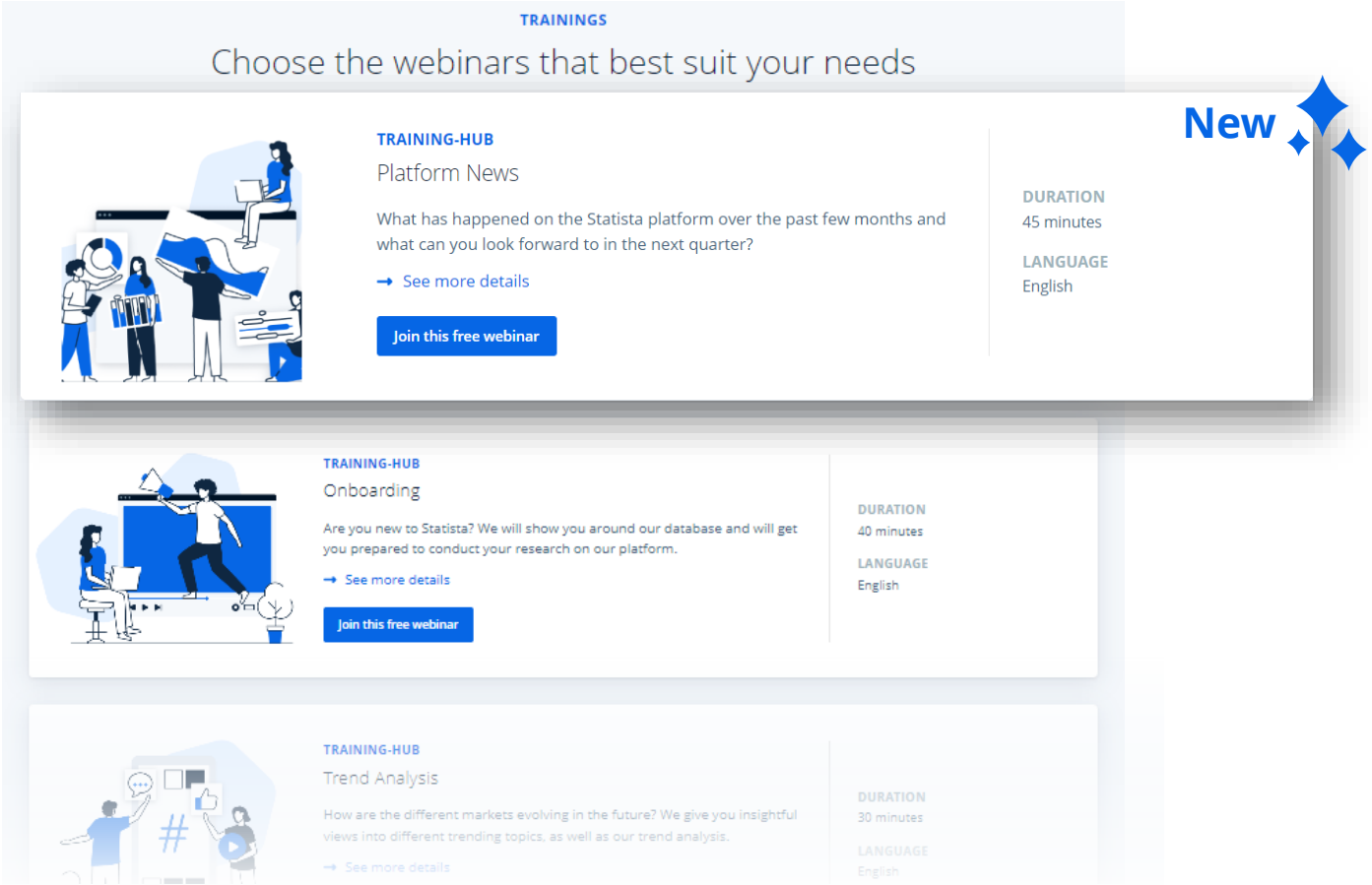
Training Hub

Refresh your knowledge anytime with live trainings



Upcoming webinar in [August]

CUSTOMIZATION REQUIRED (optional)

Platform News webinar on 26.07.2024

Register Now

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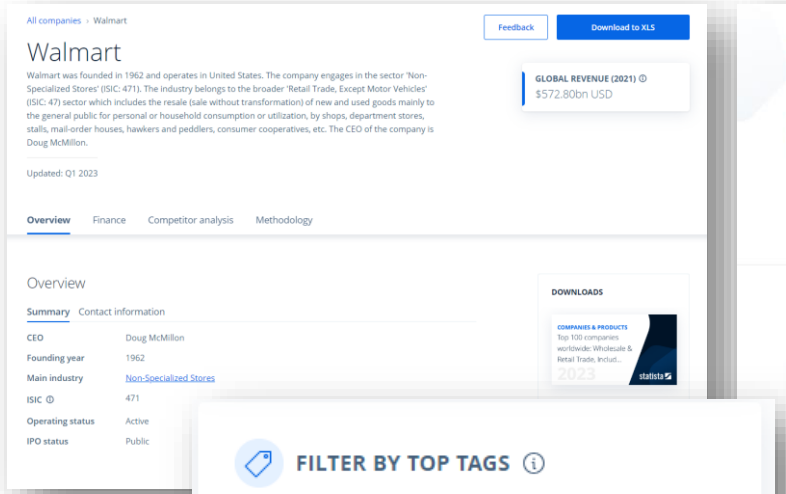
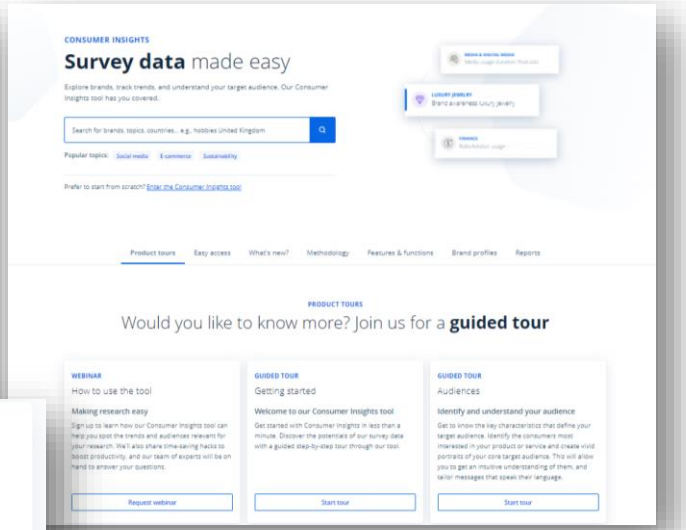
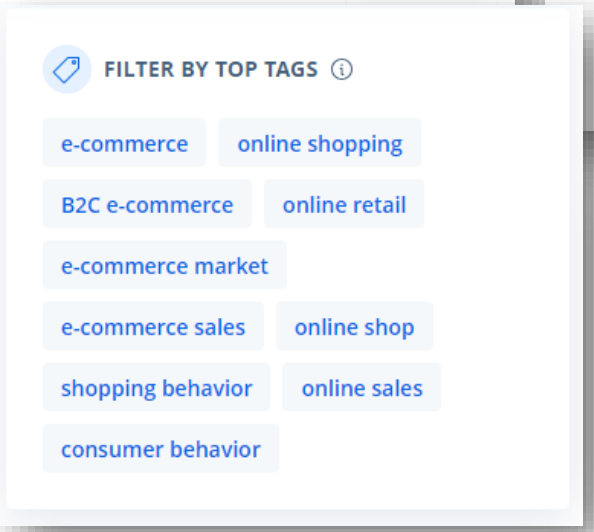
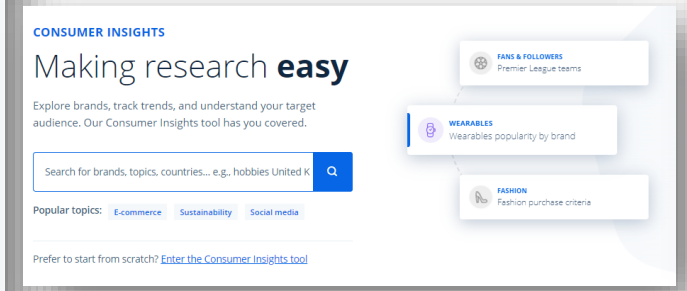
Continuous **UI/ UX improvements**

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









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Thank you!

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