

G-CLOUD 15

Statista pricing overview



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Glossary

- **Professional Account (ProA)** – Includes Data and Market Insights
- **Professional Account with Consumer Insights (ProA + ConI)** – includes Data, Market and Consumer Insights
- **Professional Account with eCommerce Insights (ProA + eComI)** – includes Data, Market and eCommerce Insights
- **Business Suite** – includes Data, Market, Consumer, and eCommerce Insights



Data Insights

Find facts and figures and ready-to-use analyses for 170+ industries and 150+ countries. AI Research tool access.



Market Insights

Look into the future of markets with detailed, 5-year forecasts for 600+ market segments.



Consumer Insights

Understand consumers based on over 2 million interviews and covering 15,000+ brands.



eCommerce Insights

Understand the eCommerce landscape with data on over 30,000 online stores and marketplaces.

2026 Pricing

Valid on G-Cloud 15 agreements starting between
January 1st 2026 to December 31st 2026



Pricing 2026 (Initial 12 or 24 months)

Initial 12 months

	Maximum number of users									
	5	10	20	30	40	50	100	200	1,000	5,000
ProA	£13,548	£22,030	£33,892	£45,754	£54,227	£59,311	£101,676	£169,460	£474,488	£1,151,580
ProA + Conl	£27,038	£35,149	£54,075	£73,002	£86,521	£94,632	£162,226	£270,377	£757,056	£2,084,880
ProA + eComl	£27,038	£35,149	£54,075	£73,002	£86,521	£94,632	£162,226	£270,377	£757,056	£2,084,880
Business Suite	£32,148	£41,724	£64,191	£86,658	£102,706	£112,334	£192,573	£320,955	£898,674	£2,732,580

Initial 24 months

	Maximum number of users									
	5	10	20	30	40	50	100	200	1,000	5,000
ProA	£27,773	£45,162	£69,479	£93,796	£111,165	£121,588	£208,436	£347,393	£972,700	£2,360,739
ProA + Conl	£55,428	£72,055	£110,854	£149,654	£177,368	£193,996	£332,563	£554,273	£1,551,965	£4,274,004
ProA + eComl	£55,428	£72,055	£110,854	£149,654	£177,368	£193,966	£332,563	£554,273	£1,551,965	£4,274,004
Business Suite	£65,903	£85,534	£131,592	£177,649	£210,547	£230,285	£394,775	£657,958	£1,842,282	£5,601,789

- For a 12-month subscription, the total price (invoice amount) is payable in a single instalment when the purchase agreement is signed.
- For 24-month subscriptions, payment for the subscription period is made in two annual instalments. The first instalment is due upon conclusion of the agreement, and the second instalment is due at the beginning of the second year of the subscription period. The first invoice corresponds to the relevant price from the first price table, and the second invoice equals the initial price plus 5%. The total contract value corresponds to the respective price in price table 2. There is no option to terminate early, and each instalment will be invoiced separately.

Pricing 2026 (Additional 12 months)

First additional 12 months
Second year

	Maximum number of users									
	5	10	20	30	40	50	100	200	1,000	5,000
ProA	£14,767	£24,013	£36,942	£49,872	£59,107	£64,649	£110,827	£184,711	£517,192	£1,255,222
ProA + Conl	£29,471	£38,312	£58,942	£79,572	£94,308	£103,149	£176,826	£294,711	£825,191	£2,272,519
ProA + eComl	£29,471	£38,312	£58,942	£79,572	£94,308	£103,149	£176,826	£294,711	£825,191	£2,272,519
Business Suite	£35,041	£45,479	£69,968	£94,457	£111,950	£122,444	£209,905	£349,841	£979,555	£2,978,512

Second additional 12 months
Third year

	Maximum number of users									
	5	10	20	30	40	50	100	200	1,000	5,000
ProA	£16,096	£26,174	£40,267	£54,360	£64,427	£70,467	£120,801	£201,335	£563,739	£1,368,192
ProA + Conl	£32,123	£41,760	£64,247	£86,733	£102,796	£112,432	£192,740	£321,235	£899,458	£2,477,046
ProA + eComl	£32,123	£41,760	£64,247	£86,733	£102,796	£112,432	£192,740	£321,235	£899,458	£2,477,046
Business Suite	£38,195	£49,572	£76,265	£102,958	£122,026	£133,464	£228,796	£381,327	£1,067,715	£3,246,578

Ask Statista – additional research and support

Additional research support to be used alongside the platform service.

	Light Package	StarterPackage	Silver Package	Gold Package
Research hours over 12 month period	12	30	60	120
Package	£2,245	£6,348	£10,316	£18,515

Statista DATA API

Additional service to be used alongside the platform service.

Prices: upon request (customized solutions)

2027 Pricing

Valid on G-Cloud 15 agreements starting between
January 1st 2027 to December 31st 2027



Pricing 2027 (Initial 12 or 24 months)

Initial 12 months

	Maximum number of users									
	5	10	20	30	40	50	100	200	1,000	5,000
ProA	£16,258	£26,436	£40,670	£54,905	£65,072	£71,173	£122,011	£203,352	£569,386	£1,381,896
ProA + Conl	£32,446	£42,179	£64,890	£87,602	£103,825	£113,558	£194,671	£324,452	£908,467	£2,501,856
ProA + eComl	£32,446	£42,179	£64,890	£87,602	£103,825	£113,558	£194,671	£324,452	£908,467	£2,501,856
Business Suite	£38,578	£50,069	£77,029	£103,990	£123,247	£134,801	£231,088	£385,146	£1,078,409	£3,279,096

Initial 24 months

	Maximum number of users									
	5	10	20	30	40	50	100	200	1,000	5,000
ProA	£33,329	£54,194	£83,374	£112,555	£133,398	£145,905	£250,123	£416,872	£1,167,241	£2,832,887
ProA + Conl	£66,514	£86,467	£133,025	£179,584	£212,841	£232,794	£399,076	£665,127	£1,862,357	£5,128,805
ProA + eComl	£66,514	£86,467	£133,025	£179,584	£212,841	£232,794	£399,076	£665,127	£1,862,357	£5,128,805
Business Suite	£79,085	£102,641	£157,909	£213,180	£252,656	£276,342	£473,730	£789,549	£2,210,738	£6,722,147

- For a 12-month subscription, the total price (invoice amount) is payable in a single instalment when the purchase agreement is signed.
- For 24-month subscriptions, payment for the subscription period is made in two annual instalments. The first instalment is due upon conclusion of the agreement, and the second instalment is due at the beginning of the second year of the subscription period. The first invoice corresponds to the relevant price from the first price table, and the second invoice equals the initial price plus 5%. The total contract value corresponds to the respective price in price table 2. There is no option to terminate early, and each instalment will be invoiced separately.

Pricing 2027 (Additional 12 months)

First additional 12 months
Second year

	Maximum number of users									
	5	10	20	30	40	50	100	200	1,000	5,000
ProA	£17,721	£28,815	£44,330	£59,846	£70,928	£77,579	£132,992	£221,654	£620,631	£1,506,267
ProA + Conl	£35,366	£45,975	£70,730	£95,486	£113,169	£123,778	£212,191	£353,653	£990,229	£2,727,023
ProA + eComl	£35,366	£45,975	£70,730	£95,486	£113,169	£123,778	£212,291	£353,653	£990,229	£2,727,023
Business Suite	£42,050	£54,575	£83,962	£113,349	£134,339	£146,933	£251,886	£419,809	£1,175,466	£3,574,215

Second additional 12 months
Third year

	Maximum number of users									
	5	10	20	30	40	50	100	200	1,000	5,000
ProA	£19,316	£31,408	£48,320	£65,232	£77,312	£84,561	£144,961	£241,603	£676,488	£1,641,831
ProA + Conl	£38,549	£50,113	£77,096	£104,080	£123,354	£134,918	£231,288	£385,482	£1,079,350	£2,972,455
ProA + eComl	£38,549	£50,113	£77,096	£104,080	£123,354	£134,918	£231,288	£385,482	£1,079,350	£2,972,455
Business Suite	£45,835	£59,487	£91,519	£123,550	£146,430	£160,157	£274,556	£457,592	£1,281,258	£3,895,894

Ask Statista – additional research support

Additional research support to be used alongside the platform service.

	Light Package	StarterPackage	Silver Package	Gold Package
Research hours over 12-month period	12	30	60	120
Package	£2,789	£7,300	£11,863	£21,292

Statista DATA API

Additional service to be used alongside the platform service.

Prices: upon request (customized solutions)

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