

PRODUCT AND SERVICES DESCRIPTION

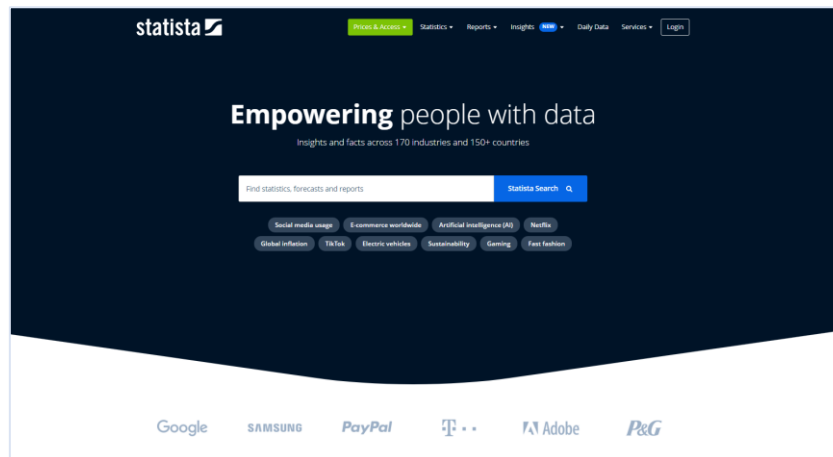
Professional Account

Last updated: November 2025



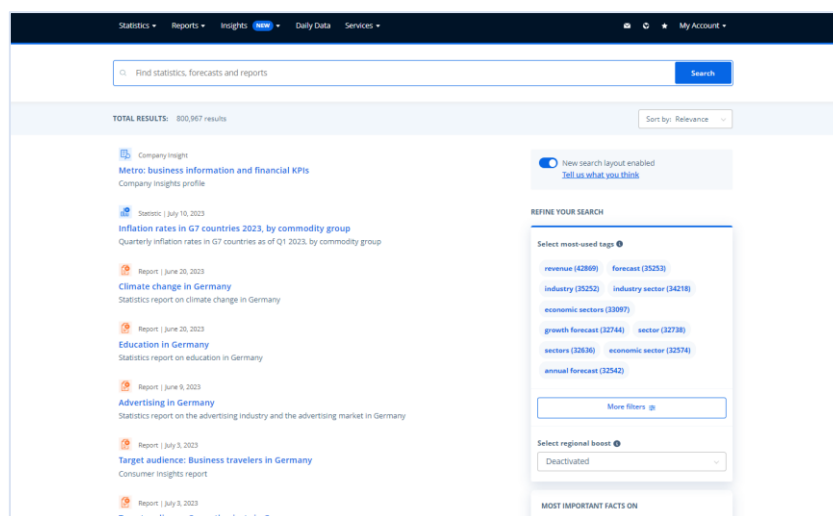
Introduction

Statista is one of the world's leading portals offering access to statistics and studies on 10,000 topics and 170 industries via its website. Statista enables users to quickly and conveniently access relevant market and consumer data and to easily process it. The data is available in English and German and is expanded and updated daily.



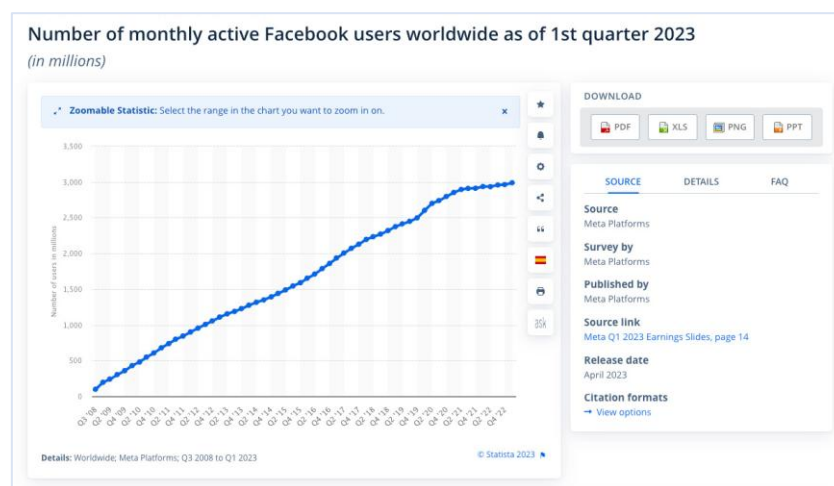
Search

Statista's search function has been specifically designed to provide users with an easy and efficient way to find the information they need. With features like auto-completion and the display of synonyms and alternative search terms, users can quickly and accurately locate the desired information. Additionally, the search function offers various filter options, including selecting relevant tags, filtering by content type, region, industry, or year, and sorting by relevance or publication date. A regional boost feature ensures that users receive the most relevant search results from their preferred geographic location.



Content & sources

Statista's data comes from two areas: Statista collects relevant market data from third parties and makes it available to its customers in the form of statistics and studies. Sources include government institutions, such as statistical offices and ministries, international organizations, market research institutes, and trade journals. Statista bundles data from a total of 40,000 different sources. Around 50 percent of the portal's content is based on surveys carried out independently by Statista. An international team of experienced analysts develops its own market models, conducts surveys and in-depth analyses, and uses them as the basis for forecasts and key figures for various markets and industries. Statista's own content includes exclusive survey data from the Consumer Insights and market models and calculations which can be accessed in our Market Insights. All available information on a source, such as survey data, methodology, as well as place and date of publication, is listed on the portal.



Download formats

Statistics and studies can be downloaded in various formats. Depending on the type of product chosen, Statista makes the data available to its customers in the form of XLS, PPT, PNG, and PDF files. Thus, the researched statistics can be directly processed and integrated into your own analyses and presentations without any detours.

Rights of use and publication rights

Customers with a Professional Account acquire the right to use downloaded content for commercial purposes.

Customers with a Professional Account acquire the right to publish downloaded content. Publication rights do not extend to the right to act as a reseller of Statista products. Furthermore, they do not extend to the content of third-party links on the Statista platform.

The automated read or extraction of our data is impermissible, including its use for the purpose of training artificial intelligence.

Possible changes

Due to technological development as well as possible changes in the legal, fiscal or economic environment, Statista will occasionally adapt this product data sheet. You will be informed about these changes in due time. If the changes are economically neutral, we assume your consent.

Services included in the Professional Account

With the Professional Account, companies make the services offered by the Statista platform accessible to more than one employee. The number of employees or departments activated depends on the price model selected. A department is an organizational unit of a company in one country that brings together several employees, who are placed under the same management, to perform common tasks on a permanent basis. "Department" always means the department that is located at the lowest organizational level as long as there is no other team at the same level that fulfills exactly the same tasks. Unless contractually agreed otherwise, the Professional Account provides its users with access to

- All statistics, forecasts, and surveys of the German and international platform
- All studies & reports of the German and international platform¹:
 - Statistics reports
 - Spotlight reports
 - Overview reports
 - Trend reports
 - Market Insights reports
 - Consumer Insights reports
 - Company Insights reports
 - Data tables
 - External studies
- Market Insights:
 - Content for 1,000+ markets across various topics, including Advertising & Media, Consumer, Global Indicators, eCommerce, Financial, Health, Industrial, Mobility, and Technology
 - Interactive data visualization tool
 - Up to 20 KPI's per market
 - Proprietary forecast data
 - Country comparison & custom regions
 - Qualitative insights in the form of analyst opinions and reports
 - Download in XLS, CSV, or PNG format
- Research AI: Statista's AI-powered research tool that combines verified Statista data with AI capabilities to provide contextualized answers to research questions
 - Supports over 100 languages
 - Easy sharing of results

¹ Not included are the studies created by Statista that can only be purchased separately. These studies are currently as follows: Arbeitgeber-Studie, Online-Shop-Studie, Stromkunden und -anbieterstudie, Gaskunden und -anbieterstudie, E-Commerce Markt Deutschland, E-Commerce-Markt Österreich/Schweiz, Benchmark Studie Service-Apps, Benchmark Studie -Digitaler Kundendialog, Etude: Les meilleurs employeurs en France, Report: Employers in the U.S., Report: Employers in the UK, Internet-Markt Deutschland, as well as the ecommerceDB Reports.

In addition, Professional Account customers can download statistics as PowerPoint, Excel, PDF, and PNG files. Professional Account customers can also take advantage of the following Statista customer services:

- For individual research an askStatista Light package including 12 hours research per year can be added to the subscription for a fee.
- Annual usage reporting of the account
- Participation in webinars and training courses

Unless contractually agreed otherwise, the Professional Account subscription is valid for a period of 12 months. The subscription will automatically renew each time for an additional 12 months at the end of the subscription term unless canceled by you three months prior to the end of the subscription term.

The agreed license fee will increase every 12 months by eight percent, starting with the second term. The total price (invoice amount) is invoiced in one sum when both parties formally enter into the contract. The Professional Account offer is aimed at commercial users.³

Statista will keep the user informed about innovations by e-mail so that the user is able to use the most up-to-date functions of the statistics portal at any time.

³ An acquisition by private users is not possible. The purchase process includes confirmation that the purchase is for a commercial user.

CONTACT

Customer support

Need help? You can reach our support team anytime through our contact form: www.statista.com/contact/. We will respond to your inquiry as quickly as possible.

PRODUCT AND SERVICES DESCRIPTION

Consumer Insights

Last updated: August 2025

statista 



GENERAL

About the Consumer Insights

The Consumer Insights are your key to the world of consumers. Using effective market research tools and exclusive survey data, you can find out what drives consumers, how they feel, and what they think of individual brands. With our Consumer Insights, you have a comprehensive database to understand your target group and brand even better and to derive valuable information for relevant strategic decisions.

Content

The Consumer Insights grant users access to our interactive online analysis tool, data from different surveys conducted exclusively by Statista, and a wide range of in-depth reports covering brands, target groups, and audiences.

Our main survey, the Consumer Insights Global survey, grants access to the results of more than 3,000,000 consumer interviews in 30+ countries and territories. The survey is executed repeatedly and offers deep insights into customer behavior, consumers' attitudes towards brands, and their media usage. The consumer data collected in the Global survey helps you to track and understand your customers' behavior in on- and offline markets.

In addition to the Global survey, we offer further survey data on special and trending topics (e.g. pets, sports food, gaming), which give you an even deeper understanding of a specific topic or market, and additional data on a variety of brands. In the Brand KPI survey, we collect the most relevant metrics for brands (e.g. brand awareness, popularity, usage, brand loyalty, and media reach) so that you can easily build a brand funnel and/or benchmark your brand against those of your competitors.

Additionally, our Pulse Survey provides monthly updates on how consumers feel, what they value, and how their views are evolving, helping you track macro and micro trends across industries and society. Our new Media Survey offers monthly insights into changing media habits, covering everything from TV and streaming to podcasts, books, and social media, so you can make more informed content and marketing decisions.

All survey data is available for analysis in our Consumer Insights tool, which allows you to choose from a variety of dimensions to create your own personalized target groups (such as demographics, lifestyle, or values and attitudes), compare trends and countries, and export data in CSV and PowerPoint format.

Moreover, we deliver our research findings as reports¹ that contain pre-compiled data in an easily digestible format, allowing you to quickly gain a thorough understanding of specific brands, target groups, or audiences.

Countries

The countries included in the Consumer Insights cover more than 90% of global GDP. The following regions/territories are covered by the Consumer Insights surveys.

- North America | South America
- Central and Western Europe | Northern and Eastern Europe | Southern Europe
- Africa
- Asia & Australia

¹ Access to reports is only given with the additional purchase of a Personal, Professional, or Enterprise Account.

Find a detailed list of countries and territories covered by our main study here:

<https://www.statista.com/insights/consumer#countries-modal>

Selection of industries & topics

Marketing & social media

- Customer journey
- Social media & word of mouth
- Influencer & content creator

eCommerce & retail

- Shopping behavior
- Retail & FMCG
- Online shopping

Fashion, beauty & household

- Fashion & apparel
- Cosmetics & personal care
- Household & everyday products

Food & nutrition

- Diets & nutrition
- Grocery shopping
- Online grocery shopping
- Smoking

Internet & devices

- Smartphone
- Internet access at home
- Mobile internet access

Media & digital media

- Radio & digital music
- Print media & ePublishing
- Media & news consumption
- TV & video-on-demand
- Video games

Household & household equipment

- Consumer electronics
- Household appliances
- Smart home devices

Mobility

- Car ownership & purchase
- Mobility services

Finance

- Personal finance
- Finance product ownership/usage
- Primary bank
- Banking & financial services
- Online & mobile payment

Insurance

- Insurance ownership
- Car insurance
- Home insurance

Health

- Personal health & medication purchase
- eHealth

Travel

- Private & business travel
- Travel products
- eTravel

Service & eServices

- Services usage & bookings
- Event ticket bookings
- Food delivery
- Online dating
- Fitness & health services

Account benefits

Below, you will find a summary of the most important benefits of an account with access to the Consumer Insights. Services included in a Consumer Insights subscription:

- Access to all Consumer Insights survey data, including the Global survey, and Brand KPIs, as well as the Media and Pulse surveys.
- Consumer Insights tool for DIY online analyses and access to all expert functions of the tool, such as cross-tabulation, filtering and customizing target groups, trend and country comparisons, and export in CSV and PowerPoint format
- Additional, in-depth reports² on brands, target groups, and audiences.

Payment model

Unless contractually agreed otherwise, the Consumer Insights subscription is valid for a period of 12 months. The subscription will automatically renew each time for an additional 12 months at the end of the subscription term unless canceled by you three months prior to the end of the subscription term. The agreed license fee will increase every 12 months by eight percent, starting with the second term.

The Statista Consumer Insights are aimed at commercial users as well as at users from the academic and scientific sector. In cases of unusual user behavior, Statista reserves the right to restrict access until the issue is clarified and/or to terminate the contract for extraordinary reasons. In particular, the sharing of login credentials and thus giving multiple individual access to Statista's services constitutes a case of inadmissible use.

Key figures and KPIs

Understand target groups and receive valuable insights into global consumer behaviors. With the Statista Consumer Insights, Statista offers an intuitive interface for an independent and personalized evaluation of the in-depth data from our exclusive surveys.

- More than 3,000,000 interviews
- 30+ countries and territories
- Over 500 industries and topics
- Over 15,000 international brands

Note: The Consumer Insights can be purchased in addition to a Personal, Professional, or Enterprise Account, stand-alone, or in combination with other Insights products.

² Access to reports is only given with the additional purchase of a Personal, Professional, or Enterprise Account.

Methodology and sources

The Consumer Insights surveys are conducted as interactive online surveys among internet users between 18 (in some cases 14) and 64 years of age. Respondents in each country are selected accordingly based on a representative cross section of the population (age, gender, and region)³. Data from the Global Survey is updated up to four times per year, while the Pulse and Media surveys are updated monthly.

You can download the Consumer Insights methodology here:

<https://www.statista.com/insights/consumer#methodology>

Usage and publication rights

All users of the Consumer Insights are granted basic rights of personal use of publicly available information (e.g., information that can be accessed without any subscription account).

The rights to use and publish available survey data, DIY analyses, and downloaded documents for commercial purposes are granted solely to customers with a paid subscription account.

The automated read or extraction of our data is impermissible, including its use for the purpose of training artificial intelligence.

Possible changes

Due to technological development as well as possible changes in the legal, fiscal or economic environment, Statista will occasionally adapt this product data sheet. You will be informed about these changes in due time. If the changes are economically neutral, we assume your consent.

Technical notes

The technical requirement for using a Statista Consumer Insights account is an up-to-date web browser (Firefox 3.0.14, Google Chrome, or Internet Explorer 10 or higher are recommended). The browser's security settings must also allow websites to run scripts.

The English-language content of the Consumer Insights is published here:

<https://www.statista.com/insights/consumer>

³ Regional quota for countries and regions for which regional quota information is available to our panel providers.

CONTACT

Customer support

Need help? You can reach our support team anytime through our contact form: www.statista.com/contact/.

We will respond to your inquiry as quickly as possible.

PRODUCT INFORMATION

askStatista Package

Thank you for your interest in the askStatista service. We are pleased to provide you with information regarding the use and booking options of our service.

1. Our Service Portfolio

askStatista extends the offering of the Statista platform Statista.com and Statista.de with an individual, fast and hassle-free research service. Our experienced Statista analysts, supported by an extensive global network of researchers, can answer your questions within 48 hours from Monday to Friday. They will utilise data and sources available from the Statista platform, other cooperation partners, and external sources.

We deliver the results of our research in a structured written summary and include standardised MS Excel files if applicable. In addition to researching, analysing, and structuring the data, the service may also include simple data modelling, such as cross tables, interpolation, or trend forecasting.

2. Usage of the Service

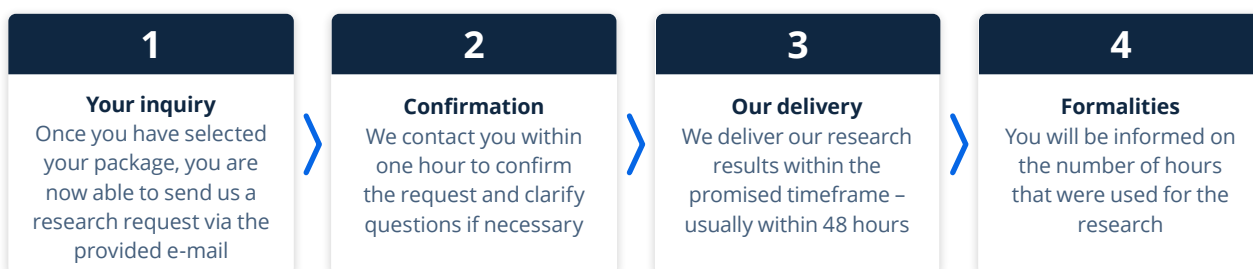
After the purchase of an askStatista prepaid package, you can immediately use the service and receive your first report.

All questions will be shortly reviewed after they have been submitted via email to ask@statista.com. For all questions submitted during our business hours (between 9 a.m. and 5 p.m. CET), we will endeavour to contact you within one hour to confirm the request and to clarify the questions if necessary. The usage of askStatista is available for all employees in your domain. Upon request we can restrict the usage to a user group specified by you.

On weekdays, we will deliver results within 48 hours. All sources, assumptions, and modelling derivations (i.e. calculations based on facts and estimations) will be made transparent. For more extensive and complex requests that require resources greater than one working day, we will deliver a preliminary result after 24 hours and agree with you on a further course of action. Please be advised, that for very complex requests, we reserve the right to refrain from offering the askStatista service. This might apply in exceptional cases where the data currently available are insufficient to deliver sound results that meet our quality standards, and that of the requestor, or if we deem that very specific industry or technical knowledge is required that we cannot provide.

Research hours are automatically deducted from your balance in a transparent manner. Following the delivery of the results, we will inform you about the amount of hours used for the research task and update you on your remaining total.

Process scheme of an askStatista research project:



3. Our Offer

There are three different packages of askStatista research hours that can be booked.

Silver Package	Gold Package	Platinum Package
60 hours of research Validity: 12 months	120 hours of research Validity: 12 months	>120 hours of research Validity: Tailor made

As an introductory offer, we also have a Starter Package available.

Starter Package
30 hours of research Validity: 12 months

Within the delivery of results for each research question, we will always provide you with an overview of the time and resources used as well as the corresponding research hours that have been redeemed and the remaining total balance of your askStatista research hours. This will always give you full transparency.

4. Contractual Conditions

Depending on which offer you choose, the askStatista package has varying durations:

Starter, Silver and Gold Packages will be valid for 12 months. The validity of Platinum Packages will be agreed individually.

The invoice will be issued after contract conclusion. The terms of payment are 14 days after the receipt of the invoice.

5. Contact

Hamburg

Statista GmbH

Johannes-Brahms-Platz 1

20355 Hamburg

Germany

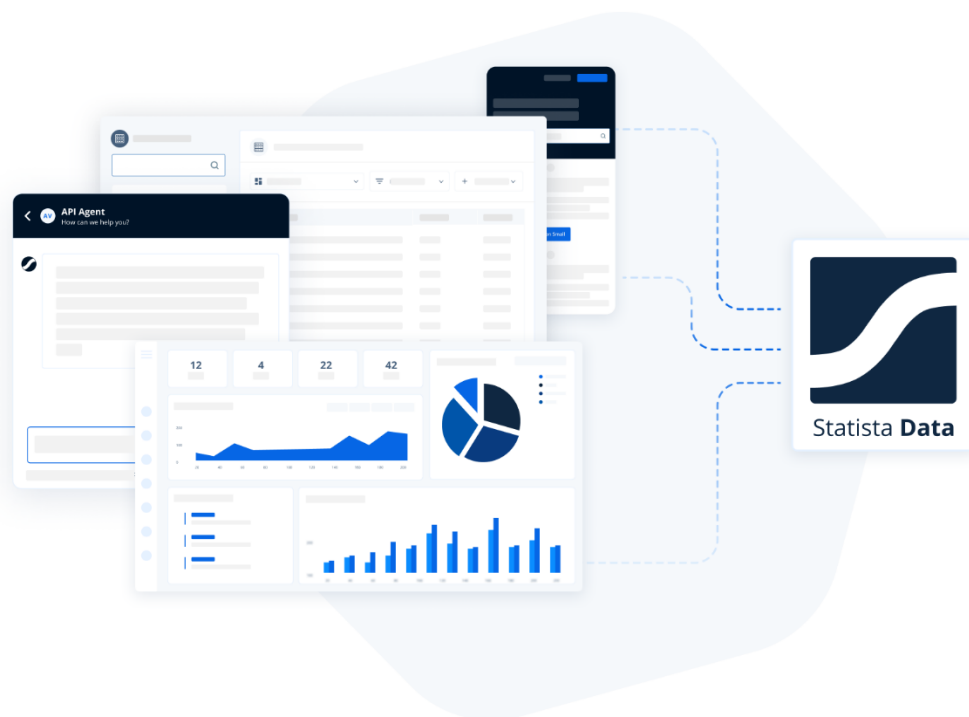
Mail: ask@statista.com

Contact Person: Stefan Behrens

PRODUCT AND SERVICES DESCRIPTION

Statista Data API

Last updated: August 2025



Statista Discovery Advanced & Data API

The Statista Discovery Advanced API allows users to search Statista's database and retrieve a list of relevant results based on a specific search term. Each response includes basic information such as the title, date, industry, geographic scope, and a brief description, as well as a link to the full content on Statista's platform. The API provides search results across statistics, reports, infographics, and market insights.

The Statista Data API enables users to integrate Statista's data into their systems. Each call returns specific data points along with relevant metadata, allowing users to seamlessly integrate Statista data into internal systems for enhanced analytics, reporting, and visualization. Responses include titles, descriptions, and all individual data points of a given statistic.

The number of API calls available to the customer for the duration of the term is defined in the offer. The maximum number of calls within one day is limited to 10.000 calls. Statista will provide updates on the number of calls used. Unused calls at the end of the contract term will be void. Should the number of available calls be depleted before the end of the contract term, new call packages can be purchased by the customer.

Activation of the API Key

Statista will provide the customer with a Statista API Key on the start of the term. The customer is responsible for the successful integration of the API into their systems.

Rights of use

Customers who acquire the right to use the Statista API, will be allowed to access the Statista data through the Statista API for the duration of the term. The Statista API only includes an additional way to access Statista's data, it does not include additional content. The customer's right to use the accessed data is limited to the purpose defined in the order. If no purpose has been defined in the order, the customer is only permitted to use the Statista API for internal purposes. The customer is obligated to cite Statista as the source in every instance of data usage (both internal and external). The rights of use stated for the content accessed through Statista platform accounts are not affected.

Any use of the API that does not align with the defined purpose is not permitted. In particular, the customer may not:

1. Retrieve and store materials in any kind of general storage, specifically in order to bypass the use of the Statista API for later calls.
2. Grant access to Statista data to individuals who are not included in the corresponding Statista Account. However, if the purpose defined in the order explicitly allows external usage, the customer may integrate a small amount of content from the Statista platform into their own materials and make it available to a limited number of customers as part of an individual contract between them.
3. Grant access to the Statista API to unauthorised users. This also applies to self-developed interfaces such as chatbot or other tools.

4. Pass Statista data to Third-Party Services (e.g., AI or LLM Providers) to train, fine-tune, or otherwise enhance any AI or machine learning models.

As an exception, the customer may transmit Statista data to third-party services (including AI/LLM services) solely for the purpose of internal processing (e.g., retrieval-augmented generation, analytics, or reporting) under the following strict conditions:

- 1) Trustworthy Provider Requirements

The third-party service provider must:

- a) Hold relevant industry-standard security or privacy certifications (e.g., SOC 2 Type II, ISO/IEC 27001) or otherwise demonstrate equivalent information security controls and
- b) be incorporated and maintain its principal place of business in one of the following jurisdictions:
 - European Union (EU) or European Economic Area (EEA) member states (including Norway, Iceland, Liechtenstein)
 - United Kingdom
 - United States of America
 - Canada
 - Switzerland
 - Japan
 - Australia
 - New Zealand
 - Singapore.

- 2) Training and Data Isolation Requirements:

- a) The service provider's terms and conditions must explicitly state that neither input data (including Statista data) nor output generated using such data will be used for training, fine-tuning, or otherwise improving any models.
- b) If the provider does not make such a statement in its standard terms, the customer must ensure (e.g., by contract or configuration) that the provider offers a mechanism (such as a specific API flag or contractual opt-out) that prevents the use of input and output data for training or model improvement.
- c) In both cases the customer must be able to demonstrate compliance with these requirements upon Statista's request.

- 3) Confidentiality and Data Segregation:

The customer must ensure that Statista data processed by the service provider is logically and technically segregated so that it cannot be accessed by other customers or unauthorized third parties.

Any transmission of Statista data to providers that do not meet these conditions is strictly prohibited.

As a security measure against misuse of the API, Statista has implemented a guardrail for downloads via the API; the customer can therefore download a maximum of 20% of the content available via the API per year.

Statista is entitled to block the customers' access to the API for the rest of the term without being obligated to provide a refund in the following cases:

1. The customer fails to provide the required proof of compliance with the usage terms as requested by Statista.
2. The customer exceeds the granted rights of use.

Rights of use for content

If the customer purchases the Statista API (defined in the offer), he receives the following rights to use the content/materials of the Statista Platform retrieved through the API: the right to use downloaded content for commercial purposes, the right to publish downloaded content. Publication rights do not extend to the right to act as a reseller of Statista products. Furthermore, they do not extend to the content of third-party links on the Statista platform. The customer is obligated to cite Statista as the source in every instance of data usage (both internal and external).

Customer obligations

Customer shall monitor its authorized users' use of the API and other Statista Products and Services. In the event the customer becomes aware of any allegation of unauthorized use, the customer will immediately provide notification to Statista and will provide reasonable support in the investigation and resolution of the allegation.

Customer is only authorized to pass on the API Key to service providers with the explicit written consent of Statista. The request for consent must include the name and address of the service provider as well as the purpose of the disclosure of the API Key. If Statista gives its consent, the client is responsible for ensuring that the service provider also complies with the provisions of this agreement.

Use of Logo and Testimonial

Unless the Customer expressly objects in writing, the Company may use the Customer's name, company logo, and quotes/testimonials (including any associated job title) for marketing and promotional purposes at no charge. This includes, but is not limited to, featuring such elements on the Company's website, social media platforms, marketing materials, and other testimonial formats. The Customer may revoke this permission at any time with immediate effect by providing written notice to references@statista.com.

Possible changes

Due to technological development as well as possible changes in the legal, fiscal or economic environment, Statista will occasionally adapt this Product and Service Description. You will be informed about these changes in due time. If the changes are economically neutral, we assume your consent.

Term and Termination

Unless contractually agreed otherwise, the term and termination of the API depend on whether the customer maintains an active Statista Account:

- If the customer has a Statista Account, the API is contingent upon that account. In this case, both the renewal and termination of the Statista Account automatically apply to the API. The API may also be terminated separately with a notice period of three months prior to the end of the account term.
- If the customer does not have a Statista Account, the API contract will renew automatically for successive 12-month periods unless cancelled by the customer at least three months prior to the end of the then-current term. The agreed fee will increase by 8% every 12 months, starting with the second term.

In all cases, upon termination, the customer is obligated to ensure that all Statista Products, Services, and other content are removed from the secure computing environment.

CONTACT

Customer support

Need help? You can reach our support team anytime through our contact form: www.statista.com/contact/.
We will respond to your inquiry as quickly as possible.

PRODUCT INFORMATION

Research AI

Last updated: May 2024

Research AI is a standalone addition on Statista.com to simplify and individualize the insights discovery journey in harnessing AI technology. It combines advanced technologies with our broad, human-curated data.

Designed to assist in retrieving the most relevant content based on the user input, Research AI provides a written response in the input language with marked sources with relevant meta information to reduce the time to insights to a maximum.

statista Research AI

About Research AILogoutNew Query

New Query

HomeGetting started

History

Anticipated EV Advancements & Market ...

Electric Vehicle Market in the US: Driver...

Impact of Government Incentives on US ...

"Super Bowl Wins by NFL Franchises"

Electric Vehicle Market in the US: Drivers & Leaders - April 26, 2024

How will the electric vehicle market in the United States develop over the next few years? Name three drivers and market leaders responsible for this development.

April 26, 2024

Projected EV Market Revenue 2024

bn\$ 82.8

CAGR of EV Market

18.19%

Leading EV Market Player

Tesla

The electric vehicle (EV) market in the United States is projected to grow significantly, with revenue expected to reach \$82.8 billion in 2024 and continue to expand at a compound annual growth rate (CAGR) of 18.19%, culminating in a market volume of \$161.58 billion by 2028¹. Three key drivers of this development include government incentives, increasing environmental consciousness among consumers, and advancements in EV technology²³. Market leaders propelling this growth are Tesla, with the Model Y being the best-selling battery-electric car in the U.S. in 2023⁴, General Motors with its Chevrolet Bolt⁵, and newcomers like Rivian with their R1T/R1S/EDV 700 models⁶. Tesla's dominance is particularly notable, with significant revenue generated from U.S. vehicle sales in the fiscal year 2023⁴.

Sources

Electric Vehicles - United States

Source: Statista Market Insights Update: April 11, 2024 Content: Market insights

Electric Vehicles - North America

Source: Statista Market Insights Update: April 11, 2024 Content: Market insights

Electric Vehicles - NAFTA

Source: Statista Market Insights Update: April 11, 2024 Content: Market insights

Show all 4 sources

Disclaimer

Our AI can make mistakes. Please consider checking important information.

Copy to clipboard

April 26, 2024

Next Query

EXTENDED QUERY RECOMMENDATIONS

Impact of Government Incentives on EV Market Growth

What is the impact of government incentives on the growth of the electric vehicle market in the United States?

CURATED CONTENT RECOMMENDATIONS

eMobility: in-depth market analysis

Study - November 7, 2023

Electric Vehicles - United States

Market insights - April 11, 2024

statista

PRODUCT AND SERVICES DESCRIPTION

eCommerce Insights **Corporate Access**

Last updated: March 2024



01. PRODUCT SPECIFICATIONS

About the Statista eCommerce Insights

Statista eCommerce Insights grants you access to ecommerceDB.com (ECDB), a database specialized in eCommerce analytics, providing you with the most important key performance indicators for more than 42,000 online stores, marketplaces, and companies. With ECDB, you're equipped with access to detailed reports on the latest eCommerce trends and landscapes, as well as current data on markets and companies, allowing you to conduct more thorough and in-depth analysis. For more insights into the content available through ECDB as part of Statista eCommerce Insights, read the information below.

Content

No matter what your interest is, be it a certain country, a product category, or perhaps the biggest or fastest-growing online stores or marketplaces – the Statista eCommerce Insights, with access to the ecommerceDB, provide you with a broad range of regularly updated data, including detailed revenue analytics, competitor analyses, market development figures, marketing performance indicators, and other KPIs such as website traffic, shipping providers, payment options, social media activity, SEO/SEA information, and much more. In addition to the database, eCommerce Insights users have access to a broad range of in-depth reports published by the ecommerceDB, covering analyses of national eCommerce markets, customer behaviors and purchase patterns, market trends, and top stores. The ecommerceDB dives deep into topics in the field of eCommerce and turns complex insights into ready-to-use analyses for you.

Ranking Tools

Using the ecommerceDB Ranking Tools, you can filter for countries, categories and a variety of other parameters that particularly interest you within a matter of seconds. Customize your search use the ecommerceDB as the starting point for your market or competitor analysis. An intuitive process enables you to filter and customize ranking lists that provide an overview of all required information. The data tool is available at ecommerceDB for stores, marketplaces and companies.

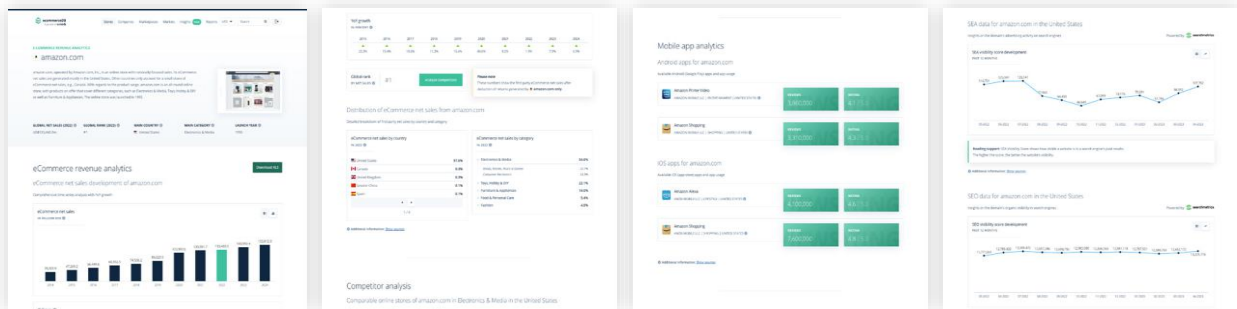
Rank	Store Name	Country	Revenue	Website
1	Amazon	USA	280,000,000,000	amazon.com
2	Walmart	USA	150,000,000,000	walmart.com
3	Alibaba	China	120,000,000,000	alibaba.com
4	Google	USA	100,000,000,000	google.com
5	Facebook	USA	80,000,000,000	facebook.com
6	Microsoft	USA	70,000,000,000	microsoft.com
7	Apple	USA	60,000,000,000	apple.com
8	Twitter	USA	50,000,000,000	twitter.com
9	LinkedIn	USA	40,000,000,000	linkedin.com
10	YouTube	USA	30,000,000,000	youtube.com

Rank	Store Name	Country	Revenue	Website
1	Amazon	USA	280,000,000,000	amazon.com
2	Walmart	USA	150,000,000,000	walmart.com
3	Alibaba	China	120,000,000,000	alibaba.com
4	Google	USA	100,000,000,000	google.com
5	Facebook	USA	80,000,000,000	facebook.com
6	Microsoft	USA	70,000,000,000	microsoft.com
7	Apple	USA	60,000,000,000	apple.com
8	Twitter	USA	50,000,000,000	twitter.com
9	LinkedIn	USA	40,000,000,000	linkedin.com
10	YouTube	USA	30,000,000,000	youtube.com

Rank	Store Name	Country	Revenue	Website
1	Amazon	USA	280,000,000,000	amazon.com
2	Walmart	USA	150,000,000,000	walmart.com
3	Alibaba	China	120,000,000,000	alibaba.com
4	Google	USA	100,000,000,000	google.com
5	Facebook	USA	80,000,000,000	facebook.com
6	Microsoft	USA	70,000,000,000	microsoft.com
7	Apple	USA	60,000,000,000	apple.com
8	Twitter	USA	50,000,000,000	twitter.com
9	LinkedIn	USA	40,000,000,000	linkedin.com
10	YouTube	USA	30,000,000,000	youtube.com

Store Profiles

More than 42,000 extensive shop profiles provide you with detailed, relevant information, an in-depth analysis of the eCommerce net sales, including the respective country or category shares, as well as many other comprehensive key performance indicators. Directly export store data into professional Excel documents – the process is both efficient and seamless.



Key Figures and KPIs

- eCommerce Net Sales and Y/Y growth
- eCommerce Net Sales forecast and Y/Y growth
- eCommerce Net Sales split by country and category
- Competitor analysis based on the market and country
- Information on total market sizes for each country and category
- Consumer behavior insights
- Mobile app analytics
- SEO & SEA Data
- Traffic and engagement metrics
- Social media activity
- Payment and shipping information
- Shop software analytics
- Company information & contact

Categories

Fashion

- Apparel
- Footwear
- Bags & Accessories

Electronics & Media

- Consumer Electronics
- Books, Movies, Music & Games

Food & Personal Care

- Food & Beverages
- Personal Care

Furniture & Appliances

- Furniture & Homeware
- Home Appliances

Toys, Hobby & DIY

- Toys & Baby
- Sports & Outdoor
- DIY, Garden & Pets
- Hobby & Stationery

Company Profiles

The company profiles include information on major eCommerce companies worldwide and offer in-depth company data based on analysis of annual reports and company publications. Directly export company data into professional Excel documents – the process is both efficient and seamless.

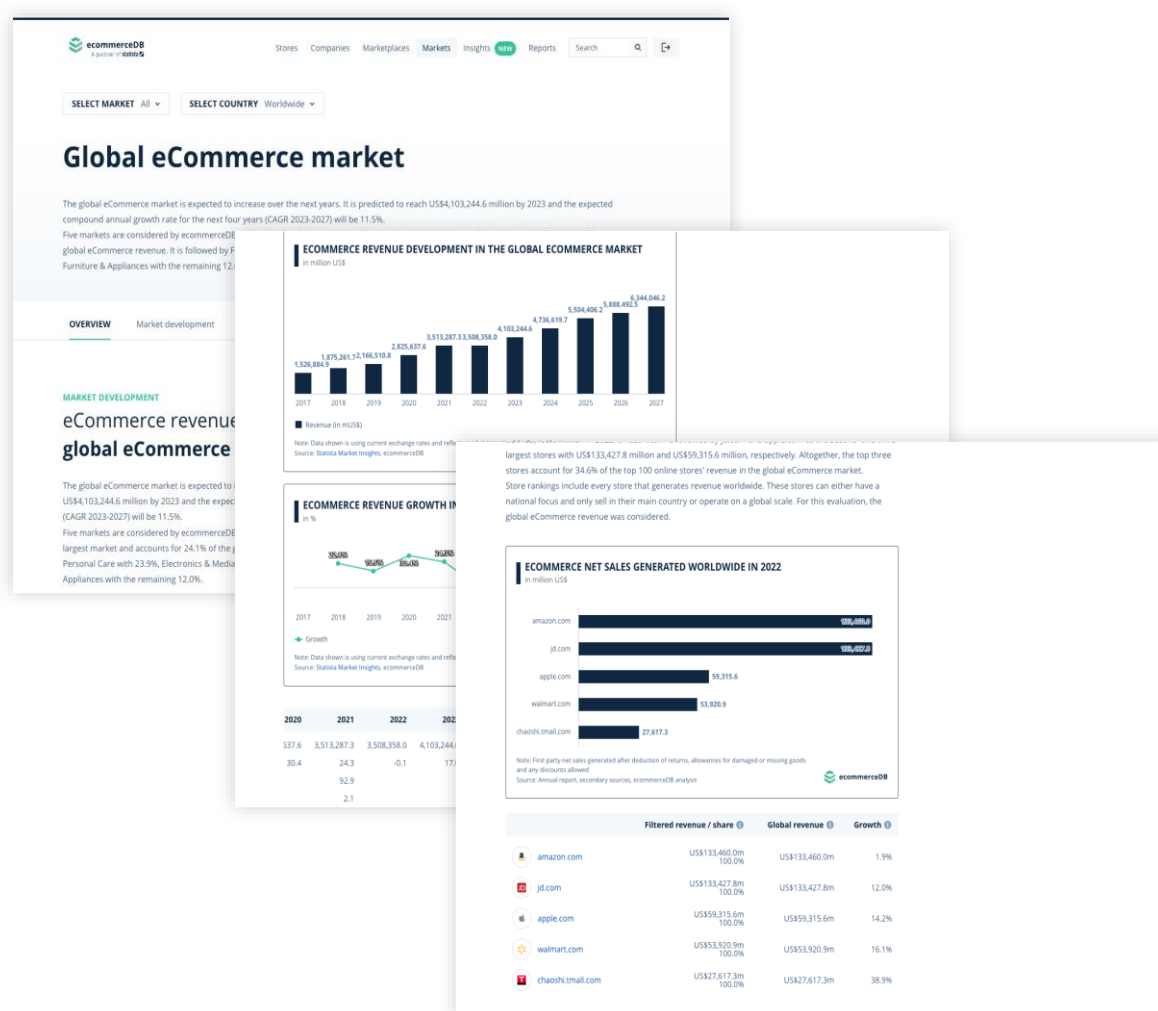


Key Figures and KPIs

- Company revenue and Y/Y growth
- Number of employees and revenue per employee
- Total eCommerce revenue development and Y/Y growth
- Segment revenue analytics by business and geographic segments
- Financial analytics of key parameters like gross profit or net income
- History & milestones including acquisitions, opening of new offices, launching of platforms and apps
- Social media activity
- Company information & contact

Markets

ecommerceDB provides insights into all the important eCommerce markets across the globe including interesting facts on the market development, shipping providers and the competitive landscape. Whether you would like to have a look at a specific category in one of our three focus markets U.S., UK, and Germany or get an overview of the overall national eCommerce market in one of the many countries covered by ecommerceDB.

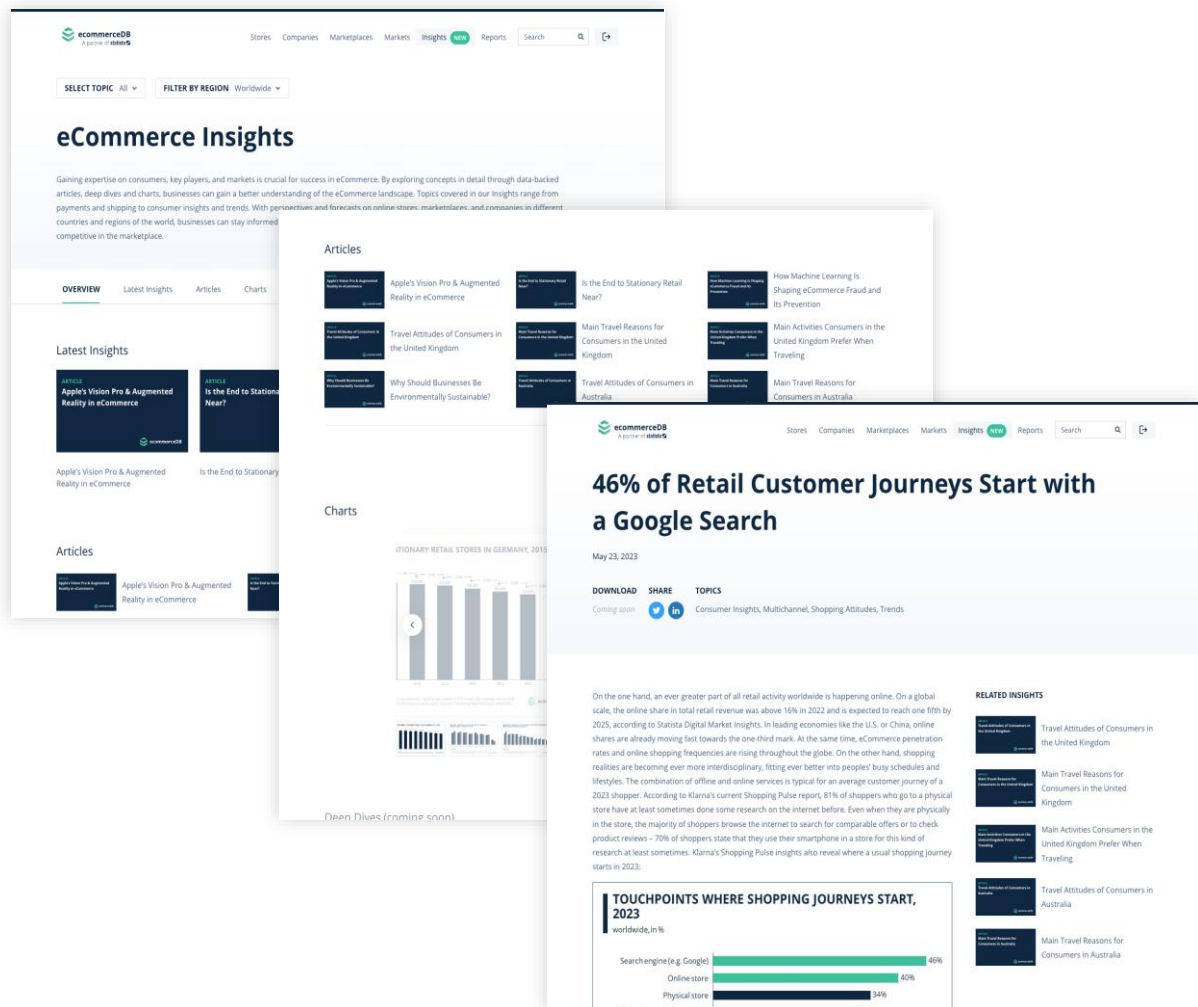


Key information

- Important facts about the biggest eCommerce markets across the globe
- Unlimited combination of ~150 national markets and ~250 categories & subcategories possible
- Comprehensive top player analysis for each country and category combination
- Selected KPIs, e.g., Average Order Value (AOV) and Conversion Rate (CVR) by markets

Insights

Gaining expertise on consumers, key players, and markets is crucial for success in eCommerce. By exploring concepts in detail through data-backed articles, deep dives and charts, businesses can gain a better understanding of the eCommerce landscape. Topics covered in our Insights range from payments and shipping to consumer insights and trends. With perspectives and forecasts on online stores, marketplaces, and companies in different countries and regions of the world, businesses can stay informed about the current state of eCommerce and make informed decisions to remain competitive in the marketplace.

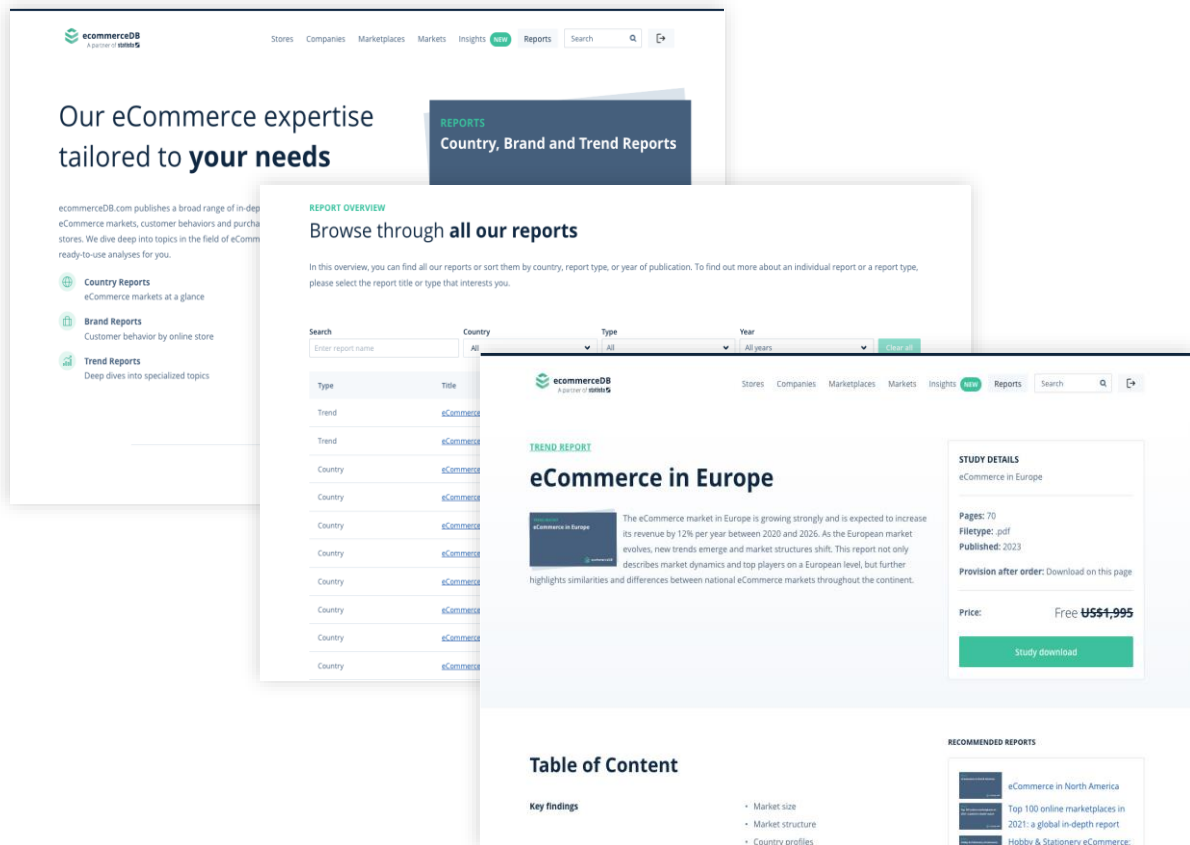


Key information

- Comprehensive insights into topics around global eCommerce, including on consumers, key players, markets, and much more
- Wide range of sources including a large variety of ecommerce exclusive content
- Filterable by region and topic

Reports

ecommerceDB publishes a broad range of in-depth reports, covering analyses of national eCommerce markets, customer behavior and purchase patterns, market trends, and top stores. We dive deep into topics in the field of eCommerce and turn complex insights into ready-to-use data for you.



Available Reports

COUNTRY REPORTS

Analyze complete eCommerce markets



Country Reports

Country Reports provide in-depth analyses of national eCommerce markets and display data regarding consumers, market developments, and the competitive landscape.

TREND REPORTS

Get a deeper quantitative insight into a topic



Trend Reports

Our Trend Reports dive into specialized topics within the eCommerce landscape.

Methodology and Sources

ecommerceDB examines the international B2C eCommerce market for physical goods through an ongoing market screening. The database contains structured information about net sales and GMV figures of more than 42,000 online stores and marketplaces based on a detailed analysis of the largest stores for more than 50 countries. In addition, the most recent figures on eCommerce markets and companies can be found at a glance on ecommerceDB.

All stores, marketplaces and companies included in the database are regularly surveyed online by analyzing factors such as net sales, revenue and GMV. This data is regularly updated and supplemented by a large number of secondary sources from professional databases, such as the EHI Retail Institute, the German Federal Gazette (Bundesanzeiger), and Statista, as well as published company key figures such as annual reports and press releases.

Based on the existing data, the drivers of eCommerce net sales are identified. Their respective influence is then quantified by means of a regression analysis. Their levels of influence are correspondingly quantified using a regression analysis. Using these results, estimates are made for missing data, and growth rates in eCommerce net sales are extrapolated from all collected data points.

Rights of Use and Publishing Rights

All users of the Statista eCommerce Insights are granted basic rights of personal use of publicly available information (e.g., information that can be accessed without any subscription account).

The rights to use and publish available store, company or marketplace information and downloaded documents for commercial purposes are granted solely to customers with a paid subscription account.

No publishing rights whatsoever are granted for studies that are only made available after payment or that are included in the range of services from a third-party source. Links on the Statista website to third-party products are not equivalent to a transfer of usage rights. Instead, rights of use from thirdparty sources must be individually and specifically requested.

The automated read or extraction of our data is impermissible, including its use for the purpose of training artificial intelligence.

Possible changes

Due to technological development as well as possible changes in the legal, fiscal or economic environment, Statista will occasionally adapt this product data sheet. You will be informed about these changes in due time. If the changes are economically neutral, we assume your consent.

02. SPECIFICATION OF SERVICES

Services Included in the eCommerce Insights

Corporate Access Account

The following section summarizes the key services of an eCommerce Insights subscription with access to the ecommerceDB.

- Database access for up to five users. Individuals with activated accounts may use the services from different devices.¹
- Access to all detailed store profile pages of the eCommerce database.
- Store profiles (including net sales information about individual online stores) available for download in Excel format.
- Access to all ranking lists of online stores in eCommerce markets broken down by product category and country.
- National eCommerce market studies about the largest online stores of a country are included.
- The portfolio of national eCommerce market studies is updated regularly.

Unless contractually agreed otherwise, the eCommerce Insights Corporate Access subscription is valid for a period of 12 months. The subscription will automatically renew each time for an additional 12 months at the end of the subscription term unless canceled by you three months prior to the end of the subscription term. The agreed license fee will increase every 12 months by eight percent, starting with the second term.

The eCommerce Insights Corporate Access is available to commercial users only.² In the event of unusual usage patterns, Statista reserves the rights to 1) block access to the account until the issues are clarified; and/or 2) terminate the respective account. This especially applies to the unauthorized sharing of an account's login details in order to grant additional individuals access to Statista's services.

Technical Information

The technical requirement for the use of an eCommerce Insights account is an up-to-date web browser (e.g., Firefox 3.0.14, Internet Explorer 10 or higher). Furthermore, the execution of scripts on the website must be enabled in the browser's security settings.

The amount of available information about stores, marketplaces, and companies varies. Not all store, marketplace, and company information remains in the database permanently. Not all store, marketplace or company information is available for download in Excel format.

The ecommerceDB is published under the domain <https://ecommercedb.com>.

¹ Use of the database by six or more employees from different workstations is not included in the Corporate Access package. Should you require access for additional users, we will be glad to provide you with a suitable solution.

² Purchases for private use are not permitted. The purchasing process requires the customer to affirm that he or she is indeed a commercial user.