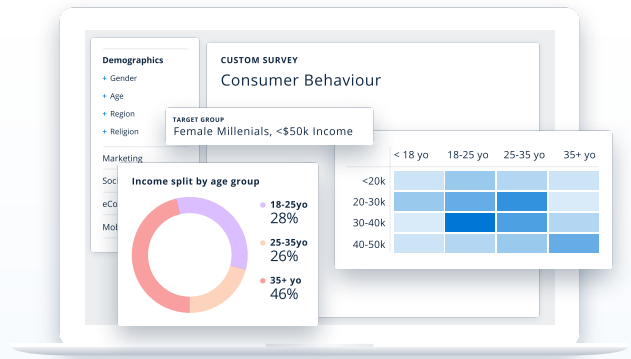


GLOBAL CONSUMER SURVEY

Understand what drives consumers



The **Statista Global Consumer Survey 2022*** offers a global perspective on consumption and media usage, covering the offline and online world of the consumer. It is based on more than **1,700,000 online interviews conducted in 56 countries and territories**. Leverage the power of a panel with more than

80 million consumers. Understand your target groups and receive individual insights into consumer behavior with the **DIY analysis tool**. **Content Specials** – in-depth studies on the most relevant industries and trending topics – regularly extend the main survey by new topics.



1,700,000+
interviews



56
countries &
territories



3.4bn.+
consumers
represented



14,500+
international
brands



50+
industries &
topics

Your Benefits

Individualized Analysis

With the DIY analysis tool, you can easily conduct your own analyses online in just a few clicks.

Customized target groups

Combine any number of dimensions, such as demographic characteristics, values and attitudes, as well as consumption and media usage, to precisely define your target groups.

Country and trend comparisons

Switch between different time frames and countries to create country and trend comparisons in more than 50 industries.

Representative and transparent data

The Global Consumer Survey constitutes a representative survey of internet users worldwide. Continuous data updates allow tracking over time.

Easy export of your results

Directly export your analyses' results for further use in Excel (CSV) and Powerpoint (PPTX).

Additional in-depth surveys

Access a constantly growing selection of exclusive Content Specials on the most relevant industries and trend topics.

Discover the Global Consumer Survey now

www.statista.com/global-consumer-survey

* The Global Consumer Survey will be updated in four waves in 2022.

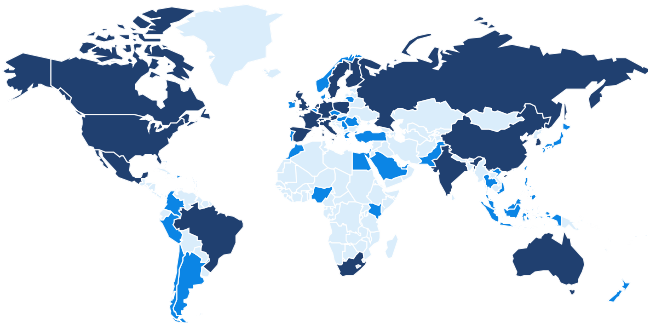
INDUSTRIES & TOPICS

Deep-dive into markets

Marketing & social media ■ eCommerce & retail ■ Food & nutrition
Internet & devices ■ Media & digital media ■ Housing & household equipment ■ Mobility
Finance ■ Insurance ■ Health ■ Travel ■ Services & eServices

COUNTRIES & TERRITORIES

Market coverage



Extended survey

A total of 21 countries are included in the extended version of the survey. For each country, up to 40,000 consumers will be interviewed in four waves in 2022.

Basic survey

The basic version of the survey will be conducted in a total of 35 countries and territories in 2022. In each country, more than 2,000 people will be interviewed.

BRANDS

The Global Consumer Survey covers more than 14,500 different brands

Selection of international brands covered

