



THE UNIVERSE OF ACADEMIC DATA

Agenda

01 About Statista

02 Our products

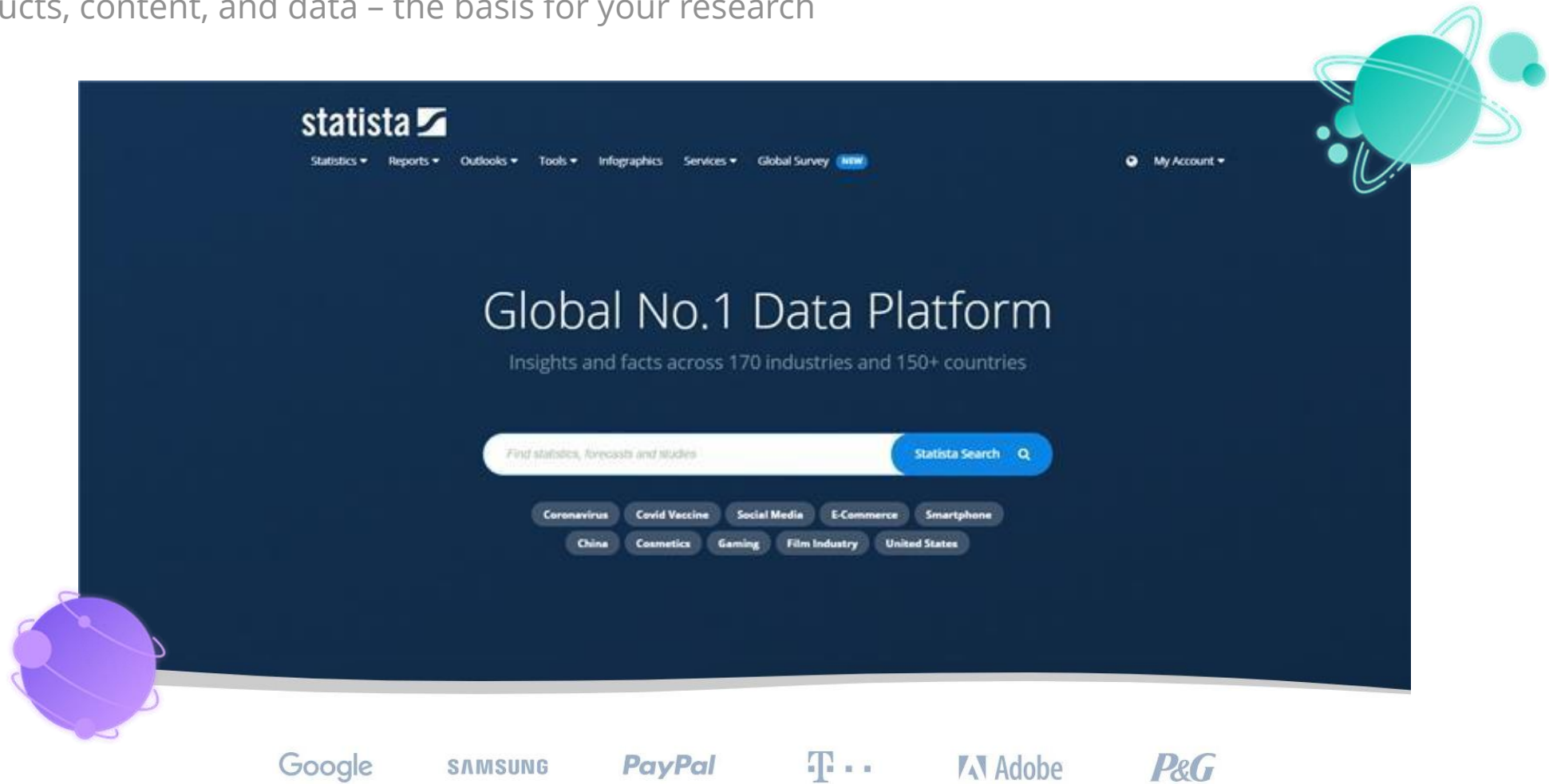
03 Campus License



ABOUT STATISTA

Statista – a universe of relevant data

Our products, content, and data – the basis for your research

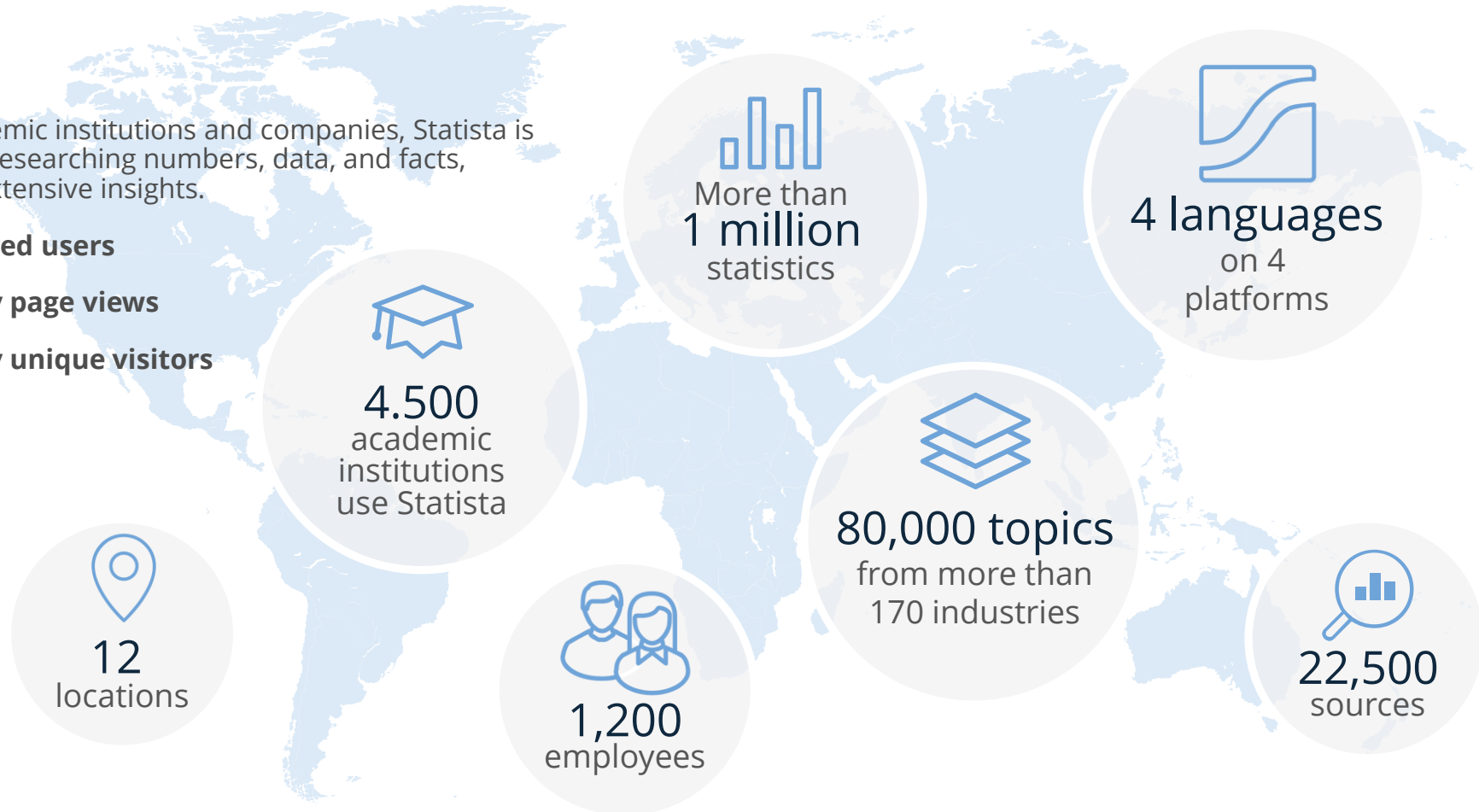


The screenshot shows the Statista website homepage. At the top left is the Statista logo. A navigation menu includes Statistics, Reports, Outlooks, Tools, Infographics, Services, and Global Survey (marked as NEW). A 'My Account' link is in the top right. The main heading reads 'Global No.1 Data Platform' with the subtitle 'Insights and facts across 170 industries and 150+ countries'. A search bar contains the text 'Find statistics, forecasts and studies' and a 'Statista Search' button. Below the search bar are two rows of category tags: 'Coronavirus', 'Covid Vaccine', 'Social Media', 'E-Commerce', 'Smartphone' in the first row; and 'China', 'Cosmetics', 'Gaming', 'Film Industry', 'United States' in the second row. At the bottom, logos for Google, SAMSUNG, PayPal, T-Mobile, Adobe, and P&G are displayed. Two decorative planet graphics with rings are positioned on the right and bottom-left corners of the page.

About Statista

For many users, academic institutions and companies, Statista is the starting point for researching numbers, data, and facts, providing quick and extensive insights.

- **2.5 million registered users**
- **44 million monthly page views**
- **23 million monthly unique visitors**



Our locations

Global competence



Statista GmbH
Johannes-Brahms-
Platz 1
20355 **Hamburg**

Germany

Statista GmbH
Leipziger Platz 16
10117 **Berlin**

Germany

Statista GmbH
Kingsfordweg 151
1043 GR
Amsterdam

Netherlands

Statista GmbH
Paseo de la
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28046 **Madrid**

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Statista GmbH
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Klimczaka 1
02-779 **Warsaw**

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London SE1 8NL

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75001 **Paris**

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Statista GmbH
Raadhuspladsen 16
1550 **Copenhagen**

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048945 **Singapore**

Singapore

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Tokyo 1510001

Japan

Statista Inc.
445 S Figueroa St
Office #3178
Los Angeles,
CA 90071 – 1602

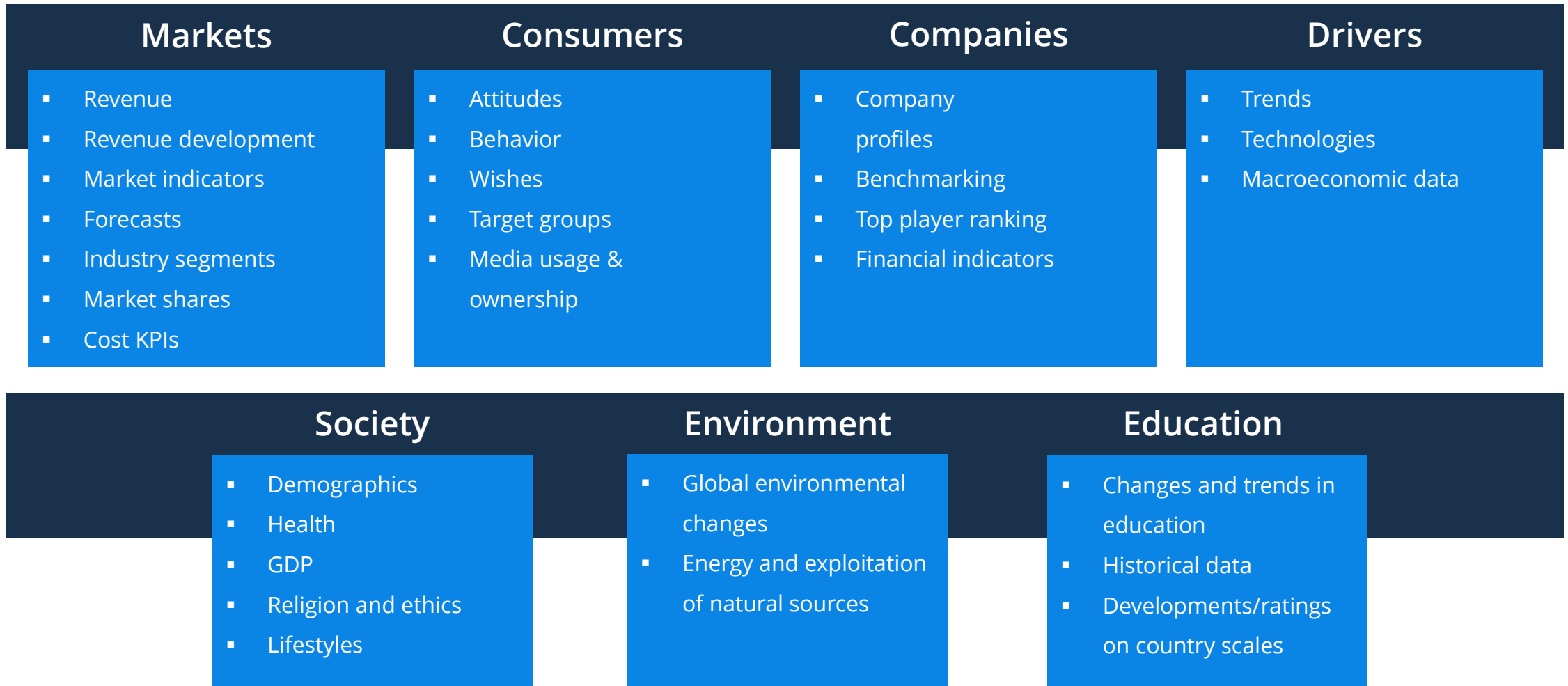
United States

Statista Inc.
55 Broad Street
30th floor
New York, NY
10004

United States

Content on the Statista platform

Specific data on markets, customers, consumers, companies, and drivers



The single statistic – our signature product

Title

Graph

Description

Citation

AskStatista

Download

Source

Year	Spending (in billion U.S. dollars)
2012	184.19
2013	184.7
2014	191.77
2015	195.84
2016	208.71
2017	214.27
2018	214.27
2019	214.27
2020	214.27
2021*	214.27
2022*	214.27
2023*	214.27
2024*	214.27

Source
GroupM

Survey by
GroupM

Survey name
This Year Next Year

Published by
GroupM

Source link
This Year Next Year U.S. End-of-Year Forecast
December 2020, page 13

Release date
December 2020

Industry overview

Data on 170 industries in 150 countries

Advertising & Marketing

- Advertising
- Brands & Leaders
- Marketing

Agriculture

- Farming
- Fisheries & Aquaculture
- Forestry

Chemicals & Resources

- Chemical Industry
- Fossil Fuels
- Mining, Metals & Minerals
- Petroleum & Refinery
- Plastic & Rubber
- Pulp & Paper

Construction

- Building Construction
- Heavy Construction

Consumer Goods & FMCG

- Alcoholic Beverages
- Apparel & Shoes
- Cannabis
- Cleaning Products
- Cosmetics & Personal Care
- Food & Nutrition
- Furniture, Furnishings & Household Items
- Garden & Patio
- Home Improvement
- Non-Alcoholic Beverages
- Pets & Animal Supplies
- Tobacco
- Toys

eCommerce

- B2B eCommerce
- B2C eCommerce
- C2C eCommerce
- Digital Shopping Behaviour
- Key Figures of eCommerce
- Paid Content

Economy & Politics

- Economy
- International
- Politics & Government

Energy & Environment

- Climate and Weather
- Emissions
- Energy
- Environmental Technology & Green Tech
- Waste Management
- Water & Wastewater

Finance & Insurance

- Financial Institutions
- Financial Instruments & Investments
- Financial Services
- Insurance

Health, Pharma & Medtech

- Care & Support
- Health Professionals & Hospitals
- Health System
- Medical Technology
- Pharmaceutical Products & Market
- State of Health

Internet

- Communications
- Cyber Crime & Security
- Demographics & Use
- Mobile Internet & Apps
- Online Search
- Online Video & Entertainment
- Reach & Traffic
- Social Media & User-Generated Content

Life

- Celebrities
- Family & Friends
- Love & Sex
- Personality & Behavior
- Public and Religious Holidays

Media

- Audio
- Books & Publishing
- News
- TV, Video & Film
- Video Games & eSports

Metals & Electronics

- Aerospace & Defense Manufacturing
- Electronics
- Industrial Machinery Manufacturing
- Metals
- Rolling Stock Manufacturing
- Shipbuilding
- Vehicle Manufacturing

Real Estate

- Commercial Real Estate
- Industrial Real Estate
- Mortgages & Financing
- Property Services
- Residential Real Estate

Retail & Trade

- DIY Retail
- Fashion & Accessories
- Food & Beverage
- Furniture Retail
- General Merchandise
- Health & Hygiene
- International Trade
- Office Supplies
- Private Label
- Retail Technology
- Shopping Behavior
- Sports & Leisure
- Subscriptions & Direct Selling
- Supply Chain
- Wholesale

Services

- Business Services
- Skilled Labor

Society

- Crime & Law Enforcement
- Demographics
- Education & Science
- Geography & Nature
- Historical Data
- Religion

Sports & Recreation

- Art & Culture
- Gambling
- Hobbies
- Parks & Outdoors
- Professional Sports
- Sports & Fitness
- Wellness & Spas

Technology & Telecommunications

- Consumer Electronics
- Hardware
- Household Appliances
- IT Services
- Software
- Telecommunications

Transportation & Logistics

- Aviation
- Logistics
- Public Transportation & Mobility Services
- Rail Transport
- Vehicles & Road Traffic
- Water Transport

Travel, Tourism & Hospitality

- Accommodation
- Business Travel
- Food & Drink Services
- Leisure Travel

A partner for your entire university

Students, professors and staff can benefit from Statista

STATISTA FOR EVERYONE

- ▶ Statistics for validation of theses and dissertations
- ▶ Forecasts for forecasting models and quantitative analysis courses
- ▶ Market Outlooks for analyzing trends in multiple markets for sample business models
- ▶ Citation Tool to verify citations and avoid plagiarism.



GRADUATE PROGRAMS

- ▶ Dossier for preparing projects and reports much like those required in the corporate environment
- ▶ Industry Reports to familiarize anti-trust law and business economics students with their assigned industry
- ▶ Dossiers for and understanding of organization's financials, demographics and competitors

FOREIGN LANGUAGE DEPARTMENT

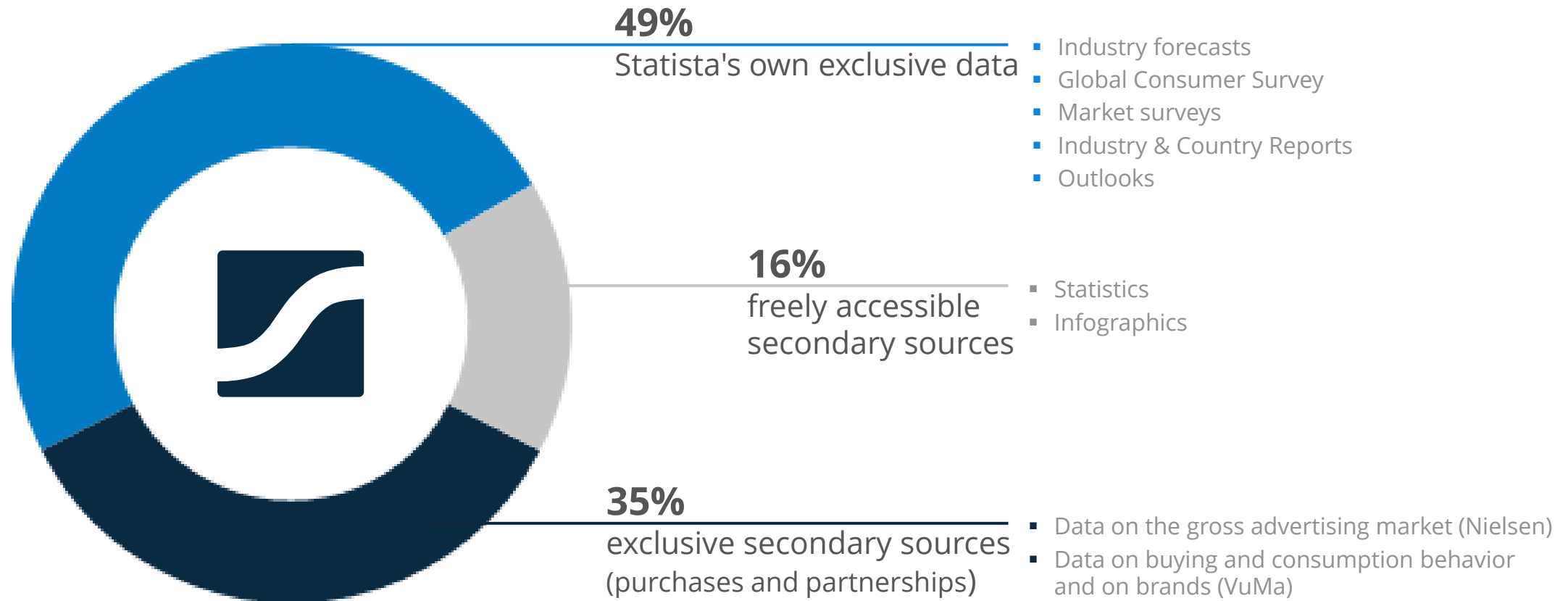
- ▶ Different language platforms for accurate data research
- ▶ Different language data to familiarize foreign nation's students with research and mathematical jargon
- ▶ Global Data for familiarizing with foreign nation's economic, political and demographic activity



MARKETING AND PUBLIC RELATIONS

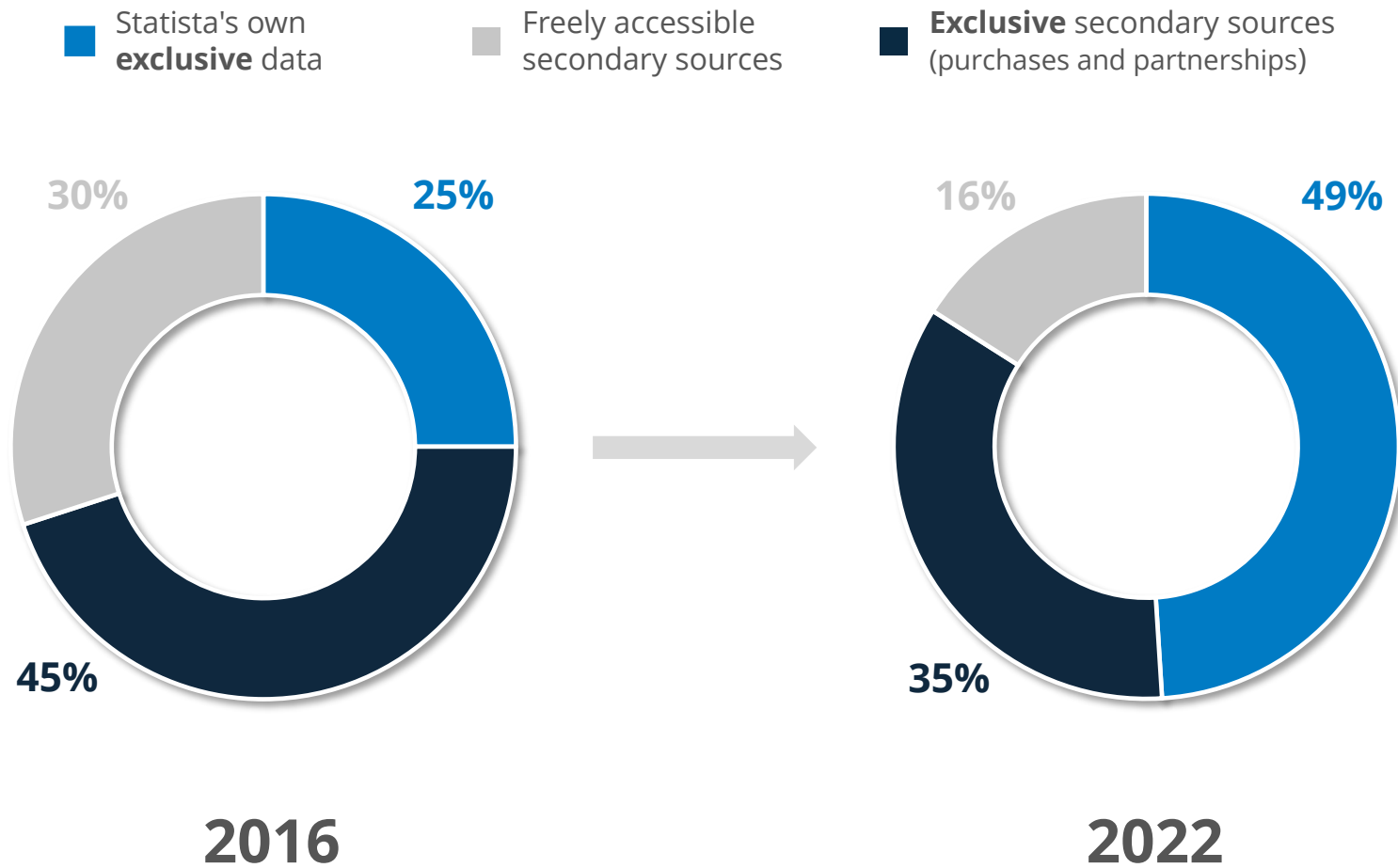
- ▶ Studies and Dossiers for researching advertising spending of Fortune 500 companies
- ▶ Infographics for insightful presentations and creative content for their marketing campaigns
- ▶ Industry Reports for mock-RFPs or marketing campaigns with view on industry performance

Origin of our data



From data aggregator to market research company

The ratio of Statista exclusive content doubled over the past years



Some of our clients in Academia

More than 4,500 academic institutions rely on our services

University of Technology Sydney



The University of Chicago

Chinese University of Hong Kong

Nazarbayev University

Copenhagen Business School

University of Melbourne

WU Wirtschaftsuniversität Wien

Washington University

The University of Manchester Library

Roskilde University

California State University

Cardiff University

Goethe-Universität Frankfurt a.M.

Yale University

University of Glasgow



Asia School of Business

University of Cambridge

Nanyang Technological University

Stanford University

University of Pennsylvania

Universität Hamburg

National University of Singapore

Freie Universität Berlin

European Business School

Universitätsbibliothek Mannheim

University of Notre Dame

University of Johannesburg

Massachusetts Institute of Technology

Our corporate clients – your students' future destinations

2.5 million registered users and 23,000 corporate clients worldwide



Easy-to-use data and broad coverage

DATA

- 49% created by Statista – 51% sourced externally, incl. purchases
- Recent, relevant & reliable
- Thorough data validation process
- Full re-publication rights

COVERAGE

- All industries – from agriculture to technology
- Broad geographic coverage
- Generalist platform spans all curriculum

FOR ENTIRE CAMPUS

- Useful Data for students, faculties and staff
- IP based
- Remote access included utilizing several authentication methods

EASY TO USE

- Ready-to-use statistics: PPT, XLS, PNG
- Table of contents provide a quick overview of new topics
- 5 citation formats – easy to grab and go



The road to success

1 Saving of time

Simple keyword search and time saved on data research

2 Data quality

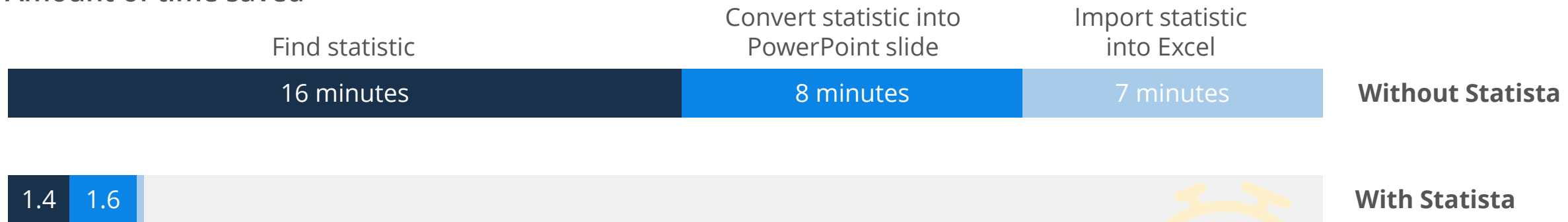
Graphical presentation of reliable data, reviewed by our editorial teams

3 Usage

Direct download & publication rights



Amount of time saved

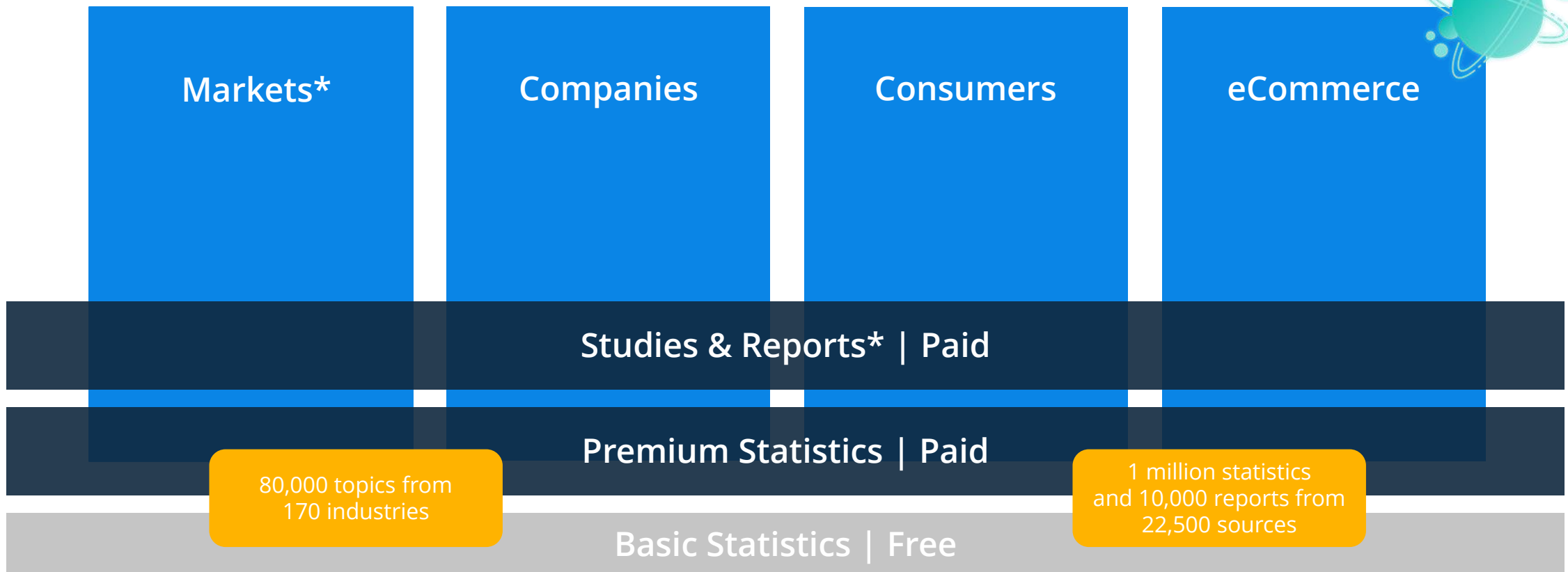


Time saved
28 minutes per statistic



OUR PRODUCTS

All our content at a glance



The Outlooks offer well-structured insights into the most important markets worldwide*

> 700,000 statistics

> 2,200 markets









Markets (Outlooks)

> 700 reports

> 150 countries

The new versions of the Outlooks provide customers with more insights and are more user-friendly.

Our Outlooks*

Digital Market Outlook	Consumer Market Outlook	Mobility Market Outlook	Technology Market Outlook	Advertising & Media Outlook	Country Outlook	Industry Outlook	Health Market Outlook
<p>The Digital Market Outlook features regularly updated 5-year forecasts on revenue, users, and relevant market indicators for 9 main digital markets in more than 150 countries and regions. The tool offers 30,000 interactive statistics, which can be downloaded in PNG and XLS format.</p> 	<p>The Consumer Market Outlook presents the 18 most important consumer markets worldwide as well as more than 200 segments and sub-segments. It provides historical data as well as forecasts up to 2025 for the most relevant KPIs of each market, including market value and size.</p> 	<p>The Mobility Market Outlook gives an overview of more than 12 vehicle classes from more than 80 manufacturers in 29 countries. Interactive statistics provide in-depth analyses by brand, vehicle segment, and country as well as the most important key figures.</p> 	<p>The Technology Market Outlook offers a clear, structured, and transparent overview of the key performance indicators, e.g., revenues and market shares, of the most important technology markets, providing valid, comparable, and ready-to-use information.</p> 	<p>The Advertising & Media Outlook provides forecasts and in-depth information on ad spending, including international comparisons. All insights are based on the analyses of relevant indicators for 46 countries and 16 regions, which cover more than 90% of worldwide GDP.</p> 	<p>The Country Outlook offers current key figures and forecasts regarding the economic and social development of a country. Subject areas are society, economy, business environment, digital economy, labor force, environment, and public sector.</p> 	<p>The Industry Outlook features industry forecasts and market information based on data from statistical offices. The data covers the agricultural, manufacturing, and service sector. With up to 450 time series in approx. 40 countries, the tool provides a comprehensive basis for decision-making.</p> 	<p>The Health Market Outlook offers key figures and forecasts for more than 20 of the most relevant health markets. Across 150 countries and 24 regions our Outlook covers areas like life science, healthcare and OTC pharma.</p> 

The Company DB serves as a central point providing global company information

Scenario: EOY 2021 estimate; BoldData for private companies worldwide & Xignite for listed companies

> 20 million companies

> 80 industries, >100 countries

Companies (Company DB)

> 1,000 reports

> 20 KPIs

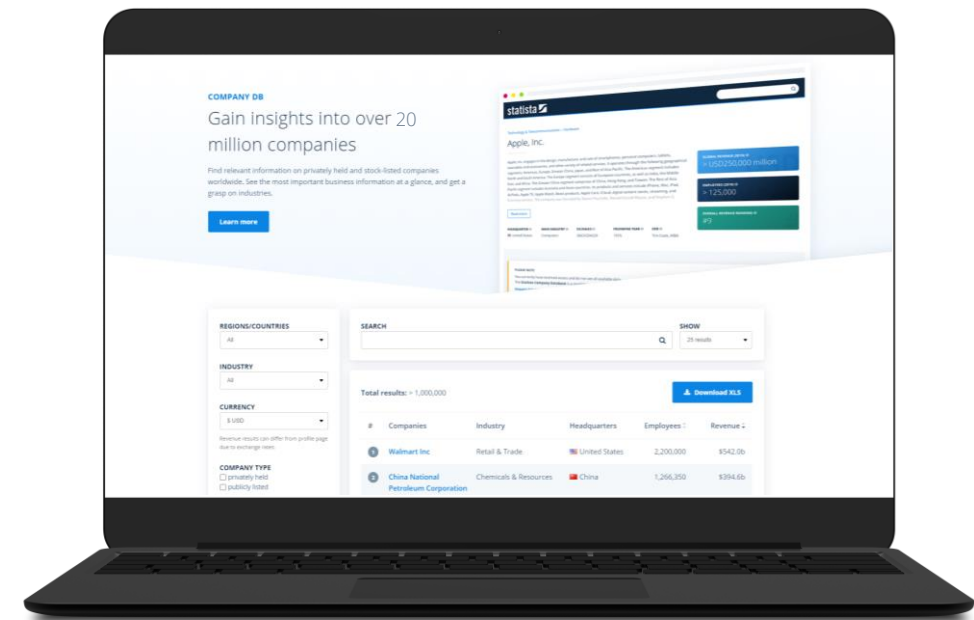
For the established players on the market, the Company DB is a competitor to be reckoned with.

Company DB



The Company DB provides information on **20 million listed** and **privately held companies** and contains the most important company key figures as well as in-depth analyses. Additionally, it presents a wide range of extra KPIs for listed companies. Use the Company DB as a starting point for further market assessments. It is also the perfect tool to quickly research basic data and provides valuable insights into foreign markets.

- Company information and key company metrics for 20 million+ companies worldwide 
- Detailed information on all listed companies 
- Tailored country and industry rankings 
- Top competitor analysis with just one click 



The Global Consumer Survey uncovers consumer attitudes in 56 countries and 50 industries*

The relaunch will significantly improve the tool's usability and accessibility

> 1,000,000 interviews

56 countries
& regions

Consumers (GCS)

> 6,500 international brands

> 50 industries & topics

The Global Consumer Survey provides access to survey data representing more than 3.4 billion consumers worldwide.

Global Consumer Survey*

Understanding consumer behavior & media usage

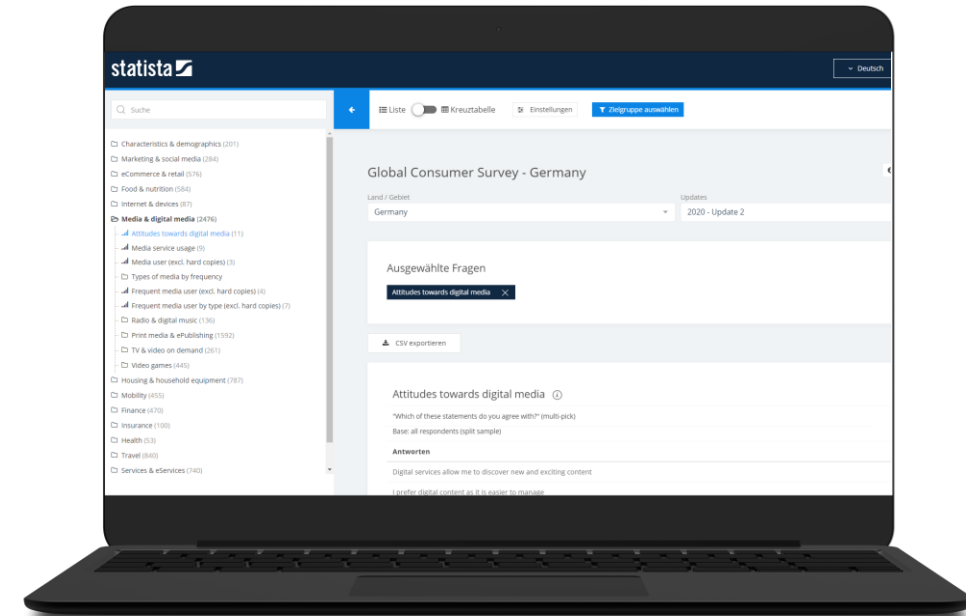


The Statista Global Consumer Survey offers a global perspective on **buying behavior and media usage**, covering the **online and offline world** of the consumer.

It is designed to help marketers, planners, and product managers understand **consumer behavior and consumer interactions with brands**.

DO-IT-YOURSELF ANALYSIS of the data: Thanks to an **interactive online analysis tool**, users can **select** their own criteria to **create cross tables and customize target groups**.

- 3.4 billion consumers
- Customized target groups
- 50+ industries and topics
- Do-it-yourself analyses
- 56 countries and regions
- Content Specials
- 6,500+ intl. brands



* For more information, see <https://www.statista.com/global-consumer-survey>. Please note that access to the Global Consumer Survey is not included in the Campus License but can be purchased as an add-on.

All our content at a glance

Studies & reports



Markets*

Companies

Consumers

eCommerce

Studies & Reports* | Paid

Premium Statistics | Paid

80,000 topics from
150 industries

1 million statistics
and 10,000 reports from
22,500 sources

Basic Statistics | Free

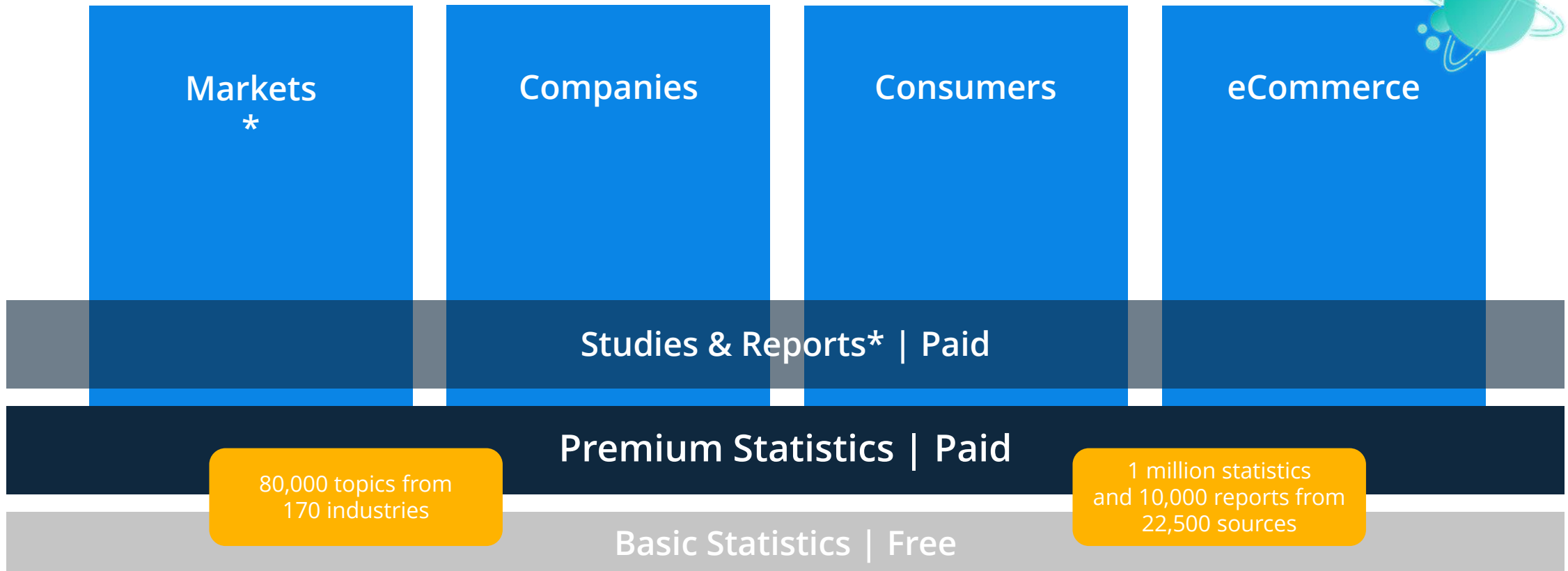
Studies and reports*

Dive deeper into topics – on a micro or macro level

Dossiers & DossierPlus	Industry Reports	External studies	Global Business Cities Reports	Brand Reports
<p>Quick overview of a topic</p> <p>The Statista Dossiers offer you a quick and comprehensive national or international overview of a topic.</p> <p>They are edited and compiled by industry experts.</p> <p>The Dossiers, which include detailed references, are updated on a regular basis and supplemented by further statistics.</p>	<p>Understanding an entire industry</p> <p>Our Industry Reports offer a high-quality processing of all industry-relevant data and forecasts, including key figures relating to the areas of finance, companies, employees, and R&D.</p> <p>The reports give a quick overview of more than 60 industries.</p>	<p>Detailed insights into the overall context</p> <p>The Statista database contains more than 41,000 additional, external studies, which provide you with detailed information on more than 170 industries and are selected by experts. The study database is regularly supplemented by new studies.</p>	<p>Global business cities rankings and key figures on cities</p> <p>The Global Business Cities 2025 Reports rank 200 of the most important business cities around the world based on their potential as a business hub for companies.</p>	<p>Insights and benchmarks regarding brands worldwide</p> <p>The Brand Reports are based on the Statista Global Consumer Survey, a worldwide online survey exclusively carried out by Statista in 56 countries among more than 1 million consumers, covering more than 6,500 brands in more than 50 industries.</p>
				

All our content at a glance

Premium Statistics



Statistics

Quickly find answers – concise visual representations

Statistics

More than one million statistics from four databases – a German, English, French, and Spanish platform – constitute the centerpiece of our portfolio.*

They provide data on more than 85,000 topics and 170 industries from 22,500 sources.

Our **Premium Statistics** (approx. 93% of all statistics) can only be accessed by our Single, Corporate, and Enterprise Account users.

The statistics can be downloaded in **XLS, PNG, PPT, and PDF format.**



Forecasts & surveys

With our five-year market forecasts, we provide you with relevant data on the market development of approx. 400 industries in about 40 countries.

Our experts create a detailed market model, based on which the future market volume is calculated.

Exclusive surveys of consumers and experts

Statista's Consumer and Business Insights team carries out exclusive, quantitative online and phone surveys.

The primary data gathered in the process is published in the form of statistics and in studies and dossiers.



Infographics

We **depict highly topical trends and facts** with our infographics. Every day, our data journalists publish several graphics on different topics, such as politics, economy, or technology.

For more information, see www.statista.com/chartoftheday/.



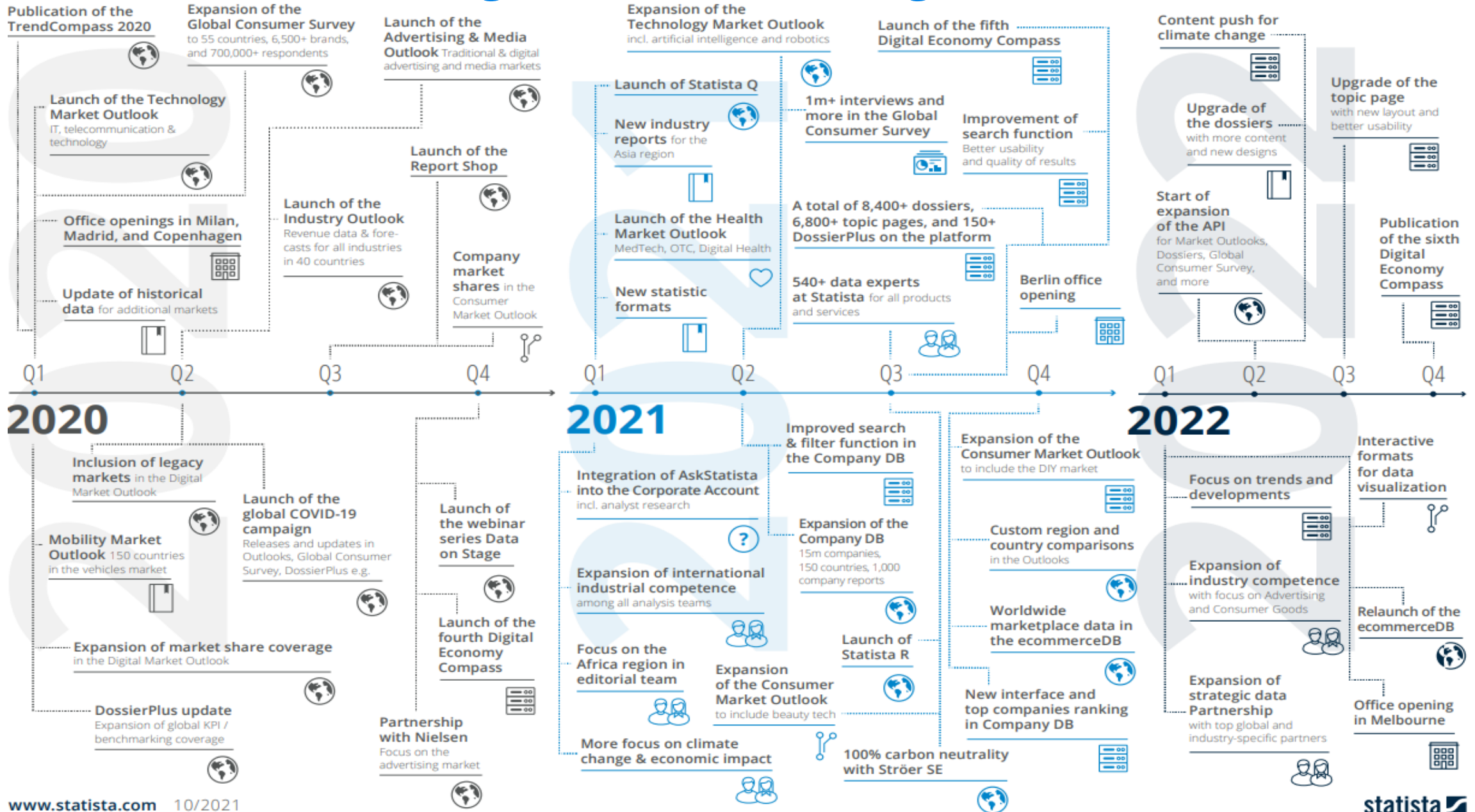
Topic pages

Our topic pages provide you with a **first, comprehensive overview of all the content** offered by us on a particular topic.

In addition to a short summary, these pages contain links to relevant dossiers and forecasts as well as to the latest and most popular statistics on the topic in question.



Milestones – looking back and looking ahead





CAMPUS LICENSE



Products and services included in the Campus License

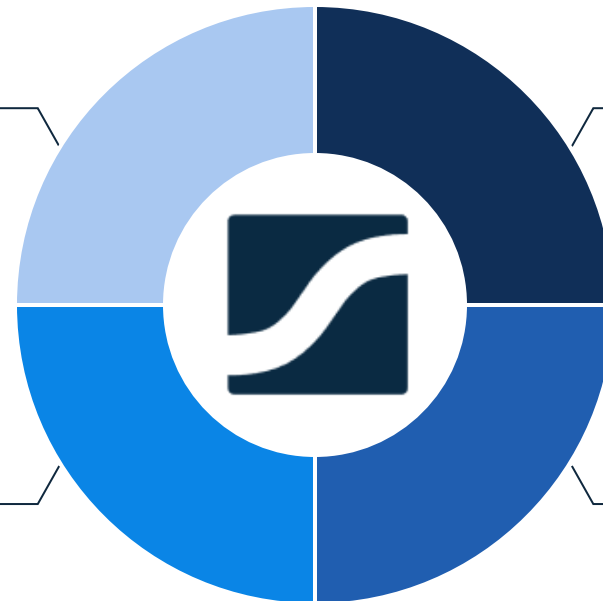
A real all-round package

- Dossiers & DossierPlus
- Statista studies
- Industry & Country Reports
- External studies

- Statistics
- Forecasts & surveys
- Infographics
- Topic pages

**Studies
& reports**

Statistics



Outlooks

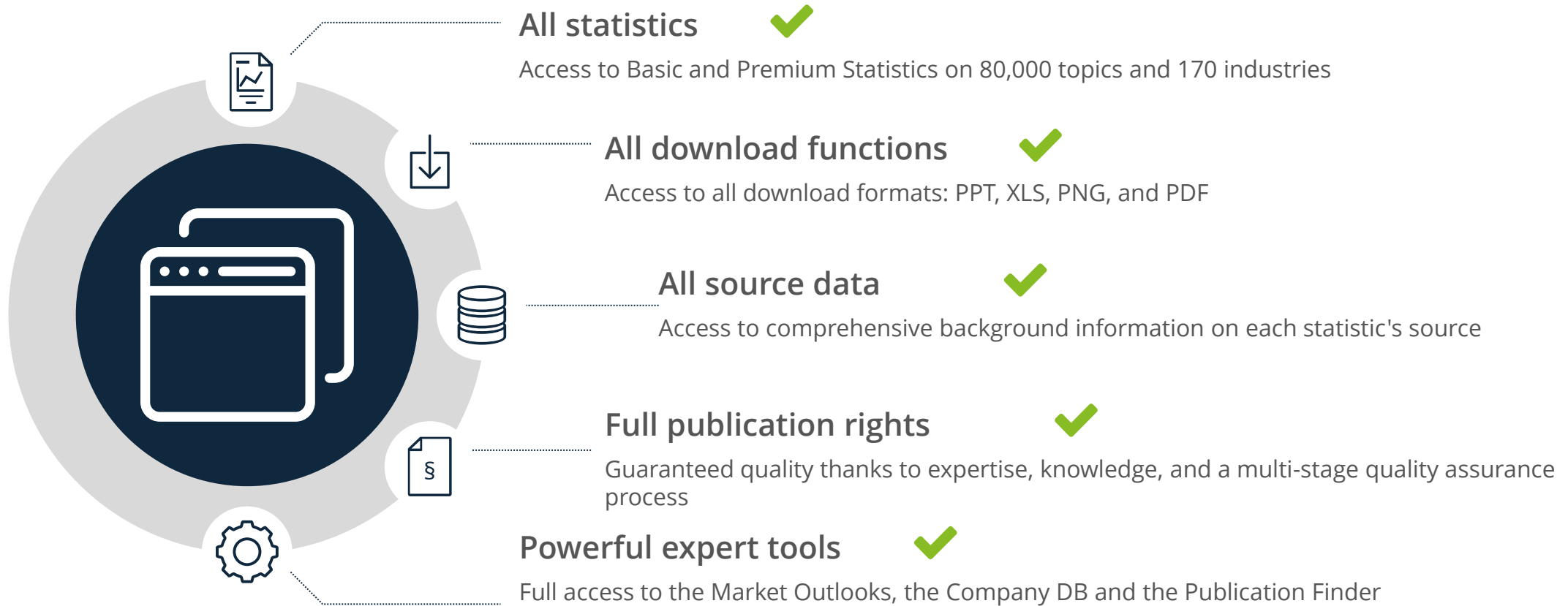
Tools

- Digital Market Outlook
- Consumer Market Outlook
- Mobility Market Outlook
- Country Outlook
- Advertising & Media Outlook
- Technology Market Outlook
- Industry Outlook
- Health Market Outlook

- Company DB
- Publication Finder
- Global Consumer Survey

True benefits

These features of the Campus License make the difference



Intensive customer support

Regular contact and individual updates by phone and via newsletters

- Regular contact
- Updates every 3-6 months
- Consultations on request

Updates



Reporting

- Annual usage reportings
- Additional reportings on request

- Free initial and additional training available
- Specific promotional material for support

Training

Support

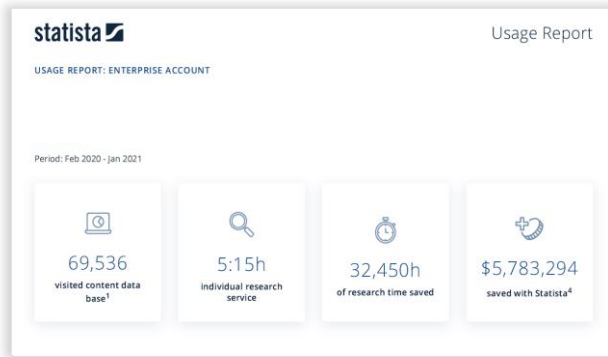
- Account setup
- Technical support

Our experts are available to help you set up your account, answer open questions, organize additional trainings and optimize your platform usage.

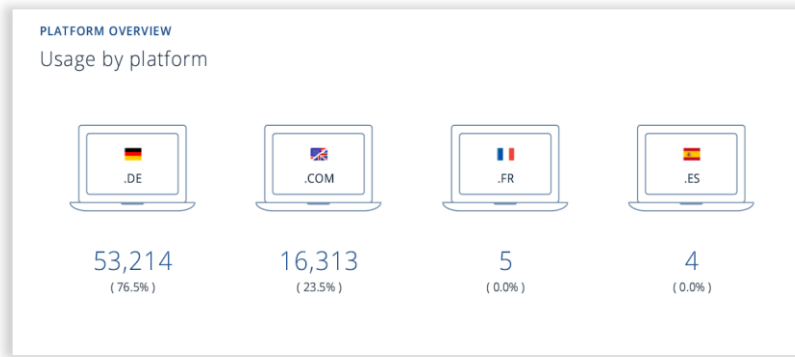
Individual usage reporting

Creating transparency

Key figures of individual usage



Which platform is used the most?



What is the value of the services used?*

Usage Report

Content type (value)	Visits	Sum
Statistic (\$15)	38,924	\$583,860
Infographic (\$20)	2,488	\$49,760
Topic (\$75)	4,728	\$354,600
Dossiers & Reports (\$349)	7,070	\$2,467,430
External Reports (\$100)	3,496	\$349,600
CMO ⁵ (\$175)	1,600	\$280,000
DMO ⁶ (\$175)	5,835	\$1,021,125
MMO ⁶ (\$175)	1,100	\$192,500
TMO ⁶ (\$175)	650	\$113,750
AMO ⁶ (\$175)	490	\$85,750
Country Outlook ⁶ (\$175)	325	\$56,875
Industry Outlook ⁶ (\$175)	200	\$35,000
Company Database (\$295)	205	\$60,475
Business Plan Export (\$950)	84	\$79,800
Global Consumer Survey (\$250)	73	\$18,250
Across industries ³ (\$15)	2,268	\$34,020
Research service requests (\$95/h)	5:15h	499 \$
Total⁴		\$5,783,294

What are the top industries?



How has usage evolved?



CONTACT



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BACKUP



Our data partners – from all around the world

Global partnerships

UNWTO

The UNWTO, the world's leading organization in the tourism industry, promotes tourism as a driver of economic growth, inclusion, and sustainability and provides support in training as well as in realizing tourism projects.

WHO

The WHO devotes itself to building a better and healthier future for all mankind. 194 member states and employees in 150 offices worldwide are engaged in the global fight against diseases.

Cint

Cint is the technological backbone of the world's leading companies in the field of consumer data. Cint's platform automates sample field work and processes so that companies can gather data more quickly, at lower costs, and in a manner more in line with demand. More than 2,000 market researchers, agencies, and brands, such as Kantar, Zappi, and SurveyMonkey, are using Cint.

McKinsey & Company

McKinsey & Company is the world's leading top-management consultancy. The consulting firm supports companies and institutions from the private, public, and social sector in digitalizing, analyzing, and structuring their core processes and approaches in order to enable growth in a constantly changing environment.

Our data partners – from all around the world

GSA partnerships

Capgemini

Capgemini is a global leader in consulting, digital transformation, technology, and engineering services. The company covers a whole range of areas, from cloud and digital technology to different types of platforms.

Deloitte

Tens of thousands committed specialists working for independent companies are collaborating across the globe under the brand "Deloitte" to provide selected clients with services in the fields of audit & assurance, consulting, risk and financial advisory services, risk management, taxes, as well as in related areas.

Kantar Germany

With branches in more than 100 countries, Kantar is one of the world's leading companies when it comes to data science, insights, and consulting. It understands people better than any other company – how they think, feel, evaluate, consume, choose, and/or vote. In order to acquire this deep understanding, Kantar uses its own as well as external data, analyzing, examining, and combining it.

Allensbach Institute

The Allensbach Institute is one of Germany's oldest opinion research institutes. It covers a wide range of survey research, from market research to media analysis. The institute also conducts target group-specific surveys and offers quantitative studies including a broad spectrum of interviews.

Our data partners – from all around the world

GSA partnerships

Nielsen

Nielsen is a global measurement and data analytics company that offers extensive and reliable insights into consumers and markets worldwide. For more than 90 years, Nielsen has been providing data and analyses based on scientific accuracy, constantly developing new ways to answer the most important questions of the retail, consumer goods, media, and advertising industries. Nielsen operates in more than 100 countries and covers more than 90 percent of the world's population.

CRIF Austria

CRIF is a global player specializing in credit reports and business information, outsourcing and data processing services, as well as in credit solutions. CRIF GmbH is Austria's No.1 provider of credit risk management solutions, fraud prevention, and decision management throughout the entire customer life cycle.

VuMa

VuMa is an analysis of consumer goods and services with a focus on buying and consumption habits and brands.

Our data partners – from all around the world

Italian partnerships

Osservatorio Politecnico Milano

Osservatorio Politecnico Milano is a leading institution for digitalization in Italy providing extensive reports on start-ups, fintechs, eCommerce, information security, and industry 4.0.

JobPricing

JobPricing is a branch of JobValue Human Capital Consulting and dedicated to labor market and salary dynamics in Italy. The JobPricing Observatory provides analyses and benchmarking data on remuneration policies and budgeting across several industry sectors.

Consorzio Netcomm

Consorzio Netcomm is a leading eCommerce institution in Italy providing detailed reports on all eCommerce aspects, such as consumer behavior, payment methods, logistics, and social media.

Prometeia

Prometeia is a leading provider of consulting services, software solutions, and economic research focused on risk, wealth, and performance management. The company also publishes analyses and forecasts regarding the industrial sectors and the economy of Italy's regions.

New Line Ricerche di Mercato

New Line Ricerche di Mercato is one of the leading consulting companies operating in the pharmaceutical sector in Italy. The company offers reports on the trends of the Italian pharmaceutical market based on the analysis of sell-out data of over 7,000 Italian pharmacies. It also provides research on specific pharmaceutical segments, such as nutritional supplements, self-medication, and dermo-cosmetics.

Our data partners – from all around the world

Spanish partnerships

Kantar Media

Kantar Media measures and monitors media consumption and makes its insights available to its clients to support them in their decision-making.

Brandwatch Spain

Brandwatch is the global leader in the field of social intelligence. Its teams develop social intelligence solutions tailored to the needs of more than 1,200 innovative companies, such as Unilever, Whirlpool, British Airways, Walmart, and Dell.

YouGov Spain

YouGov is an international data collection and analytics company headquartered in London. With its data-based offerings, YouGov supports its clients, e.g., media owners, brands, and media agencies, in a wide range of marketing activities.

Our data partners – from all around the world

British partnerships

Payments Cards & Mobile

Payments Cards & Mobile publishes research results and advises companies in the field of payments industry intelligence. It organizes conferences and webinars to share its market expertise and analyses.

dunnhumby Beyond

dunnhumby Beyond helps brands and retailers across the UK when it comes to making difficult decisions. Data from more than 100,000 buyers who have downloaded the HuYu app provides customer-related insights.

Zenith Global

Zenith Global's commercial and technical consultancies, market intelligence, and conference services have contributed to shaping the global food and beverage industry for more than 25 years. The company employs experts in the field of communication and media planning, content, performance marketing, value optimization, and data analysis.

Kantar Media

Kantar Media measures and monitors media consumption and makes its insights available to its clients to support them in their decision-making.

Our data partners – from all around the world

American partnerships

MRI-Simmons

With thousands of data points on attitudes and behavioral patterns, which are collected through ongoing surveys and passive measurements, MRI-Simmons provides advertisers, agencies, and media companies with deeper insights into consumer behavior.

Reelgood

Reelgood is an extensive, unified guide to online streaming content. It enables users to track and play content from more than 250 streaming sources in a single user interface.

Salesforce

Salesforce is a customer success platform. Its social and mobile cloud technologies – including its flagship sales and CRM applications – help companies to get in touch with clients, partners, and employees in a completely new way.

SEMrush

SEMrush is a SaaS product used by more than 6,000,000 marketers worldwide. In the past 11 years, SEMrush has evolved into an all-in-one marketing suite consisting of more than 40 tools and reports, which help companies to improve their online marketing.

IHL Group

IHL Group is a global research and consulting firm specializing in technologies for the retail sector and the hospitality industry. The company, which is headquartered in Franklin, Tennessee, produces timely data reports, offers consulting services, and acts as a leading retail technology player regarding industry and vendor events.

Our data partners – from all around the world

LatAm partnerships

Global Health Intelligence

Global Health Intelligence (GHI) provides innovative information and performs market research to deliver clients strategic data on health care infrastructure in emerging markets. GHI provides unique tools to optimize the database process of hospitals and health care infrastructures.

Newton & Kenmore

Newton & Kenmore has specialized in analyzing B2B tech companies in Latin America. Its projects typically include complex IT or business issues.

Axon

Axon is a consultancy specializing in innovative strategies for developing both the Latin American and the North American market. Its areas of focus include consulting, public relations, external communication, as well as online and offline business marketing.

Mercawise

Mercawise is an online platform specialized in improving research as well as in recruiting executives. Its market research mainly consists of online surveys.

Carrier y Asoc

Carrier y Asoc conducts studies focusing on market intelligence and carries out analyses on how products and services are consumed and used on digital platforms. The resulting information is made available to both consumers and companies. The company offers its services in the form of reports, presentations, and seminars.

Our data partners – from all around the world

APAC partnerships

Mitsubishi Research Institute (MRI)

The MRI, one of Japan's most renowned think tanks and consulting firms, provides representative data on consumer behavior and attitudes towards social issues in Japan.

Kantar Media

Kantar Media measures and monitors media consumption and makes its insights available to its clients to support them in their decision-making.

Kepios

Kepios is a strategy consultancy that helps organizations across the world to identify changes in people's digital behavior and to understand how these shifts might impact long-term success.

EqualOcean

EqualOcean, an international information provider and investment research company, aims at becoming a global platform for industrial innovation. It strives to make technology inclusive, accessible, and transparent.

Rakuten

Rakuten, Inc. is Japan's largest eCommerce company and the third largest eCommerce marketplace worldwide. Rakuten offers a multitude of consumer- and business-related services, including eCommerce, e-reading, travel, banking transactions, securities, credit cards, e-money, platforms and media, online marketing, as well as professional sport.