



How do I conduct research with Statista?

The place to find all the relevant
data for your lessons

STATISTA - AN EXTENSIVE DATA PLATFORM

Statista provides numbers and facts relating to current topics and trends



More than 2.5 million
registered users



23 million
website visitors per month



22,500
renowned sources



More than 1 million
statistics



More than 80,000 topics from
more than 170 industries

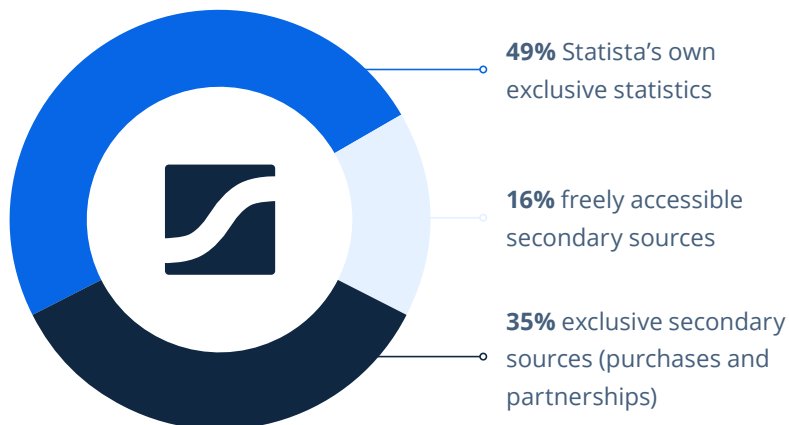


4 languages
on 4 platforms

OUR SOURCES

Statista aggregates data from more than 22,500 different sources

In addition to conducting its own surveys, Statista obtains its data from numerous secondary sources, focusing on quantitative facts to make them available to you quickly and easily.





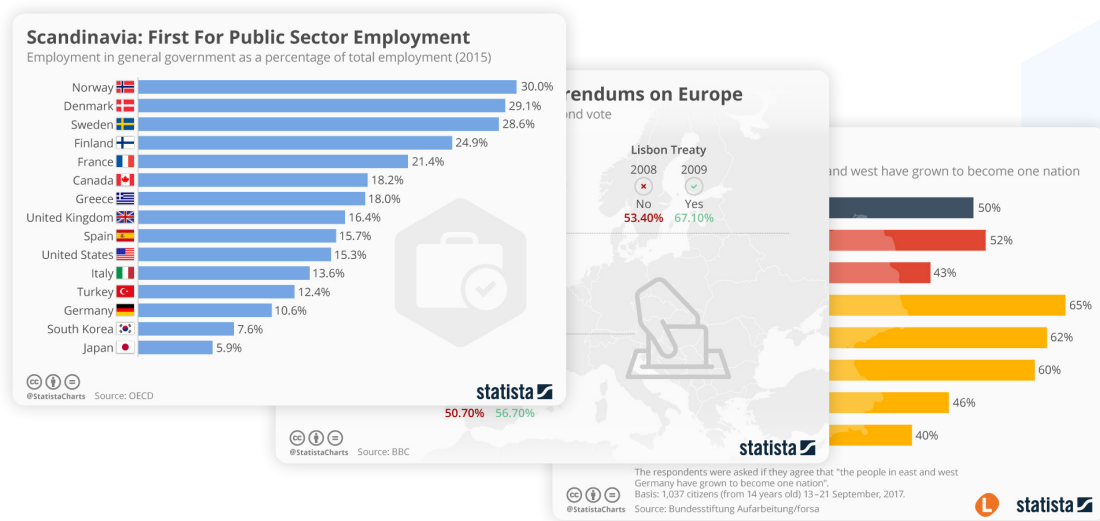
RELEVANT FOR EVERY SUBJECT

Statista provides information about trends and offers statistics regarding 80,000 topics in 150 countries

The statistics and data are classified into industries and subindustries and grouped by topics:

biology, politics, economy, STEM, German, history, society, and many more.

You will also find statistics and extensive data for your subject area, so you can get an introduction to the topic and organize your lessons interactively.



THREE STEPS THAT WILL REVOLUTIONIZE YOUR WORK

The tried-and-true formula for successfully working with data



1. Search

Enter your search term



2. Selection

Choose the desired content (e.g. statistics or reports)



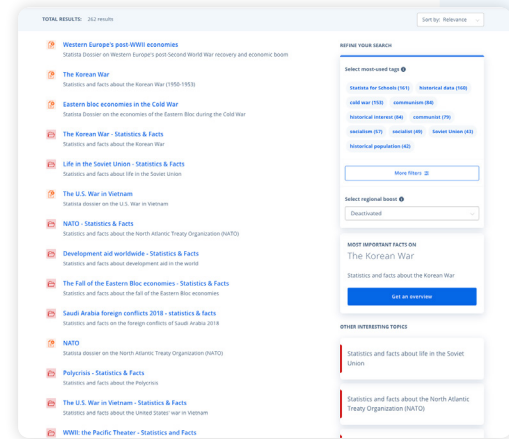
3. Download

Download the data directly and integrate it into your project.

1. SEARCH

Quick and extensive research for your lessons

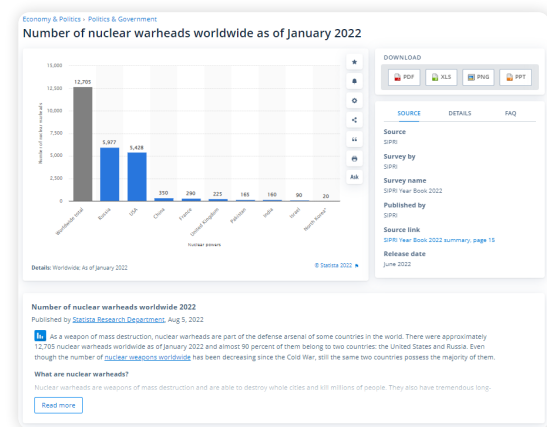
Find content relevant to your subject matter by entering a search term.



2. SELECTION

Choose an appropriate statistic

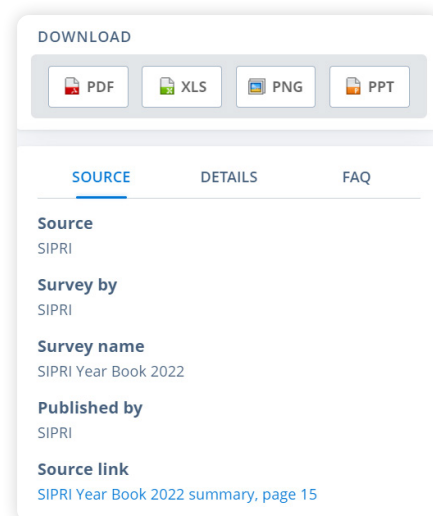
The statistic has already been processed, verified, and described in detail.



3. DOWNLOAD

Download the ready-to-use statistic

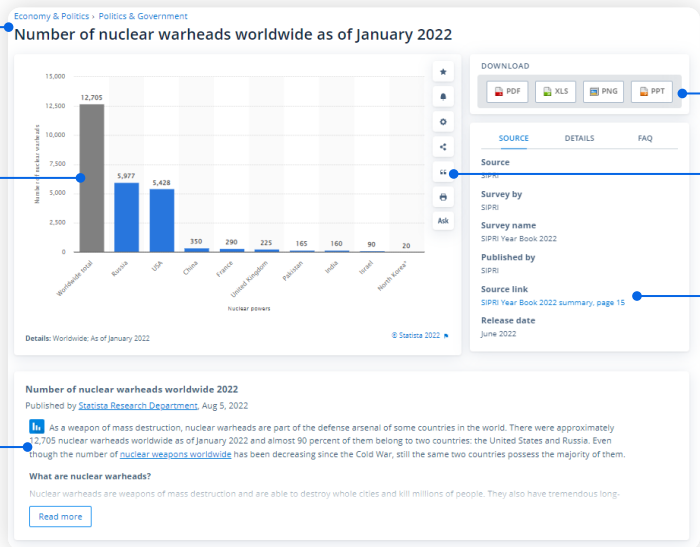
Download the statistic in four possible formats and incorporate it into your teaching materials or use it actively in the classroom. In the download section, you can find all the relevant information on the source and the survey period as well as additional details about the statistic.



THE MAGIC BEHIND THE STATISTIC

Promotion of digital media skills

All the essential information has already been included in the statistics. By reading the description, students learn about the context behind the statistic. In addition, the statistics are available for further processing as a download in order to support homework or presentations requiring verifiable figures. Students are also given the opportunity to create a citation to the statistic to encourage proper crediting of sources.



The screenshot shows a Statista page for the statistic 'Number of nuclear warheads worldwide as of January 2022'. The page includes a bar chart, a description, and a source information panel. Blue lines with dots point to specific features: 'Title' points to the statistic title; 'Graph' points to the bar chart; 'Description' points to the text below the chart; 'Download' points to the download options (PDF, XLS, PNG, PPT); 'Citation' points to the source information panel; and 'Source' points to the source link.

Nuclear power	Number of nuclear warheads
Worldwide total	12,705
Russia	5,977
USA	5,428
China	310
France	290
United Kingdom	225
Poland	165
India	160
Iran	90
North Korea	20

Number of nuclear warheads worldwide 2022
Published by Statista Research Department, Aug 5, 2022

What are nuclear warheads?
Nuclear warheads are weapons of mass destruction and are able to destroy whole cities and kill millions of people. They also have tremendous long-
[Read more](#)

Source information:
Survey by: SIPRI
Survey name: SIPRI Year Book 2022
Published by: SIPRI
Source link: SIPRI Year Book 2022 summary, page 15
Release date: June 2022

OUR DIFFERENT DATA TYPES

Content for every subject



Statistics

More than **one million** statistics from four databases – a German, English, French, and Spanish platform – constitute the center-piece of our digital library.

They provide data on more than 80,000 topics and 170 industries from 22,500 sources.

The statistics can be downloaded in **XLS, PNG, PPT, and PDF format**, and they can be easily incorporated into your teaching materials, into presentations, or into project work.



Forecasts

With our **5-year forecasts**, we provide you with relevant data on the market development of approx. 600 segments in about 150 countries.

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

The forecasts and surveys are particularly useful for social studies



Infographics

Use our infographics to talk about current topics in class.

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.



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 reports and forecasts as well as to the latest and most popular statistics on the topic in question.

OUR DIFFERENT DATA TYPES

Reports for more in-depth research and term papers



Statistics reports

Statistics reports encompass **all relevant statistics on a topic in one document**. They focus on topics that are called up by users with particular frequency and help you to familiarize yourself quickly and thoroughly with new topics. All statistics reports, which include detailed references, can be downloaded **in PPT and PDF format**. They are regularly updated by our research experts and supplemented with new statistics.

Spotlight reports provide answers to the key question that arise with a current topic or development.

Trend reports provide a comprehensive editorial overview of a specific trend topic within industries, as well as across multiple industries.

Overview reports offer a comprehensive editorial overview of specific markets or industries, providing valuable analysis and context.



Statista studies

Market Insights reports provide background information, insights into trends, and forecasts on future developments of numerous digital markets and consumer markets.

Consumer Insights reports offer a comprehensive overview of brand usage, target groups, and audiences.

Company Insights data tables contain all top companies in an industry or region based on revenue. They provide contact details and the most important company key figures.

OUR DIFFERENT DATA TYPES

Market Insights for social studies and geography lessons



Advertising & Media

The Advertising & Media markets provide **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 the worldwide GDP.



Consumer

Market Insights covers the most important consumer markets around the globe and provides historical data as well as **forecasts up to 2025 for the most relevant key performance indicators (KPIs) of each market**, including market value and size.



Economy & Society

Explore in-depth information about a specific country, including **key figures and forecasts pertaining to its economic and social development**.

Our comprehensive analysis and research cover various subject areas such as society, economy, business environment, digital economy, labor force, environment, and public sector, providing valuable insights into the country's landscape.



Digital

We provide **regularly updated 5-year forecasts on revenue, users, and relevant market indicators for 300+ digital markets** in more than 190 geographical entities.

Overall, the tool offers **30,000 interactive statistics**, which can be downloaded in PNG and XLS format.

OUR DIFFERENT DATA TYPES

Further Market Insights



Health

Market Insights provides you with **up-to-date, comparable, and easy to process information** about different markets of the **life science** and **health-care industry**.

Get a clear, structured, and **transparent overview** of relevant figures and forecasts for the most important **health markets**.



Financial

Get current and forecast data about capital raised, assets under management, real estate and digital transaction value, net interest income of banks, and much more from our **easily accessible financial markets**.



Industrial

Market Insights features **industry forecasts** about revenues and the number of enterprises for **industrial markets worldwide**. The data covers the agricultural, manufacturing, and service sector. With **more than 190 covered geographies** and regions, we provide you with comparable and reliable basis for decision-making.



Mobility

Get current and forecast for mobility markets worldwide. Interactive statistics provide in-depth **analyses by brand, vehicle segment, and country** as well as the most important key figures. The available information comprises **revenue, sales, price per unit, as well as market indicators**.



Technology

Market Insights provides a clear, structured, and transparent overview of key performance indicators in the **most important technology markets**.

This **includes essential data such as revenues and market shares**, offering valid, comparable, and readily available information.

OUR DIFFERENT DATA TYPES

Further Insights



Company Insights

The Company Insights contain **over 70 million companies** and provide information on **20 KPIs**, sales development, number of employees, and profitability ratios.



Consumer Insights

Our Consumer Insights provide information on the attitudes and behavior of consumers worldwide.

They are based on **more than 2,000,000 online interviews in 56 countries and regions**.



eCommerce Insights

The Statista eCommerce Insights include access to ecommerceDB, an eCommerce database with information on **over 39,000 online stores and marketplaces**.

Our eCommerce Insights are the ideal starting point for market and revenue analyses, forecasts and benchmarking of market players.

OUR DIFFERENT DATA TYPES

Tools



Business Plan Export

With our Business Plan Export, students can model a business startup. Particularly in business and vocational school settings, the tool offers a practical added value.

Thanks to an intuitive menu navigation and a simple template, the **relevant market** and the **business case can be modeled comprehensively**.



Publication Finder

The Publication Finder enables users to **quickly and easily find publications on their research topics. They can search more than 2 million studies, reports, and other documents** in German or English.

All search results can be filtered, e.g., by publication date, number of pages, industry, or type of document.

Your contact

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