



# 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

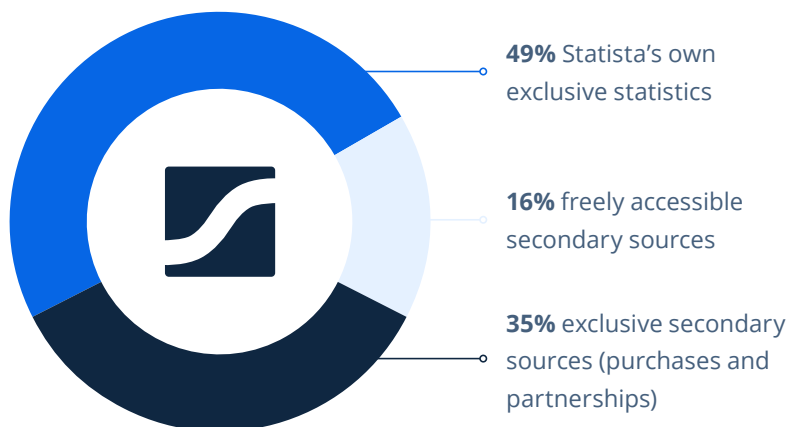


**4 languages**  
on 4 platforms

**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.





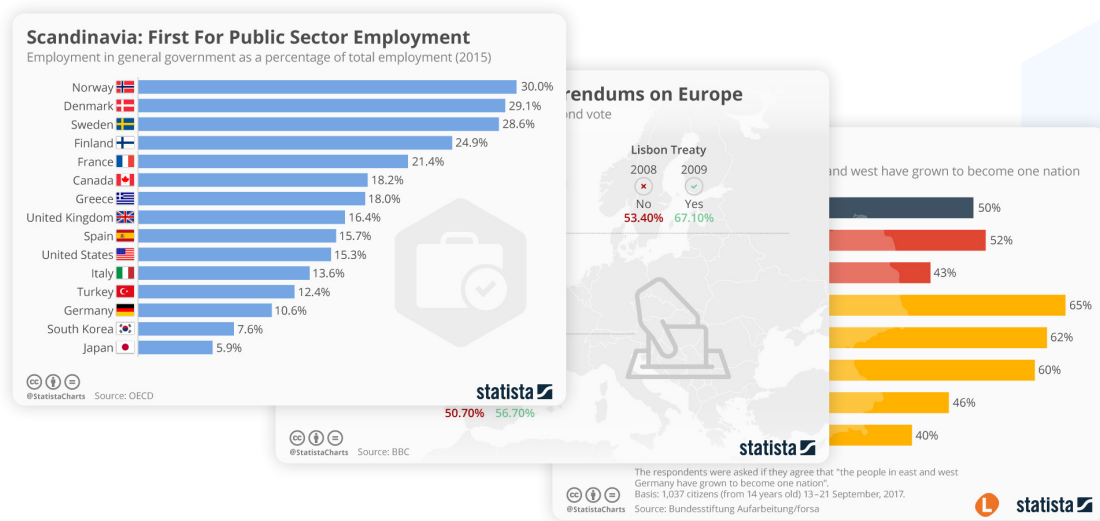
**RELEVANT FOR EVERY SUBJECT**

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 (statistics, dossiers, or reports)



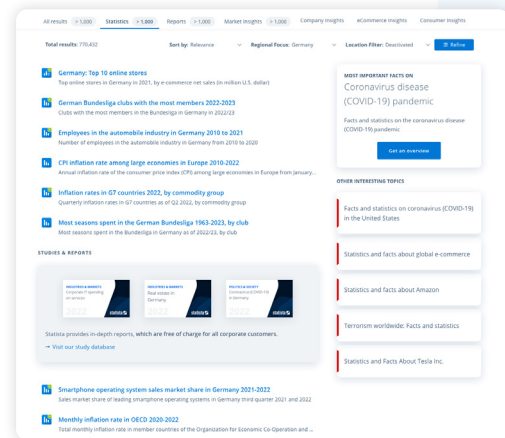
**3. Download**

Download the data directly and integrate it into your project.

### 1. SEARCH

Quick and extensive research for your lessons

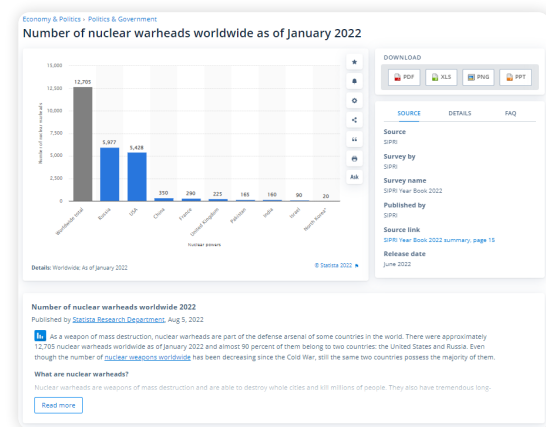
Find content relevant to your subject matter by entering a search term.



### 2. SELECTION

Choose an appropriate statistic

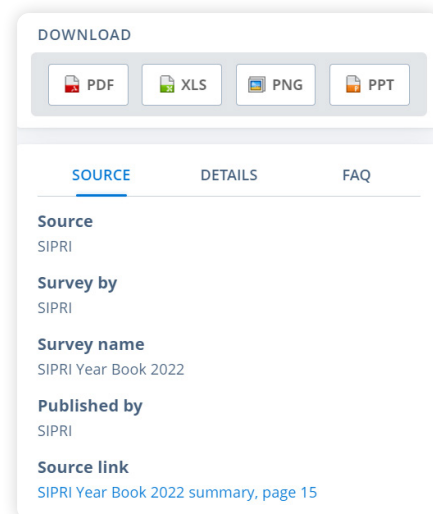
The statistic has already been processed, verified, and described in detail.



### 3. DOWNLOAD

Download the ready-to-use statistic

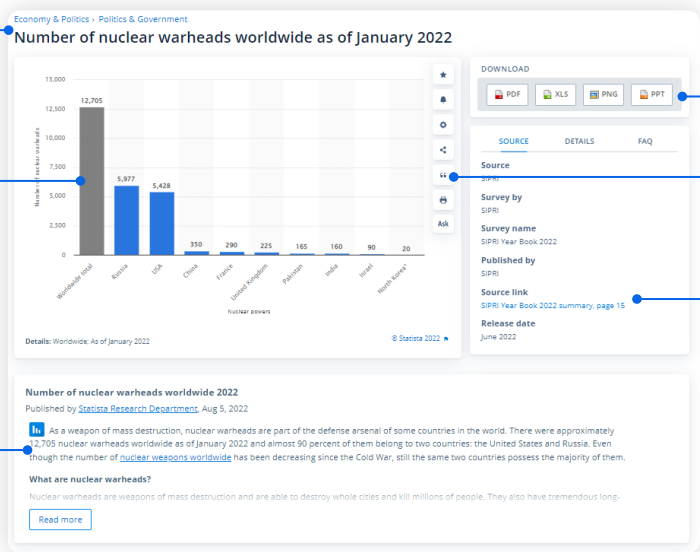
Download the statistic in four possible formats and incorporate it into your teaching materials or use it actively in the classroom. In the download section, you can find all the relevant information on the source and the survey period as well as additional details about the statistic.



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.



**Title** → Economy & Politics › Politics & Government  
**Number of nuclear warheads worldwide as of January 2022**

**Graph** →

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

**Download** → PDF, XLS, PNG, PPT

**Citation** →

**Source** →

**Description** →

**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](#)

**OUR DIFFERENT DATA TYPES**  
Content for every subject



**Statistics**

More than **one million** statistics from four data-bases – 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 dossiers and forecasts as well as to the latest and most popular statistics on the topic in question.

## OUR DIFFERENT DATA TYPES

Studies & reports for more in-depth research and term papers



### Dossiers & DossierPlus

Here you can find all the relevant statistics on a topic in one document.

Dossiers focus on topics that are called up by users with particular frequency. They help you to familiarize yourself quickly and thoroughly with new topics.

All dossiers, 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.



### Statista studies

**Outlook Reports** provide background information, insights into trends, and forecasts on future developments of numerous digital markets and consumer markets.

**Surveys** include comprehensive tables about our exclusive consumer and expert surveys.

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



### Industry & Country Reports

**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. High-quality charts and tables provide a quick overview of the current situation.

The reports give a quick overview of more than 90 industries.

**Country Reports** present the most important country trends. They examine a country's economic situation, public finances, labor force, and consumption, among other things, and include statistics, forecasts, survey results, as well as analyses.



### External studies

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. New studies are regularly added to the study database.

#### OUR DIFFERENT DATA TYPES

### Market Insights for social studies and geography lessons



#### Advertising & Media Insights

The Advertising & Media Insights 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

The Consumer Market Insights present the most important consumer goods markets worldwide. They cover a total of **over 270 markets and segments** and **more than 170 sub-segments**.

It 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.



#### Country Insights

The Country Insights offer current **key figures and forecasts regarding the economic and social development of a country**.

Key figures are based on extensive analyses and research relating to the subject areas of **society, economy, business environment, digital economy, labor force, environment, and public sector**.



#### Digital Market Insights

The Digital Market Insights feature **regularly updated 5-year forecasts on revenue, users, and relevant market indicators for 9 main digital markets** in more than 150 countries and regions.

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



## OUR DIFFERENT DATA TYPES

### Further Insights



#### Health Market Insights

The Health Market Insights constitute an **intuitive tool** and provides you with **up-to-date** and **comparable information** that can be processed immediately about the different markets of the **life science** and **health-care industry**.

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



#### Industrial Market Insights

The Industrial Market Insights feature **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 approximately **50 countries**, the tool provides a comprehensive and reliable basis for decision-making.



#### Mobility Market Insights

The Mobility Market Insights give 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. The available information comprises **revenue, sales, price per unit, as well as market indicators**.



#### Technology Market Insights

The Technology Market Insights offer 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**.

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 30,000 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

### Further 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.

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## Your contact

If you have any questions, please contact us

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