

PRODUCT AND SERVICES DESCRIPTION

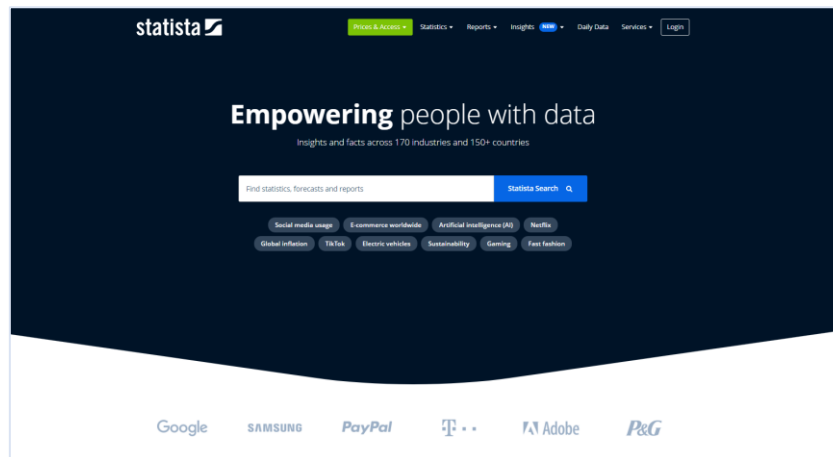
Personal Account

Last updated: December 2024



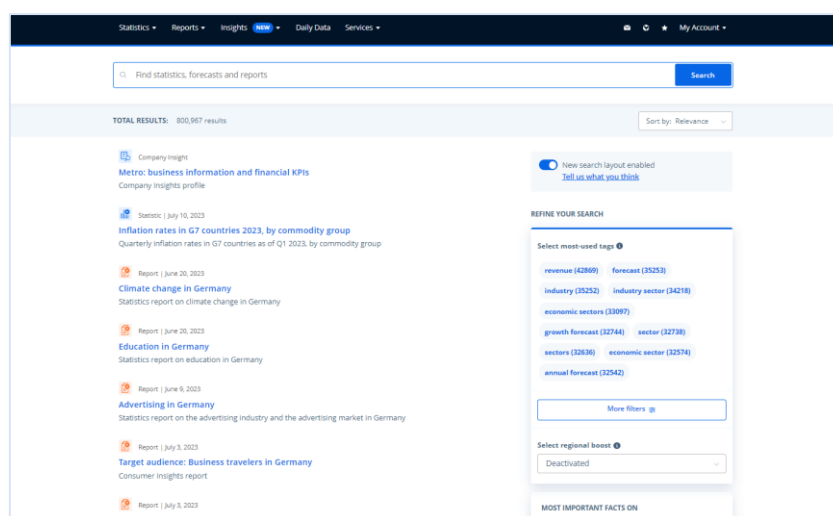
Introduction

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, German, Spanish, and French 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 44,000 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 Personal Account are granted the right to use downloaded content for commercial purposes.

Customers with a Personal Account do not acquire the right to publish downloaded content. Please ask the Customer Service for more details.

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 Personal Account

The Personal Account grants access to Statista exclusively for one user. The activated user may access the account from different end devices. Any use by multiple employees requires the acquisition of a Professional Account. In the event of unusual usage behavior, Statista reserves the right to block access until the issue is clarified and/or to immediately terminate access. Unless contractually agreed otherwise, the Personal Account provides its users with access to:

- All statistics, forecasts, and surveys of the German, international, Spanish, and French platform
- All studies & reports¹:
 - Statistics reports
 - Spotlight reports
 - Overview reports
 - Trend reports
 - Market Insights reports
 - Consumer Insights reports
 - Company Insights reports
 - Data tables
 - External studies
- 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 results

In addition, Personal Account customers can download statistics as PowerPoint, Excel, PDF, and PNG files. The user is granted access and download rights to 25 studies and reports within 12 months.

Unless contractually agreed otherwise, the Personal 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 Personal Account offer is aimed at commercial users.²

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.

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.

² An acquisition by private users is not possible. The purchase process includes confirmation that the purchase is for a commercial user.

CONTACT

Hamburg

Statista GmbH

Johannes-Brahms-Platz 1
20355 Hamburg
Germany
Tel.: +49 40 284 841-0
Contact Person: Jens Weitemeyer

New York

Statista Inc.

3 World Trade Center
175 Greenwich Street, 36th Floor
New York, NY 10007
U.S.A.
Tel.: +1 212 419-8219
Contact Person: Vayola Jocelyn

London

Statista Ltd.

5th Floor
209-215 Blackfriars Road
London SE1 8NL
United Kingdom
Tel.: +44 208 189 7000
Contact Person: Lodovica Biagi

Melbourne

Statista Australia Pty. Ltd.

Level 17/120 Spencer Street
Melbourne, VIC 3000
Australia
Tel.: +61 3 7068 5059
Contact Person: Clay Tuckett

Singapore

Statista Pte Ltd.

138 Market Street
24-04A CapitaGreen
Singapore 048946
Republic of Singapore
Tel.: +65 6995 6959
Contact Person: Yolanda Mega

Tokyo

Statista Japan Ltd.

H10 Shibuya Jinnan
1-5-6 Jinnan, Shibuya
1540041 Tokyo
Tel.: +81 3 6427 6800
Contact Person: Ayana Mizuno

Gurugram

Statista India Private Limited

WeWork Two Horizon Centre
5th Floor, DLF Two Horizon Center
DLF Phase 5
Gurugram, Haryana 122002
India
Tel.: +91 73 0318 5324
Contact Person: Yolanda Mega