STATISTA CONSUMER INSIGHTS

Methodology

Elements and research design

Consumer Insights

by statista

Understand what drives consumers

Mission

Do you want to make business decisions based on the latest consumer information? Do you need a convincing data story for your current project? What if you could create your own analyses from a vast treasure trove of global survey data with just a few clicks in an easily accessible tool? Well, we have it all for you.

Understand your target groups and have a global overview

Tap into markets, track brands, and compare global and regional trends of consumer behavior. Focus on the people that matter most to you, and gain industry-specific insights on the world's most important markets. Make the right decisions and tell convincing stories based on tailored data. Understand, explore, compare, track, focus, decide, and act.

We give you the data and the tools to do all this and more

The Statista Consumer Insights capture attitudes, consumer behavior, and media usage of consumers worldwide, covering both the online and offline world. Up-to-date, representative, comprehensive, detailed, and inclusive.

Consumer Insights
by statista

Statista Consumer Insights stand for transparent quality from questionnaire to results

Consumer Insights
by statista

Idea and contents

Every really good survey starts with a good questionnaire. Wrong, it starts way before that, with a clear idea and intelligent research design. Our concept is all about your needs, and the Statista Consumer Insights are effective, international, regional, up to date, versatile and inclusive.

- Surveys
- Reports
- Elements
- Research design
- Countries and regions

- Brands
- Inclusion

Our surveys at a glance: Global survey, Brand KPIs and in-depth surveys

Idea and contents: surveys (1/2)

Global Survey: Comparable data from more than 55 countries

Compare regional and global trends in worldwide consumer behavior. Select from more than 55 countries in the Global survey, each with up to 60,000 respondents per year, and find your (future) customers.

Brand KPIs: Benchmark mark your brand against the best and the rest

In the Brand KPI survey you will find the most important KPIs for brands in Brazil, Germany, India, Mexico, the U.S., and the UK. It's the perfect tool for brand strategists, product managers, media planners and anyone who works with brands. We cover a range of topics from AI tools to frozen pizza to movie franchises.

In-depth surveys

In addition to the Global survey and Brand KPIs, access more than 25 exclusive, in-depth surveys on the most relevant industries and topics. With the Consumer Insights surveys, you gain industry-specific insights into the world's most relevant markets.

Consumer Insights
by **statista**

Do you want the big picture or is the devil in the detail for you? Well, you can have both at the same time

Rethinking Value
Discover how the cost-of-living crisis is reshaping online behaviors in the "Rethinking Value" study by We Are Social and Statista Q. Delving into the changing relationships between influencers, brands, and consumers, the survey uncovers the growing appeal of budget-friendly, relatable content on social media. Be part of the conversation that's shifting from luxury to affordability.

Pets
Results of our exclusive survey on all topics concerning pets. This study provides insights into the attitudes, purchase behavior and popular brands of pet owners. This consumer survey focuses on nutrition, health, and all the latest trends about animal companions.

Christmas and Holiday Season
This survey gives insight into the Christmas and Holiday Season. It covers habits, traditions and behaviors during the holidays season and explores gift shopping, dining, and activities during the holidays. Additional topics include Black Friday, New Year's Eve, Thanksgiving (U.S. only), Day of the Dead (MEX only), and Carnival in Brazil. The study provides also insightful attitudes about the ongoing economic and political situation.

Gaming & eSports
Who plays what, why and on which devices? Where can you get in touch with gamers? How big is eSports? Discover what drives video gamers in countries worldwide with our major study on gaming, hardware and peripherals, eSports and gaming furniture.

Alcoholic Drinks
This exclusive survey provides insights into consumers' drinking behavior. Dive in and find out what consumers around the world think about beer, wine, and spirits. Discover information about purchase criteria, and the most popular brands for beer, cider, sparkling wine, and spirits.

Finance & Assets
This survey offers exciting insights into the saving and investing habits of consumers. Find out how much consumers are saving each month, where they get their information, and whom they consult for advice.

Rethinking Value
Survey among travelers on attitudes, preferences, and behavior with regard to travel. From travel planning and booking to the journey and the vacation itself: destinations, tourist offers, booking portals, flights, cruises, travel insurances and more.

Digital Advertising
This exclusive survey provides insights into consumer behavior and preferences with regard to digital advertising. Topics include internet and social media usage, content and product discovery, advertising acceptance, personalization and tracking on different channels, paid content and subscriptions, and more.

Beauty & Cosmetics
This study sheds light on the beauty market from the perspective of female consumers. It shows attitudes, spendings, product preferences and brand loyalty in the areas of decorative cosmetics and facial care. It also includes insights into beauty and self-care routines, beauty tech and natural cosmetics.

Food & Nutrition
This study provides you with everything you need to know about nutrition and grocery shopping, including cooking, eating habits, prepared foods, organic foods, and snacks. Also, we put a special focus on plant-based alternatives to dairy and meat, as well as grocery and meal deliveries.

Hot Drinks
This survey probably answers everything you could possibly ask about the consumption of hot beverages such as coffee, tea, and cocoa. Get detailed information on consumption habits, favorite brands, and attitudes towards the topic.

Toys and Games
This survey provides you a deep dive into the world of toys and games. Discover the true drivers behind toy purchases, find out about the relevance of different toy categories such as card and board games or electronic toys and games, and read about the role of age appropriateness and toy purchase situations in general.

E-commerce
Statista's exclusive e-commerce survey offers detailed insights into consumer shopping behavior online. This study examines the online customer journey, consumer attitudes and the online stores consumers use. Consumers were also given the chance to rate the top e-commerce brands by key characteristics, satisfaction, and NPS, to give a detailed overview of the current online landscape, while also providing the opportunity for benchmarking against these established brands in each country.

Luxury & Counterfeiting
The survey offers exciting insights into the world of luxury buyers. The contents include luxury products and premium brands in the fields of fashion, accessories, watches, cosmetics and jewelry, as well as attitudes towards luxury and a spotlight on the topic of product and brand counterfeiting.

Luxury Shopping
The luxury shopping study offers exciting insights into the world of luxury customers, such as consumer attitudes and behavior towards premium and luxury products. Discover detailed opinions on luxury goods such as watches, jewelry, cosmetics, fashion, and accessories. Furthermore, understand brand awareness and purchases across 6 different markets, worldwide.

Purchase Channels
The results of Statista's consumer survey on the purchase channels of consumers. This study provides exclusive insight into the shopping behavior across 18 different industries. Find detailed information about the preferred shopping channels, expenditures, and attitudes regarding shopping.

OTC & Pharmaceuticals
This survey provides insight into health-related topics, such as eHealth, medical cannabis and CBD, and mental health. It lets you compare pre- and post-pandemic data from 2019 and 2021. Explore the purchasing and usage habits of OTC products for colds, skin disorders, pain, sleep disorders and digestive problems. In addition, the study gives valuable consumer insights on health trends and more than 100 healthcare brands.

Sustainable Consumption
This study provides insights into attitudes, consumer behavior and brand perception with regard to sustainability in the categories of food & beverages, fashion and beauty & personal care. It addresses sustainable eCommerce as well as drivers and barriers of sustainable consumption. Additionally, it sheds light on behavioral changes due to the influence of the COVID-19 pandemic.

Cybersecurity & Cloud
Results from Statista's exclusive survey on attitudes, behaviors and brands in the sphere of cybersecurity. Topics: Perception of risks, experience with hacking and identity theft, awareness of brands for protection software, and much more.

European Football Benchmark
A close-up of clubs, sponsors and fans in 2021. The Statista European Football Benchmark lets you compare fan opinions on the 5 big European leagues and other trending topics. This survey contains exclusive insights from each leagues domestic fans as well as fans in the U.S. and China.

[All Consumer Insights surveys](#)

In-depth surveys

In addition to the Global survey, we regularly conduct trend surveys in the world's most relevant markets. Coffee, e-commerce, Christmas, sports, digital advertising, pharma, beauty, football[1], luxury, sustainability, cancel culture, pets, digital lifestyles, finance, motorbikes, toys, travel, tech giants - okay okay, you heard us, we'll stop listing already.

Our Consumer Insights surveys give you in-depth insights into trending, specialized or just generally exciting topics. These surveys usually get an update every 2 years, and more are being added all the time.

Notes: (1) Soccer

Consumer Insights
by statista

Case study for target group analyses: Consumer Insights reports on brands, target audiences, and countries

Idea and contents: reports

Airlines	American Football fans	Banks	Business travelers	Car rental	Car sharing	Coffee drinkers	Consumers in India	Consumers in the United States	Consumers in the United Kingdom
Country music fans	Daily newspapers	Delivery services	Digital music	E-bike owners	E-book shops	Flexitarians	Gamers	Gen Z	Grocery stores
Headphones	Horror fans	Hunting & fishing enthusiasts	Mobil carriers	Mobile payment	Online dating	Online payment	Parents	Podcast listeners	Public transport users
Reality TV fans	Remote employees	Retirees	Ride sharing	Singles	Smart home	Smart speakers	Smartphones	Soccer fans	Social media
Tablets	Vegans	Video game streaming	Video game subscription services	Video-on-demand	Washing machines	Wearables	Wine driners		

A good example of the possibilities of [target group analyses](#) and an invitation to storytelling are our Consumer Insights reports. Based on survey data on more than 20,000 brands and target audiences worldwide, they bring Consumer Insights to life.

Find out which brand resonates best with which target group, where you can best promote your products, and which preferences determine consumers' decisions around the globe.

Our reports are updated up to four times a year. Don't you think so? Just click on your favorite topic on the left.

[All Consumer Insights reports](#)

Notes:

Consumer Insights
by statista

Get a quick overview or jump in at the deep end. With the various elements provided by Statista Consumer Insights, the choice is yours!

Idea and contents: Consumer Insights elements

Statistics and brand profiles

The data from our exclusive surveys are the basis for countless pages on Statista. For example, they form more than 10,000 statistics and brand profiles. Ideal for gaining a quick overview of your topic.

Reports

Covering more than 20,000 brands and target groups, our reports bring Consumer Insights to life. Find out which brand resonates best with which target group, where you can promote your products best, and which preferences drive consumer decisions.

Interactive tool

Our Consumer Insights Tool allows you to analyze country datasets, topics and target groups. Start your own analyses with tables or crosstabs, create your own target groups, and compare brands and trends worldwide. With our intuitive online tool and the latest data, there are no limits to your research urge.

Raw data

Having nothing to hide, we offer our datasets completely raw data on request for academic research and teaching. Ideal for anyone who wants to perform advanced statistical analyses or develop their own models. You have complete control over the data.

Consumer Insights
by statista

The research design: Representative online surveys in national languages

Idea and contents: research design

Type of survey

- Online survey

- Interview length up to max. 20 minutes

- Global survey: Split questionnaire design

Population and sampling

For the majority of our surveys, the samples are representative of the population of internet users aged 18 to 64. Our in-depth surveys sometimes have different base populations (e.g. pet owners). We use quota samples with quotas on gender, age and region[1].

Sample sizes (target numbers)

- Countries with brands in the Global survey:
  12,000+ respondents / year

- Countries without brands in the Global survey:
  2,000+ respondents / year

- Brand KPI survey and in-depth surveys:
  1,000+ respondents per topic

Languages

- Survey in the respective national language(s)

- English available as alternative in each case

Survey periods

- Global survey: All year rolling wave system

- All other surveys: Details on the survey periods can be found in the Consumer Insights tool under "Show survey details".

Updates

- Countries with brands get four updates per year

- All other countries get at least one update per year

Notizen: (1) Quota on region for countries and regions for which regional quota information is available to our panel providers.

Consumer Insights
by statista ◢
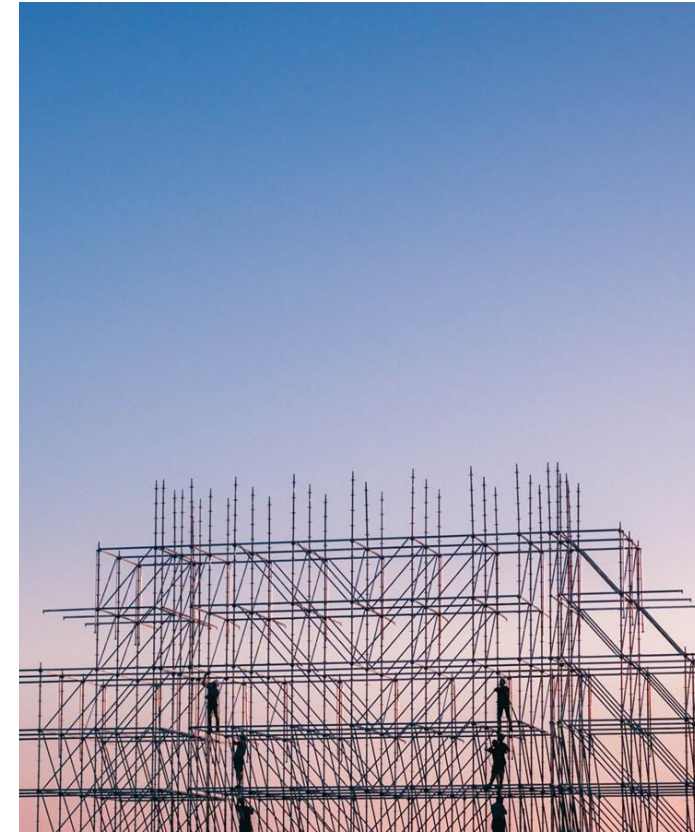
Our Global survey is a truly global survey

Idea and contents: countries and regions

In the Consumer Insights Global survey, you will find survey results from more than 55 countries and regions. Compare regional and global trends in worldwide consumer behavior.

To give you maximum depth of analysis, we also survey brand usage in more than 20 countries and regions across 50 industries from the online and offline world.

Countries with brands receive four updates per year, while all other countries receive at least one update per year.

Countries with brands
- Australia
- Austria
- Brazil
- Canada
- China (Mainland)
- Finland
- France
- Germany
- India
- Italy
- Japan
- Mexico
- Netherlands
- Poland
- South Africa
- South Korea
- Spain
- Sweden
- Switzerland
- United Kingdom
- United States

Countries without brands
- Argentina
- Belgium
- Chile
- Colombia
- Czechia
- Denmark
- Dominican Republic
- Egypt
- Greece
- Hong Kong
- Hungary
- Indonesia
- Ireland
- Israel
- Kenya
- Lithuania
- Malaysia
- Morocco
- New Zealand
- Nigeria
- Norway
- Pakistan
- Peru
- Philippines
- Portugal
- Romania
- Russia
- Saudi Arabia
- Serbia
- Singapore
- Taiwan
- Thailand
- Turkey
- United Arab Emirates
- Vietnam

1: Länder mit Markenabfrage

Consumer Insights
by statista

Brands make markets and markets make brands

Idea and contents: brands

Brands are at the heart of consumer behavior worldwide. That's why the Consumer Insights include usage data from more than 15,000 brands for over 20 countries and regions around the globe.

Brand research for our Consumer Insights is collected regionally

In order to provide you with the best possible, most exciting and most complete brand experience, we do not conduct the brand research for the Consumer Insights surveys entirely ourselves. Of course, we know the global megabrands and have detailed market expertise at Statista. But for the depth and sharpness with which we map local brand landscapes in the Consumer Insights, we need local knowledge. That's why we employ local experts for each country and region in which we survey brand usage, who help us to accurately capture the brand landscape of their region.

The next time you conduct a brand analysis with the Statista Consumer Insights, you know: behind it are locals, Statista's market experts, years of market research experience and intensive feedback. Our brand research is local, global and up-to-date.

Here's the full Consumer Insights brand list.

Consumer Insights
by statista

Conviction is just one of many good reasons for inclusion

Idea and contents: inclusion (1/2)
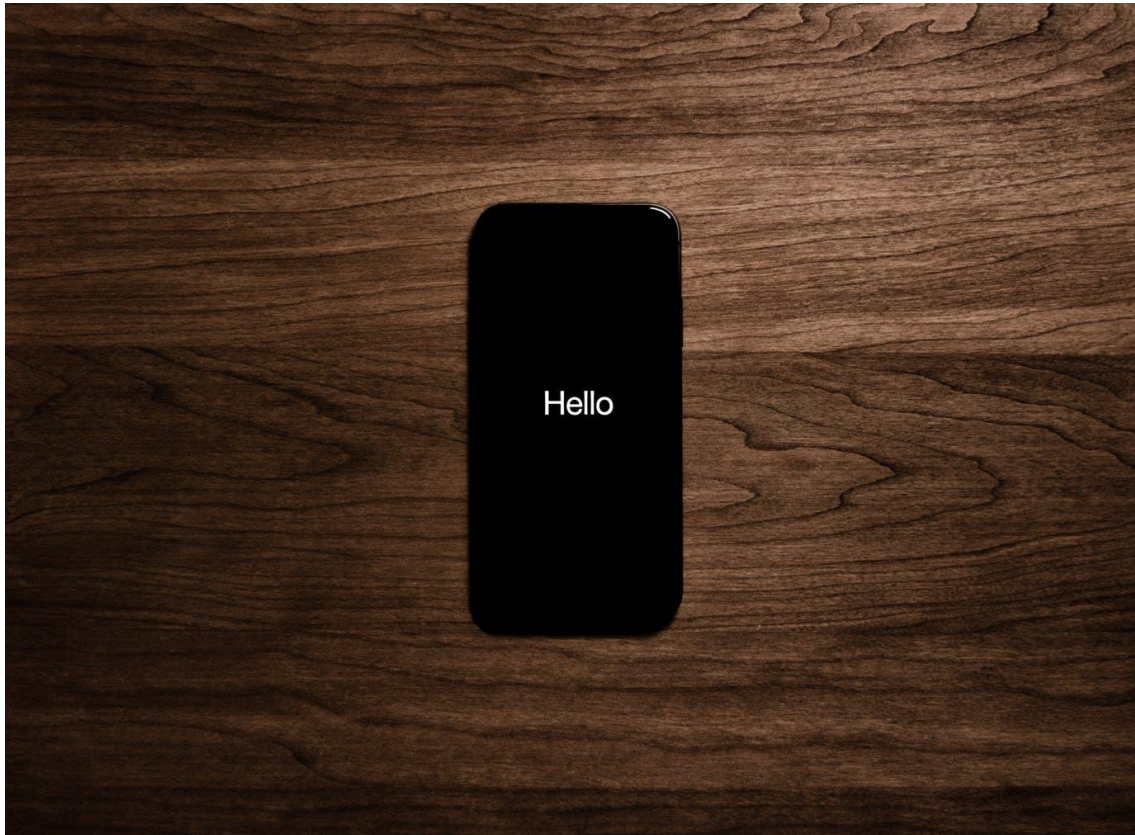
Behind the Statista Consumer Insights is a multicultural team with diverse beliefs and orientations. In order to be on the pulse of consumers worldwide, to represent global and regional markets, and out of conviction, the Consumer Insights must be as inclusive as possible.

Always in local language

In order to enable as many consumers as possible to participate in the survey, the questionnaire for each country is available in the respective main languages as well as in English. We conduct our surveys in a total of 39 languages. You receive accurate market analyses because all market participants are potential participants in our surveys.

Optimized for mobile

We are talking about an online survey and the vast majority of internet users are mobile. To do justice to this, our surveys are optimized for mobile devices: wherever possible, no matrix/rating questions and no more than 15 possible answers to a question. This way, our results are not random, but accurate.

Consumer Insights
by statista

Markets as they are: dynamic and colorful

Idea and contents: inclusion (2/2)

LGBTQ+

In addition to the binary gender question, where it is legal and unproblematic for the respondents, we collect self-identification with the LGBTQ+ community, gender identity (female, male, trans female, trans male, genderqueer / genderfluid, non-binary) and sexual orientation (heterosexual, homosexual, bisexual, pansexual, asexual, queer). The world is colorful, people are colorful, markets are colorful, and consumption is colorful too.

Migration und ethnicity

People not only move markets, but also move themselves. Migration is a global normality and in order for you to be able to accurately analyze the markets you are interested in, we collect the migration background and the country of birth of respondents in the Global survey, as well as their ethnicity, according to the standards of the respective official census.

Consumer Insights
by statista

Method and data quality

What do online research and farming have in common? Meticulous fieldwork ensures an A-grade product. We guarantee the quality of our Consumer Insightes surveys' results through professional online panel service providers, a split questionnaire design, quota sampling, rolling waves, smart quality assurance, and transparent data cleaning.

- Representativeness
- Panel partners
- Quotas
- Rolling waves
- Sample sizes and error margins
- Split design
- Quality assurance
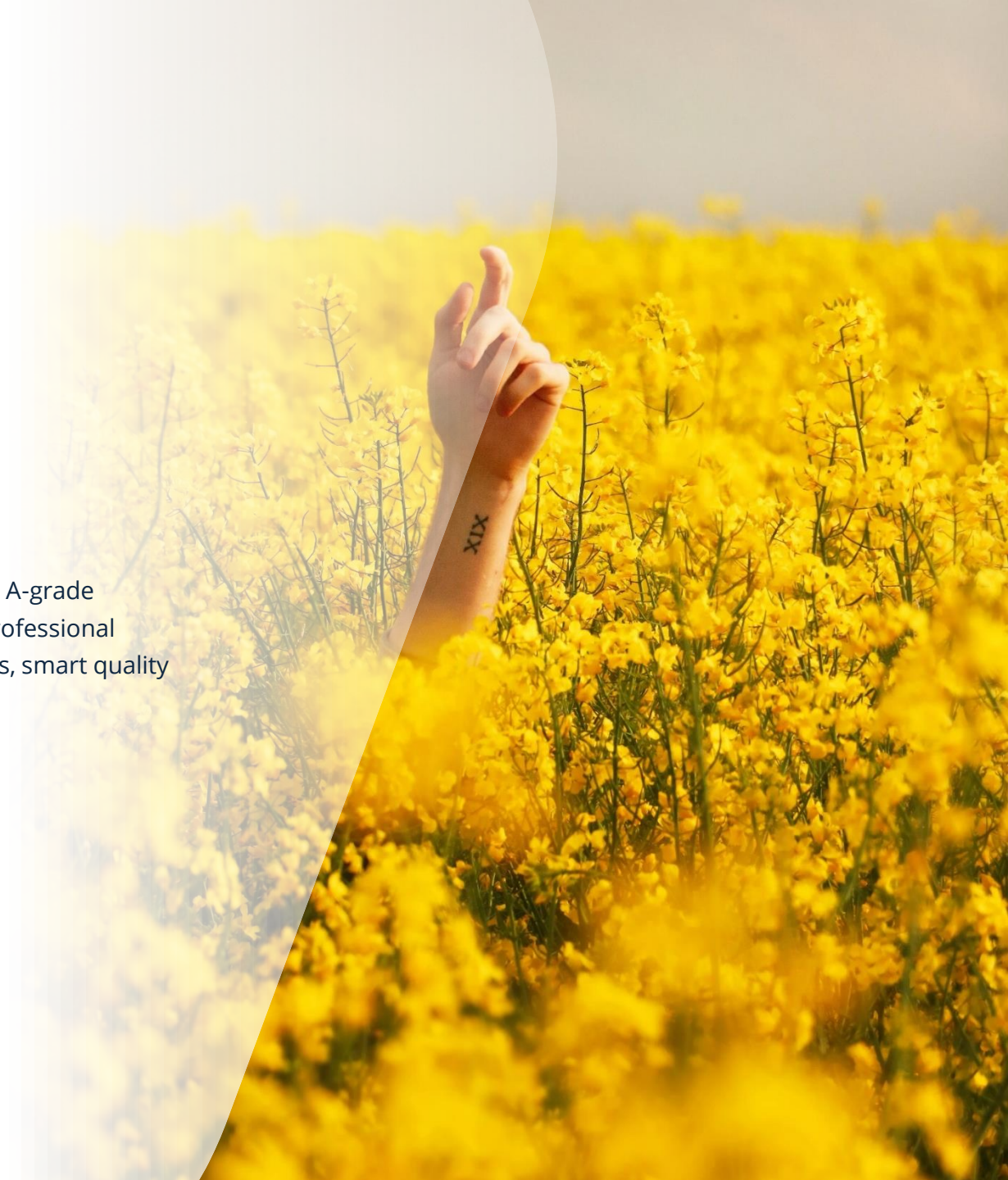
Are the results of the Consumer Insights surveys representative?

Method and data quality: representativeness

Of course, you are not only interested in what the respondents answered in our survey, but also in whether these results can be generalized. That's the question of representativeness: Are the results a reflection of the world out there?

This is exactly the claim we have for our Consumer Insights surveys, and it starts with the wording of the questionnaire. Our questions strive for simple but precise language and are designed to allow respondents to answer objectively. Our split design also ensures refreshingly short survey durations, so respondents don't get tired.

The second element of a generalizable survey is a sample that is similar to the selected population. In the case of our surveys, this is internet users (online survey!) between the ages of 18 and 64 in each country. To ensure that the composition of our sample meets this criterion, we set quotas for age, gender, and region[1]. Established panel service providers put us in touch with respondents.

And in parallel to all this, we conduct ongoing meticulous quality assurance before, during and after the surveys.

Consumer Insights

by **statista**

We use online panels to successfully conduct our online surveys

Method and data quality : panel partners

Every year, we ask more than 400,000 consumers worldwide to complete the questionnaire of our Global survey, so that we can offer you regular updates with the highest possible number of respondents. In order to do this successfully, we commission panel service providers. Our panel service providers meet the established quality assurance requirements and ethical market research principles according to standards such as ESOMAR, MRS, ARF, MRIA, AMA and ISO 20252.

What do panel service providers do?

Panel service providers enable us market researchers to have a predefined number of people complete online surveys. We can specify selection criteria for these people, such as "52 percent female, 48 percent male". More on this in the section on our quotas. In addition, panel service providers offer a variety of services and tools that make it easier for us to conduct the surveys and perform quality checks at every step.

Where do the panelists come from?

Panel service providers recruit their panelists online, through channels such as sponsored posts, advertising, or partnerships with websites. Panelists provide the panel service provider with basic personal information such as age, gender, income, marital status and more. Panelists then receive invitations to participate in matching surveys via mail or app. Once they have completed a survey, they receive a small compensation for their participation.

Consumer Insights
by statista

Representation matters, that's why we set quotas on respondents by age and gender

Method and data quality : quotas
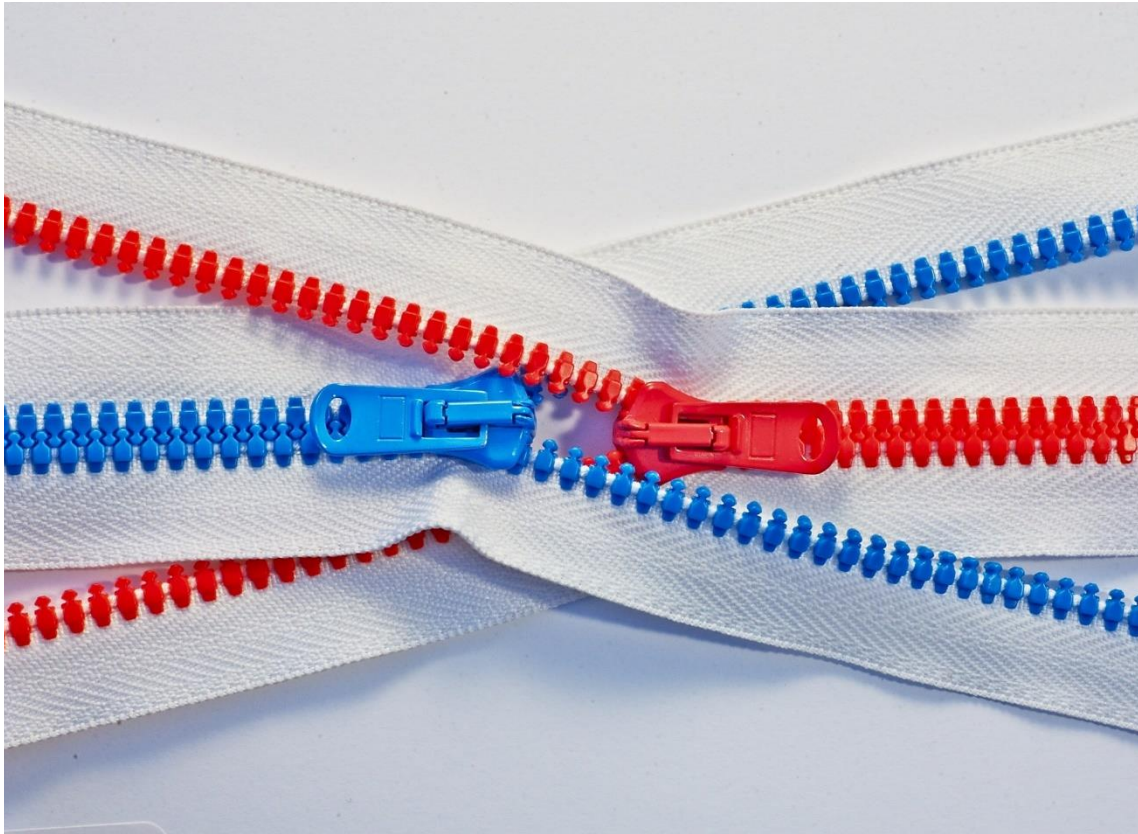
To guarantee that the results of the Consumer Insights surveys are representative of the online population (18 to 64 years) of a country or region, we apply quotas on age, gender and - where possible - region when selecting respondents. The quotas are based on the official census of the respective country as well as on the respective share of internet users. Our experienced quota experts combine the best available sources, such as Eurostat, World Bank, or the International Telecommunication Union (ITU), to precisely determine the share of internet users.

To maximize the quality of our data for you, our quotas are additionally "interlocked". This means, we take into account that the distributions of age, gender, and internet usage in the individual countries and regions are not independent of each other and quote these characteristics in dependence on each other.

In line with the underlying sources, our quotas are updated annually.

Consumer Insights
by statista

Surf Consumer Insights with the most up to date consumer data

Method and data quality : rolling waves

For our more than 20 [countries with brands](#) we use a survey system with rolling waves: Each update contains the interviews of the four most recent survey waves or, in other words, the interviews of the last 12 months. This ensures trend stability in your analyses and a higher number of interviews per update, allowing you to adequately evaluate smaller target groups, brands and markets.

We ensure that no respondent can participate in the survey twice within a 12-month period. Thus, there are never two interviews of the same person in one update / data set.

Consumer Insights

by statista

Sample up - yes, size matters

Method and data quality : sample sizes and error margins

"I try to eat less meat", Germany, in %

— Share of respondents   ▨ Margin of error +/- 2% with n=2,000 and a 95% confidence level
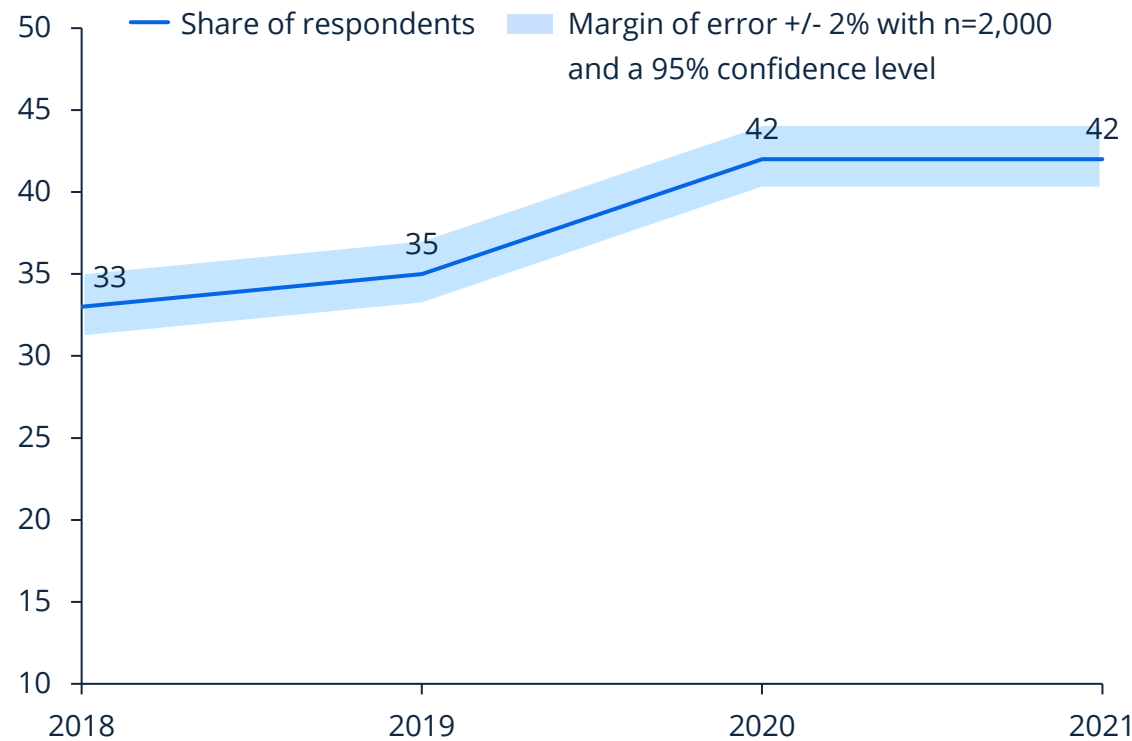
Some countries and regions covered by our Global survey have up to 60,000 respondents per year, but some surveys have only 1,000. Is that enough interviews for the results to be representative? In fact, the sheer size of the sample has nothing to do with the representativeness or generalizability of the results. What is important is that the sample is as accurate a reflection as possible of the general population.

The sample size, on the other hand, determines how much the measured value - e.g. "42% of respondents try to eat less meat" - differs from the real value in the world out there. Here, the larger, the more accurate. The possible inaccuracy is typically referred to as the margin of error[1] and can be calculated.

Let's stick with the 60,000 respondents per year. This gives a margin of error of less than half a percent. In some surveys, the number of respondents is only 1,000; here, the margin of error is plus or minus 3%. In terms of accuracy, therefore, size does matter; larger is generally more accurate. For practical analyses, however, sample sizes of 1,000 and above are usually sufficiently accurate[2].

Consumer Insights
by statista ◢

How long can you answer questions without getting tired?

Method and data quality : split design

All respondents	Demographics, media usage, and general consumer behavior	

Split 1	Finance & insurance	Health
Split 2	E-Commerce & retail	Food & nutrition
Split 3	Housing & household equipment	Internet & devices
Split 4	Travel	Mobility
Split 5	Media & digital media	
Split 6	Services & e-services	Marketing & social media

Questionnaire splits

The questionnaire of the Global survey is divided into topic groups. Up to two of these topic groups form a questionnaire split. Each respondent initially answers the same questions on demographics, media usage, and general consumer behavior. Additionally, each respondent answers one split.

Why do we split the questionnaire? It's all about data quality: splits avoid respondent fatigue. Answering our questionnaires should take no longer than 15, maximum 20 minutes. This ensures that all questions are answered with the same attention. Only in this way do all answers to all questions have the same validity. If a respondent answered all questions from all splits, large parts of the results would be qualitatively questionable, which is why we don't make any compromises here.

Do splits affect possible cross-tabulation?

Yes. Questions can only be cross-tabulated within the same split. The good news is: You can cross-tab questions from demographics, media usage, and general consumer behavior with all splits. Same goes for target group analyses.

Consumer Insights
by statista

The Consumer Insights offer a lot of everything, but most of all quality

Method and data quality : quality assurance (1/3)
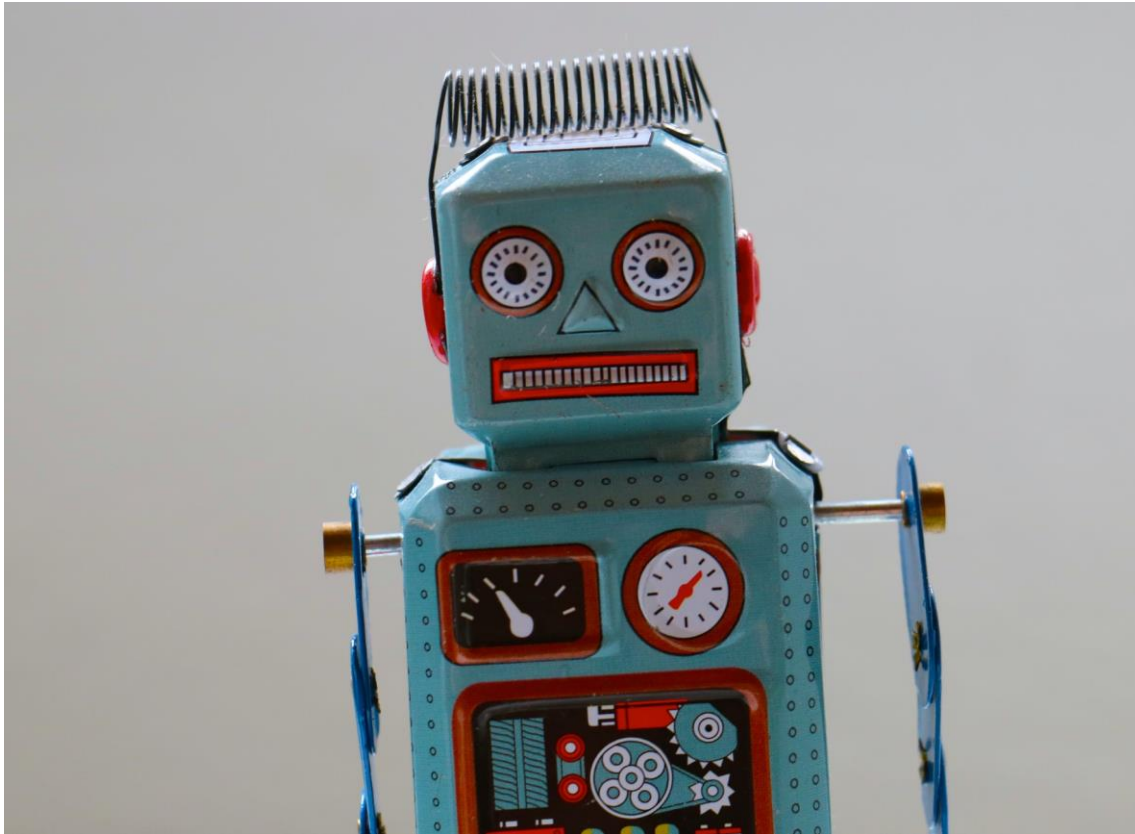
A complex data project like the Consumer Insights requires smart, effective quality assurance measures. And in our case, these take effect during the selection of respondents, during fieldwork, and then once again during data cleaning.

Quality assurance during the selection of respondents

It goes without saying that our panel service providers comply with common quality norms and standards such as ESOMAR, MRS, ARF, MRIA, AMA and ISO 20252. In addition, our service providers employ a range of technical measures to effectively detect and prevent fraudulent behavior - such as the use of the notorious bots. This includes digital "fingerprinting" just as much as IP address checking. In addition, a number of proprietary security solutions are employed, including RelevantID®, MaxMind, Firehol, reCAPTCHA and SmartyStreets. This is how we make sure that behind every interview in our surveys there is a real consumer. Too bad, bots!

Consumer Insights
by statista ◪

Slow and steady wins the race

Method and data quality : quality assurance (2/3)

Quality controls during the survey

Bots can be cute, but we really don't want them in our survey. For a second bot check during the survey, for example, we use "input questions" and check the answers for bot-typical patterns.

But we also check that our human participants fill out the survey truthfully and attentively. First, we screen out all participants who finish answering the questionnaire too quickly, the so-called "speeders". The lower limit is 40% of the median interview length of all respondents in the previous waves.

During the questionnaire, we then check respondents' attention using test questions. Also, we build in consistency checks: We ask certain questions a second time at a different point in the questionnaire and then expect the same answer twice.

Within the responses, we also check for clustered occurrences of traits that tend to be rare in the population and sort out respondents with conspicuous response behavior.

Consumer Insights

by **statista** ↗

Everyone loves the crime scene cleaner

Quality assurance during data cleaning

Some people are only too happy to let the cleaning of the collected data go by the wayside. But not us. Here you can find out what criteria we apply to clean the Consumer Insights data.

Our main criterion is the consistency of your evaluations: Your cross-tabulations and target group analyses should be free of contradictions. In complex studies, it can happen that participants contradict themselves. For example, when asked about the mobility services they use, they state that they use car sharing. A little later, they are asked which car sharing brands they use, and answer "I don't use car sharing".

We then correct the first answer to match the second, because the respondent also corrected themselves – perhaps they confused car sharing with ride sharing and only realized this from the list of brands.

If respondents contradict themselves too often, we remove their answers from the data set. This rarely happens, and that in turn speaks for the quality of respondents and our questionnaires.

Consumer Insights
by statista

CHAPTER 03

From data to insights

Data is one thing, what you make out of it is another. There are hundreds of thousands of stories and data-driven decision aids waiting for you to discover in the Consumer Insights. Here are some little helpers to assist you in discovering, analyzing, and storytelling.

- Use cases
- Target groups
- Recodes
- Typologies
- Income quantiles
- Index

- Total share of all respondents
- Raw data

How we can empower you with our consumer data

From data to insights: use cases

Understand your audience
Understand consumer needs and attitudes

Identify core audiences
Assess demographic influences on purchasing behavior

Measure brand performance
Track KPIs along the brand funnel

Analyze the competitive landscape
Gain insights on competitors and their target audiences

Track consumer trends
Quantify key consumer trends worldwide

Optimize your targeting
Understand audience media behaviors

Analyze the customer journey
Identify the most relevant marketing touchpoints

Unlock new markets
Measure market potential and development

Discover unique insights
Use our accessible DIY tool for explorative data analysis

Consumer Insights
by statista

Target group evaluations are what you want when you reach limits with crosstabs

From data to insights: target groups (1/2)

Whenever you want to analyze a specific population group in detail in the Consumer Insightstool, you have at least two options: crosstabs and target groups. For inspiring and informative crosstabs, items like the innovator classes are ideal, but you can of course cross-tabulate with all items to your heart's content. The only limit here are splits.

Want more than an overview? Well our target group function is for you!

While crosstabs are excellent for giving you a quick overview of a topic based on a more basic differentiation (e.g. most popular video game genres by gender[1]), detailed target groups allow for a consumer-analytical insights deep dive. Whether it's the most important values of millennials in the United States, the best marketing touchpoints for high-earners in Germany, or the most popular dating apps among trendy-savvy Douyin users in China - demographic target groups can be applied to all splits in the Consumer Insights tool, while target groups from the topic splits can be applied within the same split. That's why our splits are smartly set.

Notes: (1) Find the most popular video game genres by gender in the Global survey here

Consumer Insights
by statista

Good to know: How to link characteristics within target groups

From data to insights: target groups (2/2)
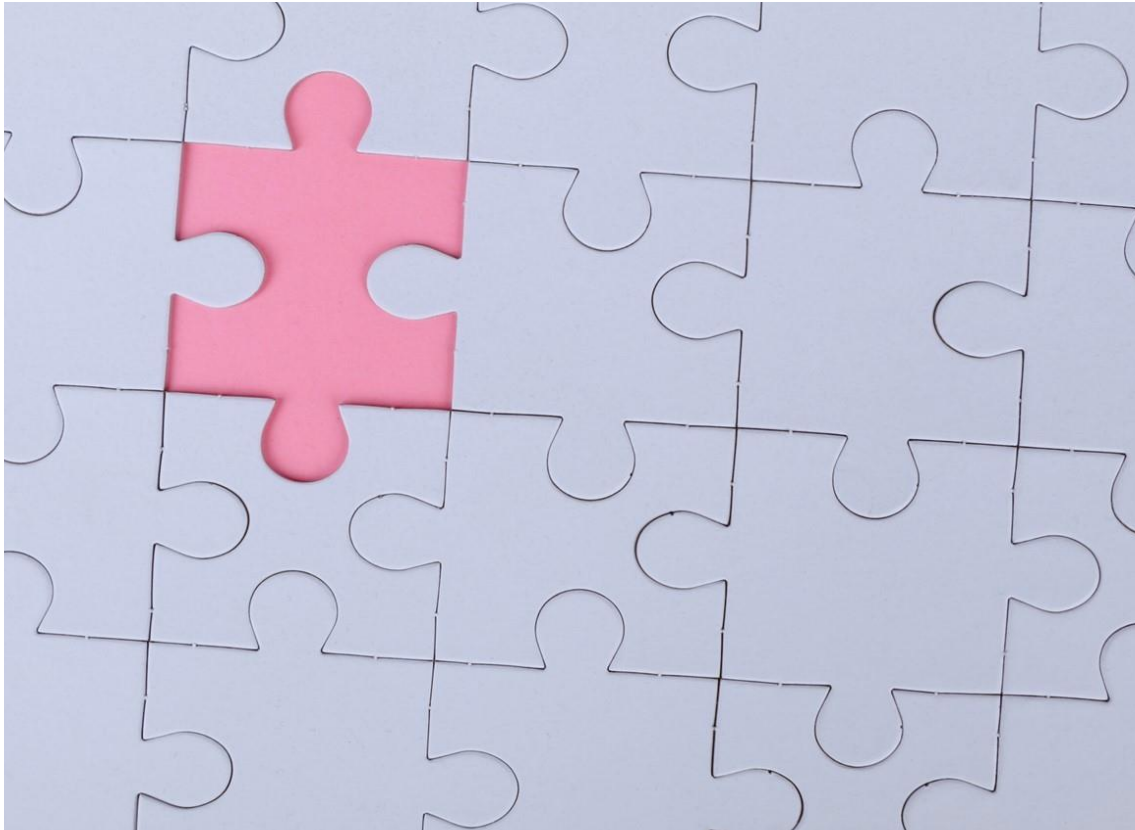
You can fully customize, name and save your target groups for future use in the Consumer Insights tool by using the target group editor. When you select multiple characteristics to define your customized target group, the following operations are performed:

Two characteristics from the same item are combined with "or"

If you select the answers "Apple" and "Samsung" from the question "What brand is your smartphone from?" in the target group editor, your target group will contain all people whose phone is from Apple **or** from Samsung.

Two characteristics from different items are combined with "and"

In the target group editor, if you select "Apple" from the smartphone brand question and "T-Mobile" from the mobile carrier question, your target group will contain all people whose phone is from Apple **and** whose mobile carrier is T-Mobile.

Consumer Insights
by statista

Lost in Consumer Insights? Our recodes provide structure and help you to recognize patterns

From data to insights: recodes
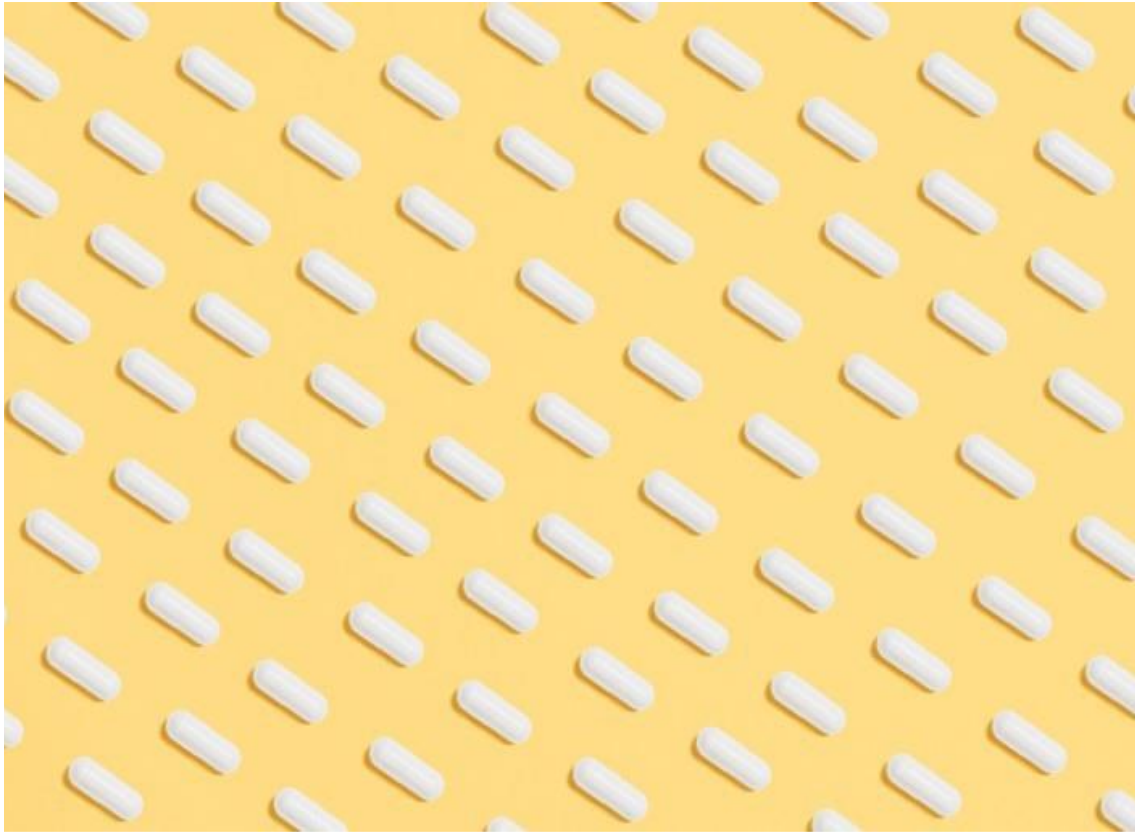
As of 2023, our Consumer Insights surveys comprise more than 2 million interviews - it's clear that sometimes it's not easy to find sweet insights in the data candy shop. To make it easier, our Global survey contains more than 600 recodes.

Recodes usually sum up information that is distributed among different answers within an item. For example, "Age (generations)" is a recode based on the age of the respondent.

In more abstract terms, recodes turn implicit information into explicit information: the information about whether someone is an online shopper is implicit in the answers to the question "Which of these things have you bought online in the last 12 months?". The recode "Online shopper" (Yes/No) makes that information explicit.

This is useful for you, because many ideas for which you would otherwise build target groups can be found in the recodes for direct use.

Consumer Insights
by **statista**

The early bird catches the worm

From data to insights: typologies

Innovators | Early Adopters | Early Majority | Late Majority | Laggards
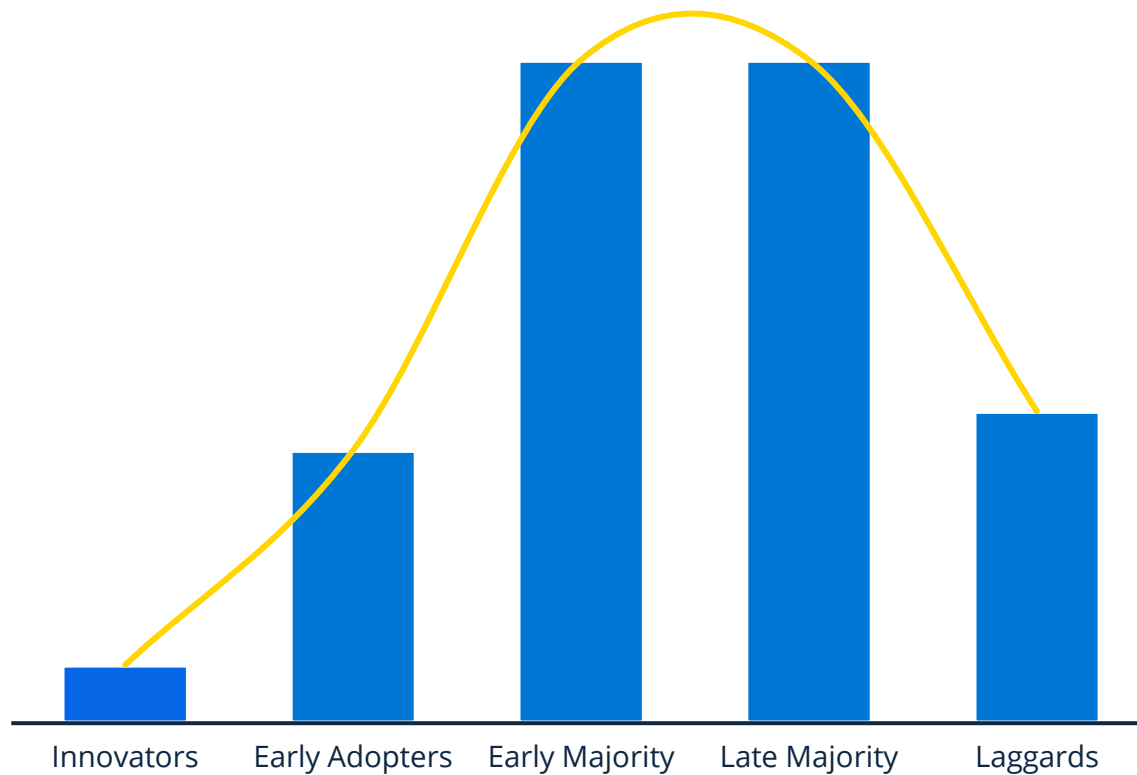
Among your friends, are you always at the forefront of testing the next big thing? In 2015, someone said to you "You have a nice smartwatch"? Then you probably belong to the group of innovators. Or at least to the early adopters.

in order to provide you with an innovator typology in our Global survey, we assign all respondents to the classes of the diffusion of innovations theory on the basis of a number of questions relating to the topic of innovation. And in which class are there probably the most smartwatch owners? Right.

But would you also know which social media channels are used most frequently by innovators and early adopters? Or which challenges this group finds particularly urgent for their country? Just take a look - it's only a few clicks away in the Consumer Insights tool.

Consumer Insights
by statista

Money is (not) a matter of class

From data to insights: income quantiles

Empirical Cumulative Distribution Function (ECDF) of the incomes in the U.S. [1]

90% quantile[2]

66% quantile

33% quantile

% of respondents

Example: 66% of the respondents have an annual household gross income of 80,000 US$ or less

Annual Gross Income in US$
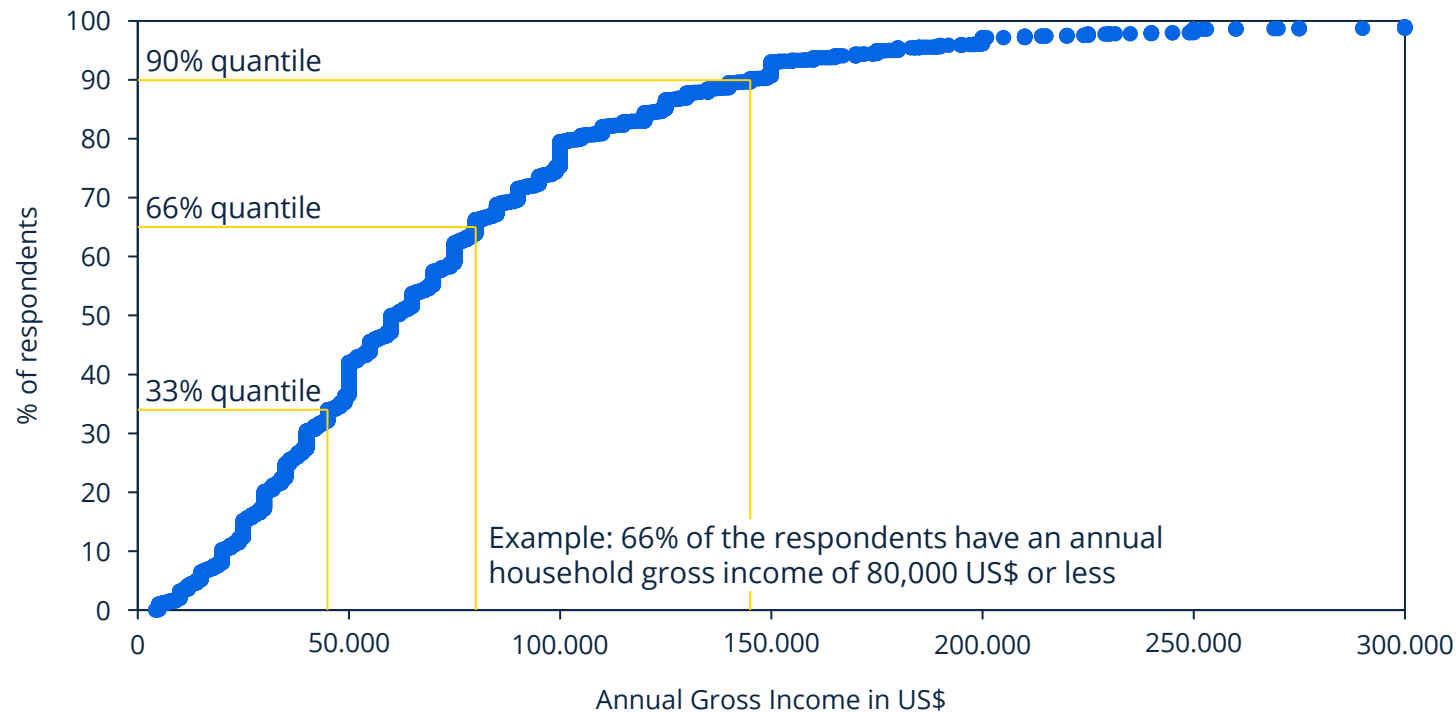
The Consumer Insights are about consumption behavior, and thus, of course, also about money. Our questionnaire therefore includes an open-ended, numerical question on households' annual gross income in local currency[2]. Respondents who do not wish to report their income we ask to choose one of several categories, which vary from country to country.

We have defined the three income classes "low", "medium" and "high" using the concept of quantiles, namely the 33 percent and 66 percent quantiles. We categorize income into three groups, a lower third, a middle third and an upper third. Accordingly, all groups have the same number of respondents, namely 33 percent of all respondents.
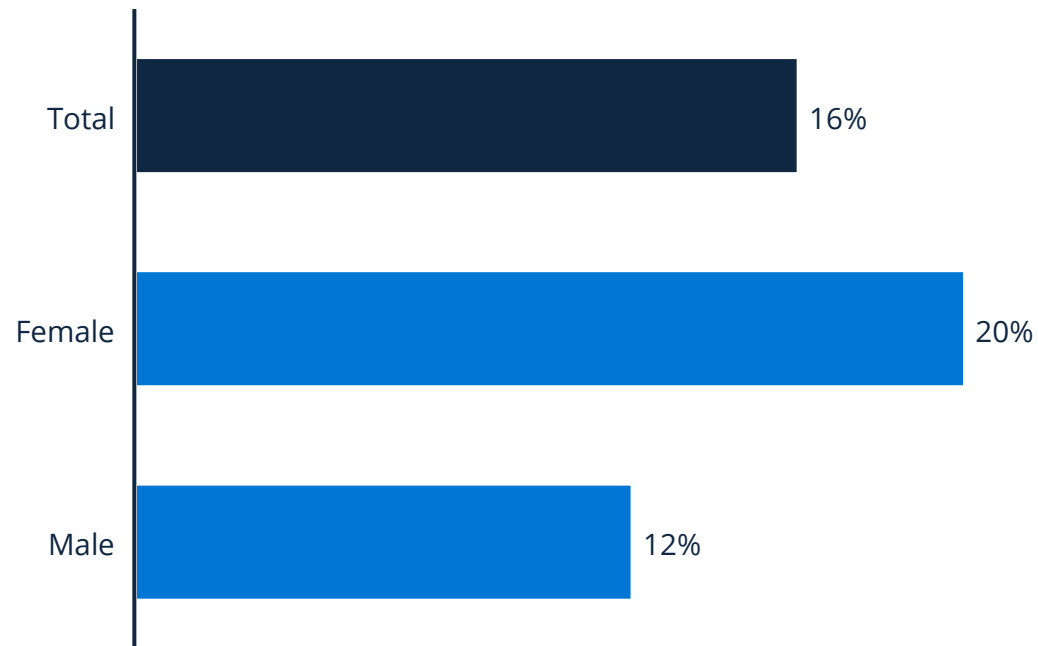
Consumer Insights
by **statista**

To affinity and beyond: using the index function to find out what makes a target group tick

From data to insights: index

Attitudes towards healthcare, Germany, 2021

"I prefer alternative healing methods to conventional medicine"

Index

Category	Value	Index
Total	16%	100
Female	20%	125
Male	12%	75

The affinity index is a concept from media planning. It is used there to select the optimal advertising media for a target group, but the index can be used in many ways. Which statements does my target group agree with more often than others? Which brands and which media do they use more often? To answer questions like these as simply as possible, you can activate an index column in the Consumer Inside tool for crosstabs.

How does the index work?

The index value is a measure of the relevance a survey item has for a target group. In the Consumer Insights tool, it is calculated from the column value compared to Total. Example: In Germany, 16 percent of all respondents agree with the statement "I prefer alternative healing methods to conventional medicine". Among women it is 20 percent. This gives them an index of 125, which means that among the people who agree with this statement, women are overrepresented by 25% compared to all internet users.

By the way: Index and sorting function are an unbeatable duo. Why not sort by index and see where your target group is particularly strongly represented?
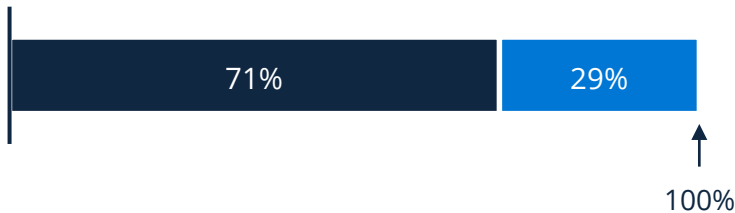
Consumer Insights
by statista

Would you like a little more? Calculate tables with and without filters

From data to insights: total share of all respondents

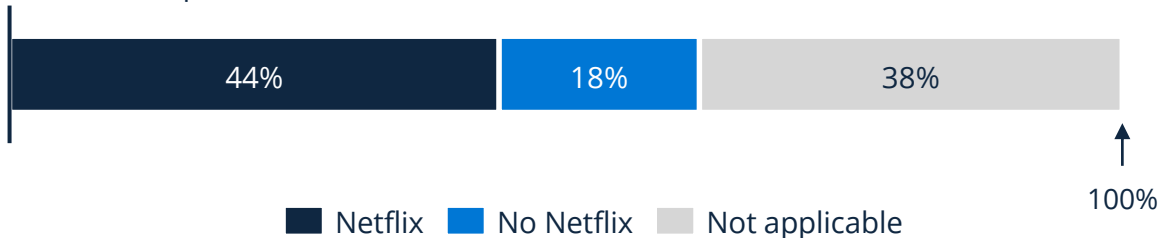**Usage of paid digital video services by brand, Germany, 2021**
„Netflix"

Base: respondents who spent money on digital video content

71%	29%

100%

Base: all respondents

44%	18%	38%

100%

■ Netflix ■ No Netflix ■ Not applicable

Not everyone should be asked every question. This is just as true in a survey as it is in real life. That's why we use so-called filters: we hide some questions if a respondent can't answer them meaningfully. For example, we only ask car owners about their car make, only gamers about their favorite genres in video games and only parents about the age of their children.

For example, 71 percent of the video streaming customers surveyed say they have a paid subscription to Netflix. Under each question we write exactly which base we took. In this case, it is all those who have spent money on digital video content in the last 12 months.

Calculating with extended base

71 percent of video streaming customers in Germany are on Netflix? That sounds like a lot. How high is the share of all German internet users who use Netflix? You can get the answer to this question by activating "Total share of all respondents" in the analysis options. The tool then calculates the values in relation to the share of all respondents, not just the ones who answered the question. We see: 44% of German internet users have a Netflix subscription.

Consumer Insights
by statista ◢

We give you deep insights, with raw data

From data to insights: raw data
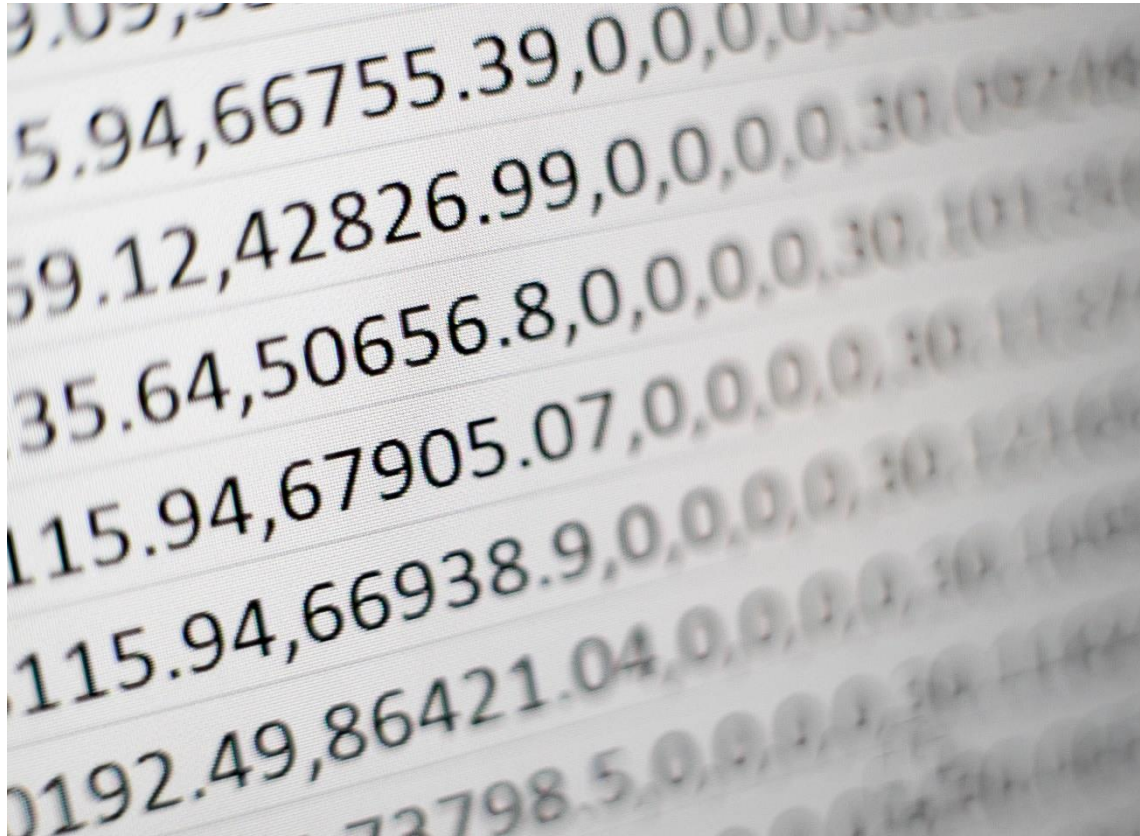
We are particularly proud of our quality controls and our data cleaning. So proud, in fact, that we let you look really deep into the data: Upon request, we also provide interested parties with the raw data from our surveys, the datasets that form the backbone of the Statista Consumer Insights.

All raw respondent-level data sets are 1:1 as we use them in the Consumer Insights. Analyses of this data provide exactly the same results as the Consumer Insights tool, but with greater depth and even more possibilities.

While the Consumer Insights tool already enables individual analyses, the raw data opens the doors to a whole range of sophisticated statistical procedures. If keywords like data fusion, target group segmentations and causal analytical models give you goosebumps, get in touch with us.

Consumer Insights
by statista

First things last: appendix

Here you will find answers to the most frequently asked questions about the Statista Consumer Insights, as well as some links that we encourage you to visit. We also show you which regions we distinguish in each of the countries we survey and where we got all the beautiful pictures in this document.

- FAQ
- Important links
- Countries & regions
- Image credits
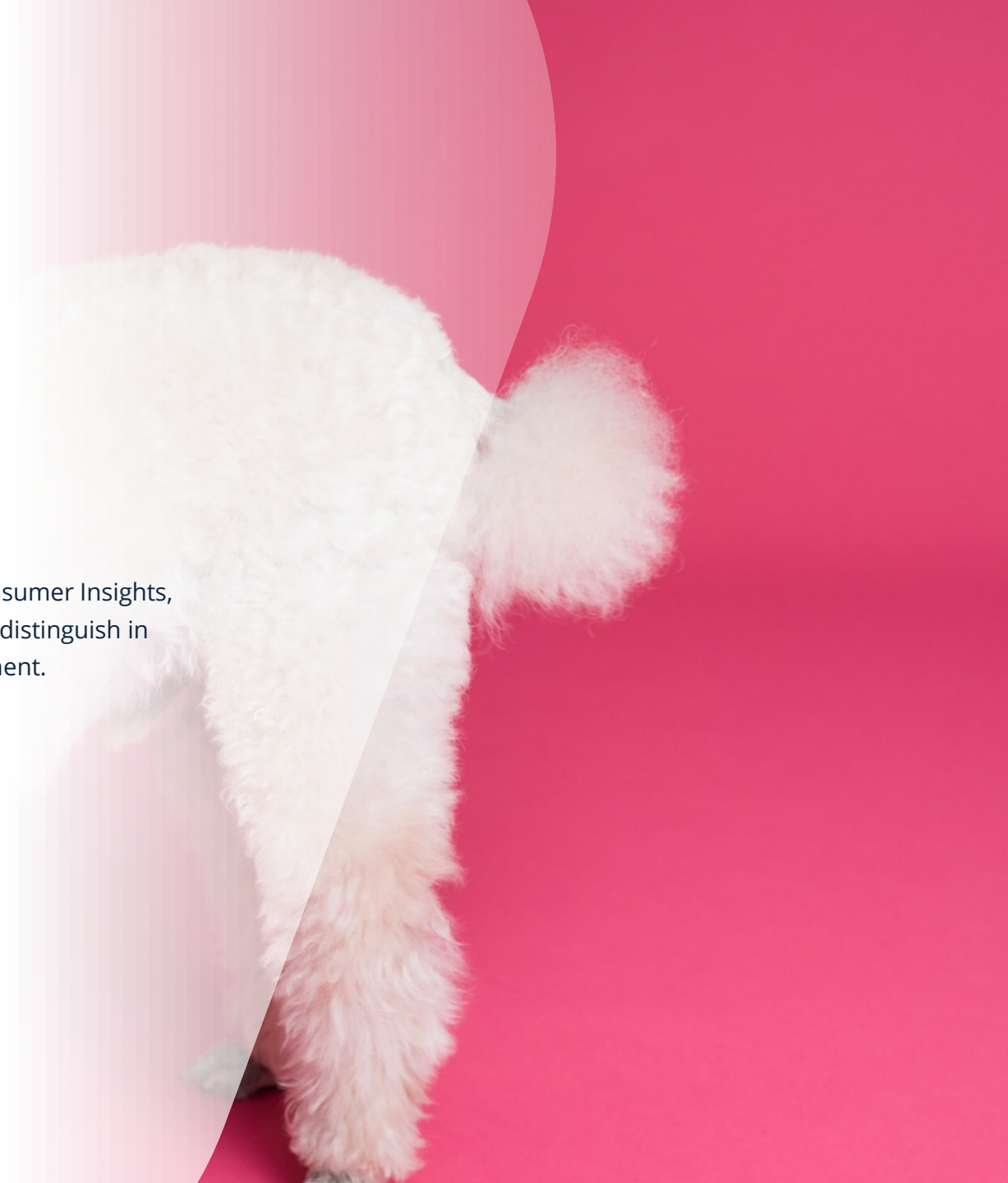
Questions and answers – general

Who has access to Consumer Insights?

The Consumer Insights can be booked as an upgrade to our Statista accounts for corporate customers, as well as a stand-alone product. Please ask us about the available options.

If you already have an account, log in to the Statista platform as usual, and click here to access the Consumer Insights.

What topics are covered by the Consumer Insights?

Our Consumer Insights Global survey contains exclusive data on more than 500 industries and topics. Get an overview of the topics. Our Global survey's questionnaire gives even more details.

Our topic-specific in-depth surveys may also be of interest to you. You can view the individual questionnaires in the respective study under "Show survey details".

Can I download the data?

You can easily download your individual analyses as CSV files, PowerPoint presentations or PNG image, and start working with them immediately.

What surveys and updates are planned?

We update the data for countries with brands with new interviews four times a year. All other countries of the Global survey receive at least one update per year. In addition, we continuously publish topic-specific in-depth surveys. An overview of planned surveys and updates can be found in our release calendar.

Consumer Insights
by statista

Questions and answers – data & methodology

What are the sources of the Consumer Insights?

The Consumer Insights data comes from worldwide online surveys conducted exclusively by Statista.

Who is asked as part of the survey?

The Consumer Insights contain interview data from respondents worldwide. Participation requires internet access and registration for online survey participation with one of our supplying panels.

When are the interviews conducted?

The data for countries with brands is collected on an ongoing basis and published once a quarter.

Surveys for countries with the basic version of the survey (countries without brands) take place in the first half of each year.

The exact survey periods for each individual data set can be found in the Consumer Insights tool under "View survey details".

Can I get the raw data?

We offer respondent-level data ("raw data") from our Global survey independently of our online tool.

When you get raw data from us, you get exactly what we use on the platform. The data has gone through the same quality controls, and analytics deliver exactly the same results as the platform, but with more depth and much more possibilities.

If you are interested in this offer, you are a professional. Here's more information about our raw data. We look forward to hearing from you.

Are the Consumer Insights survey results representative?

Short answer: Yes.
More elaborate answer here.

To ensure the Consumer Insights surveys are representative for internet users in each individual country, we set quotas for age, gender and - where possible - region of the respondents.

You can find out more about our quotas here.

Consumer Insights
by statista

Questions and answers – data & methodology

How does the rolling wave system work in detail?

For countries and regions with brands, the Global survey employs a rolling survey system with several survey waves per year.

The most recent dataset contains all interviews from the last 12 months. Update 1 for 2019 deviates somewhat from the norm, as this was the first year in which we applied this system.

The system of rolling waves provides trend stability and a higher number of interviews available for analysis.

And we are in illustrious company: other major consumer studies (e.g. Kantar TGI, b4p, AWA, MACH Consumer, etc.) also use this principle and sometimes even combine two survey years.

What's the advantage for you? You can analyze smaller target groups, media and brands in detail.

In order for you to still have full transparency and also be able to analyze short-term trends, we provide the survey item "Survey period", that holds the exact time of when an interview was conducted. You can use this information in crosstabs and when creating target groups.

How often can respondents take the survey?

Respondents are invited to our survey by our panel providers and can participate at most once every 12 months. This way, we guarantee that no respondent appears twice in any dataset.

Consumer Insights
by statista

Questions and answers – questionnaire & definitions

Appendix: FAQ (4/7)

What does it mean when the term "regularly" is used in the questionnaire?

In the vast majority of questions, we specify very specific time periods, so the questions leave little room for interpretation.

In a few cases, we intentionally use more general terms such as "regularly" when we anticipate that more precise information would be difficult for respondents to provide. In such cases, we do not further define the term "regular" but leave the interpretation to the respondents' self-assessment.

Examples include questions such as "Where do you regularly buy food and products for everyday use?" or "What kinds of social media do you use regularly?"

The legal drinking age is over 18 in some countries - how can I be sure that respondents in my analysis can drink legally?

Alcohol-related questions and answers are only displayed in our survey to people who have reached the legal age for alcohol consumption in the respective country. In the United States, these questions therefore only include people who are 21 years and older, for example.

By the way, this is exactly how we do it with the legal age for tobacco consumption.

How are terms and topics defined in the questionnaire?

We do not give respondents any additional definition. The questions and answers are asked as indicated in the questionnaire. For topics that could be ambiguous, we provide examples in the questionnaire or narrow down what the question refers to.

What do "single-pick" and "multi-pick" mean?

We use the term "single-pick" for questions in which respondents can give only one answer, for example, "What is the highest level of education you have completed?"

"Multi-pick" are questions where multiple answers are possible, for example, "Which search engines have you used in the past 4 weeks?"

The complete response shares of a single-pick question add up to 100 percent. The response shares of a multi-pick question usually add up to more than 100 percent.

Consumer Insights
by **statista**

Questions and answers – questionnaire & definitions

How are the ethnic backgrounds surveyed?

We have researched in depth what is considered a common and appropriate way in each country to ascribe ethnicity to the local population and ask them about it. Since this is a sensitive issue or even illegal in some countries and is handled very differently around the globe, the list of answers may also vary greatly from country to country.

For each ethnicity question, we offer "Other" as an answering option.

In this way, respondents who do not classify themselves as belonging to any of the listed options are also taken into account. Additionally, we recode all ethnicities that account for less than 1 percent as "Other".

How are the ethnic groups defined?

When asked about ethnicity, respondents are asked to self-identify with the category they feel best describes them. We do not give respondents additional definitions. The questions and answers are asked as they appear in the questionnaire.

How do you define innovators?

The categories "Innovator" etc. refer to the item "Attitudes towards innovation". We have six statements in this item, one of which is negative ("I buy new technologies only if they are proven") and must be negated for the respondent to be classified as an innovator.

Based on the number of selected answers, the respondents are classified into these categories:

- 1 Innovators
- 2 Early Adopters
- 3 Early Majority
- 4 Late Majority
- 5 Laggards

Respondents must have selected at least 5 of the 6 answers to be counted as innovators. The remaining categories are assigned based on the number of answers selected.

Consumer Insights
by statista

Questions and answers – questionnaire & definitions

How are the shopper typologies in the Global survey built?

The shopper typologies are recodes based on respondents' answers on brand awareness, price awareness and luxury/premium product orientation in 14 categories of products and services. Accordingly, the shopper typologies are only available for the countries in which we also survey brands.

We have identified the following shopper types for you:

- Brand conscious: brand-conscious, but without price or luxury/premium consciousness

- Price optimizing: Price-conscious, but without brand or luxury/premium consciousness

- Luxury shopper: luxury conscious, or brand and luxury conscious

- Smart shopper: both price and brand conscious

- Smart premium Shopper: price and luxury conscious, or price, brand and luxury conscious

Consumer Insights

by statista

Questions and answers – technical & support

Can data from different countries be compared directly?

The methodological comparability of the data for individual countries is always guaranteed. For a direct comparison of individual indicators, click on "Compare" in your analysis. In the new window, you can add as many countries and time points to your analysis as you wish.

Who can I contact if I have questions about the content of Statista Consumer Insights?

For all support requests, please contact our customer service. Your request will be forwarded directly to the analysts and experts in our team, who will be able to provide you with comprehensive information on your request.

Who can I contact if I have technical questions about the Consumer Inshts?

If you are having trouble logging into the Consumer Insights tool, please make sure you have Consumer Insights access and are logged into the Statista platform as usual. Only then will you have unrestricted access to all our exclusive data.

For all other technical support requests, please contact our customer service. Your request will be forwarded directly to the responsible IT experts, who will solve all technical problems as quickly as possible.

Consumer Insights
by statista

Here you will find links to Consumer Insights publications, the brand list, and the Global survey questionnaire in 39 languages

Appendix: important Consumer Insights links

Consumer Insights

Consumer Insights at statista.com

Consumer Insights on LinkedIn

Consumer Insights release calendar

Consumer Insights list of brands

Additional content from the Consumer Insithgs

Consumer Insights reports

Consumer Insights statistics

Questionnaire

Arabic

Cantonese

Chinese (traditional)

Chinese (simplified)

Czech

Danish

Dutch

English (American)

English (British)

Filipino

Finnish

French

German

Greek

Hausa

Hebrew

Hindi

Hungarian

Indonesian

Italian

Japanese

Korean

Lithuanian

Malay

Norwegian

Polish

Portuguese

Portuguese (Brazilian)

Romanian

Russian

Serbian

Spanish

Swahili

Swedish

Thai

Turkish

Urdu

Vietnamese

Zulu

Consumer Insights
by statista

North & South America

Appendix: countries & regions (1/10)

Argentina	Brazil	Canada	Chile	Colombia	Dominican Republic
• **Cuyo**: La Rioja, Mendoza, San Juan, San Luis • **Gran Chaco**: Chaco, Formosa, Santiago del Estero • **Mesopotamia**: Corrientes, Entre Ríos, Misiones • **Noroeste Argentino**: Catamarca, Jujuy, Salta, Tucumán • **Pampas**: Buenos Aires, Córdoba, Distrito Federal, La Pampa, Santa Fe • **Patagonia**: Chubut, Neuquén, Río Negro, Santa Cruz, Tierra del Fuego	• **North**: Acre, Amapá, Amazonas, Pará, Rondônia, Roraima, Tocantins • **Northeast**: Alagoas, Bahia, Ceará, Maranhão, Paraíba, Pernambuco, Piauí, Rio Grande do Norte, Sergipe • **Centra-West**: Goiás, Mato Grosso, Mato Grosso do Sul, Distrito Federal • **Southeast**: Espírito Santo, Minas Gerais, Rio de Janeiro, São Paulo • **South**: Paraná, Rio Grande do Sul, Santa Catarina	• **West**: Alberta, British Columbia, Manitoba, Saskatchewan • **East**: New Brunswick, Newfoundland and Labrador, Nova Scotia, Ontario, Prince Edward Island, Quebec	• **Central**: Araucanía, Biobío Region, Coquimbo Region, Libertador General Bernardo O'Higgins Region, Los Ríos Region, Maule Region, Ñuble Region, Santiago Metropolitan Region, Valparaíso Region • **North**: Antofagasta Region, Arica and Parinacota Region, Atacama Region, Tarapacá Region • **South**: Aysén del General Carlos Ibáñez del Campo Region, Los Lagos Region, Region of Magallanes	• **Central**: Bogotá, Caldas, Cundinamarca, Meta, Quindío, Risaralda, Tolima • **East**: Arauca, Casanare, Guainía, Vichad, Vichada • **North**: Atlántico, Bolívar, Córdoba, Magdalena, Sucre • **North East**: Boyacá, Cesar, La Guajira, Norte de Santander, Santander • **North West**: Antioquia, San Andres, Providencia and Santa Catalina • **South**: Amazonas, Caquetá • **South East**: Guaviare, Vaupés • **South West**: Cauca, Huila, Nariño, Putumayo • **West**: Chocó, Valle del Cauca	• **North**: Cibao, Este • **South**: Sur

Consumer Insights
by statista

North & South America

Appendix: countries & regions (2/10)

Mexico	Peru	United States (detailed)	United States (short)
• **Northwest**: Baja California, Baja California Sur, Chihuahua, Durango, Sinaloa, Sonora • **North-Central**: Aguascalientes, Guanajuato, Querétaro, San Luis Potosí, Zacatecas • **Northeast**: Coahuila, Nuevo León, Tamaulipas • **East**: Hidalgo, Puebla, Tlaxcala, Veracruz • **Southeast**: Campeche,Quintana Roo, Tabasco, Yucatán • **South- Central**: México, México-City, Morelos • **Southwest**: Chiapas, Guerrero, Oaxaca • **West**: Colima, Jalisco, Michoacán, Nayarit	• **Central**: Áncash Region, Callao Region, Huánuco Region, Junín Region, Lima Region, Pasco Region, Ucayali Region • **North**: Amazonas Region, Cajamarca Region, La Libertad Region, Lambayeque Region, Loreto Region, Piura Region, San Martín Region, Tumbes Region • **South**: Apurímac Region, Arequipa Region, Ayacucho Region, Cusco Region, Department of Tacna, Huancavelica Region, Ica Region, Madre de Dios Region, Moquegua Region, Puno Region	• **New England**: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont • **Mid-Atlantic**: New Jersey, New York, Pennsylvania • **East North Central**: Illinois, Indiana, Michigan, Ohio, Wisconsin • **West North Central**: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota • **South Atlantic**: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia • **East South Central**: Alabama, Kentucky, Mississippi, Tennessee • **West South Central**: Arkansas, Louisiana, Oklahoma, Texas • **Mountain**: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming • **Pacific**: Alaska, California, Hawaii, Oregon, Washington	• **Northeast**: Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont • **Midwest**: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Wisconsin • **South**: Alabama, Arkansas, Delaware, District of Columbia, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, West Virginia • **West**: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming

Consumer Insights
by statista

Europe

Appendix: countries & regions (3/10)

Austria	Belgium	Czechia	Denmark	Finland
• **West**: Oberösterreich, Salzburg, Tirol, Vorarlberg • **South**: Kärnten, Steiermark • **East**: Burgenland, Niederösterreich, Wien	• **Flanders**: Antwerp, East Flanders, Flemish Brabant, Limburg, West Flanders • **Wallonia**: Hainaut, Liège, Luxembourg, Namur, Walloon Brabant	• **East**: Hradec Králové Region, Moravian-Silesian Region, Olomouc Region, Pardubice Region, South Moravian Region, Vysočina Region, Zlín Region • **West**: Central Bohemian Region, Karlovy Vary Region, Liberec Region, Plzeň Region, Prague, South Bohemian Region, Ústí nad Labem Region	• **Hovedstaden**: Bornholm, Copenhagen City, Copenhagen surroundings, North Zealand • **Midtjylland**: East Jutland, West Jutland • **Nordjylland**: North Jutland • Sjælland: East Zealand, West & South Zealand • **Syddanmark**: Funen, South Jutland	• **Central: Central Finland, Northern Savonia, Pirkanmaa** • **East**: Kainuu, North Karelia • **North**: Lapland, Northern Ostrobothnia • **South**: Åland Islands, Päijänne Tavastia, Tavastia Proper, Uusimaa • **South East**: Kymenlaakso, South Karelia, Southern Savonia • **South West**: Satakunta, Southwest Finland • **West**: Central Ostrobothnia, Ostrobothnia, Southern Ostrobothnia

Consumer Insights
by statista

Europe

Appendix: countries & regions (4/10)

France	Germany	Greece	Hungary	Ireland	Italy
• **North**: Hauts-de-France, Normandie, • **Île-de-France**: Île-de-France • **Central**: Centre-Val de Loire • **West**: Bretagne, Pays de la Loire • **East**: Bourgogne-Franche-Comté, Grand Est • **South**: Auvergne-Rhône-Alpes, Corse, Nouvelle-Aquitaine, Occitanie, Provence-Alpes-Côte d'Azur	• **North**: Bremen, Hamburg, Niedersachsen, Schleswig-Holstein • **West**: North Rhine-Westphalia, Rhineland-Palatinate, Saarland • **East**: Berlin, Brandenburg, Mecklenburg-Vorpommern, Saxony, Lower Saxony, Thuringia • **South**: Baden-Württemberg, Bavaria, Hessen	• **Central**: Attica Region, Central Greece Region, Peloponnese region, Western Greece Region • **North**: Central Macedonia, Eastern Macedonia and Thrace, Epirus, Ionian Islands Region, North Aegean, Thessaly, Western Macedonia • **South**: Crete, South Aegean	• **Central Hungary**: Budapest, Pest • **Central Transdanubia**: Fejér, Komárom-Esztergom, Veszprém • **Northern Great Plain**: Hajdú-Bihar, Jász-Nagykun-Szolnok, Szabolcs-Szatmár-Bereg • **Northern Hungary**: Borsod-Abaúj-Zemplén, Heves, Nógrád • **Southern Great Plain**: Bács-Kiskun, Békés, Csongrád • **Southern Transdanubia**: Baranya, Somogy, Tolna • **Western Transdanubia**: Győr-Moson-Sopron, Vas, Zala	• **Connacht**: Galway, Galway City, Leitrim, Mayo, Roscommon, Sligo • **Leinster**: Carlow, Dublin City, Dún Laoghaire–Rathdown, Fingal, Kildare, Kilkenny, Laois, Longford, Louth, Meath, Offaly, South Dublin, Westmeath, Wexford, Wicklow • **Munster**: Clare, Cork, Cork City, Kerry, Limerick, Tipperary, Waterford • **Ulster**: Cavan, Donegal, Monaghan	• **Northwest**: Aosta Valley, Liguria, Lombardy, Piedmont • **Northeast**: Emilia-Romagna, Friuli-Venezia Giulia, Trentino-Alto Adige / Südtirol, Veneto • **Central**: Lazio, Marche, Tuscany, Umbria • **South**: Abruzzo, Apulia, Basilicata, Calabria, Campania, Molise • **Islands**: Sardinia, Sicily

Consumer Insights
by statista

Europe

Appendix: countries & regions (5/10)

Lithuania	Netherlands	Norway	Poland	Portugal	Romania	Russia
• **North East**: Panevėžys County, Utena County • **North West**: Klaipėda County, Šiauliai County, Tauragė County, Telšiai County • **South**: Alytus County, Kaunas County, Marijampolė County, Vilnius County	• **North**: Drenthe, Friesland, Groningen • **East**: Flevoland, Gelderland, Overijssel • **West**: North Holland, South Holland, Utrecht, Zeeland • **South**: Limburg, North Brabant	• **East**: Akershus, Buskerud, Hedmark, Oppland, Oslo, Østfold, Telemark, Vestfold • **North**: Finnmark, Northland, Troms • **South**: East Agder, West Agder • **Trøndelag**: Trøndelag • **West**: Hordaland, Møre and Romsdal, Rogaland, Sogn and Fjordane	• **North**: Kuyavia-Pomerania, Pomerania, Warmia-Masuria • **Northwest**: Greater Poland, Lubusz, West Pomerania • **Southwest**: Lower-Silesia, Opole • **South**: Lesser Poland, Silesia • **Central**: Łódź, Masovia • **East**: Holy Cross Province, Lublin, Podlaskie, Subcarpathia	• **Alentejo**: Beja, Évora, Portalegra, Santarém, Setúbal • **Algarve**: Faro • **Central**: Aveiro, Castelo Branco, Coimbra, Guarda, Leiria, Viseu • **Lisbon**: Lisbon • **North**: Braga, Bragança, Porto, Viana do Castelo, Vila Real	• **București - Ilfov**: Bucharest, Ilfov • **Central**: Alba, Brașov, Covasna, Harghita, Mureș, Sibiu • **North East**: Bacău, Botoșani, Iași, Neamț, Suceava, Vaslui • **North West**: Bihor, Bistrița-Năsăud, Cluj, Maramureș, Sălaj, Satu Mare • **South - Muntenia**: Argeș, Călărași, Dâmbovița, Giurgiu, Ialomița, Prahova, Teleorman • **South East**: Brăila, Buzău, Constanța, Galați, Tulcea, Vrancea • **South-West Oltenia**: Dolj, Gorj, Mehedinți, Olt, Vâlcea • **West**: Arad, Caraș-Severin, Hunedoara, Timiș	• **East**: Far East, Siberia • **West**: Central, North Caucasus, North-West, South, Ural, Volga

Consumer Insights
by statista

Europe

Appendix: countries & regions (6/10)

Serbia	Spain	Sweden	Switzerland	Turkey	United Kingdom
• **Belgrade**: City of Belgrade • **North**: Vojvodina • **South East**: Southern and Eastern Serbia • **West**: Šumadija and Western Serbia	• **Northwest**: Asturias, Cantabria, Galicia • **Northeast**: Aragon, Basque Country, La Rioja, Navarre • **Community of Madrid**: Community of Madrid • **Centre**: Castile and León, Castile-La Mancha • **East**: Balearic Islands, Catalonia, Region of Valencia • **South**: Andalusia, Region of Murcia, Ceuta, Melilla • **Canary Islands**: Canary Islands	• **Götaland**: Bohuslän, Blekinge, Dalsland, Gotland, Halland, Öland, Östergötland, Skåne, Småland, Västergötland • **Svealand**: Dalarna, Närke, Södermanland, Uppland, Värmland, Västmanland • **Norrland**: Ångermanland, Gästrikland, Hälsinglandm, Härjedalen, Jämtland, Lappland, Medelpad, Norrbotten, Västerbotten	• **Central**: Luzern, Nidwalden, Obwalden, Schwyz, Uri, Zug • **East**: Appenzell Ausserrhoden, Appenzell Innerrhoden, Glarus, Graubünden, Schaffhausen, St. Gallen, Thurgau • **Espace Mittelland**: Bern, Fribourg, Jura, Neuchâtel, Solothurn • **Lake Geneva**: Geneva, Valais, Vaud • **Nord West**: Aargau, Basel-Landschaft, Basel-Stadt • **Ticino**: Ticino • **Zürich**: Zürich	• **Central**: Doğu Anadolu Bölgesi, Ege Bölgesi, Iç Anadolu Bölgesi • **North**: Karadeniz Bölgesi, Marmara Bölgesi • **South**: Akdeniz Bölgesi, Güneydoğu Anadolu Bölgesi	• **Northern Ireland**: Northern Ireland • **Scotland**: Scotland • **Wales**: Wales • **England**: East Midlands, East of England, London, North East, North West, South East, South West, West Midlands, Yorkshire and the Humber

Consumer Insights
by statista

Asia & Australia

Appendix: countries & regions (7/10)

Australia	Mainland China	Hong Kong	India	Indonesia	Israel
• **External Territory**: Ashmore and Cartier Islands, Australian Antarctic Territory, Christmas Island, Cocos (Keeling) Islands, Coral Sea Islands, Heard Island and McDonald Islands, Norfolk Island • **North**: Northern Territory • **North East**: Queensland • **South**: South Australia • **South East**: Australian Capital Territory, Jervis Bay Territory, New South Wales, Tasmania, Victoria • **West**: Western Australia	• **Northwest**: Gansu Province, Ningxia Hui Autonomous Region, Qinghai Province, Shaanxi Province, Xinjiang Uyghur Autonomous Region • **North**: Beijing Municipality, Hebei Province, Inner Mongolia Autonomous Region, Shanxi Province, Tianjin Municipality • **Northeast**: Heilongjiang Province, Jilin Province, Liaoning Province • **East**: Anhui Province, Fujian Province, Jiangsu Province, Jiangxi Province, Shandong Province, Shanghai Municipality, Zhejiang Province • **Central and South**: Guangdong Province, Guangxi Zhuang Autonomous Region, Hainan Province, Henan Province, Hubei Province, Hunan Province • **Southwest**: Chongqing Municipality, Guizhou Province, Sichuan Province, Yunnan Province	• **Hong Kong Island**: Central and Western, Eastern, Southern, Wan Chai • **Kowloon**: Kowloon City, Kwun Tong, Sham Shui Po, Wong Tai Sin, Yau Tsim Mong • **New Territories**: Islands, Kwai Tsing, North, Sai Kung, Sha Tin, Tai Po, Tsuen Wan, Tuen Mun, Yuen Long	• **North**: Haryana, Himachal Pradesh, Jammu and Kashmir, Punjab, Rajasthan, Chandigarh, Delhi, Ladakh • **North East**: Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim, Tripura • **East**: Bihar, Jharkhand, Odisha, West Bengal, Andaman and Nicobar Islands • **Central India**: Chhattisgarh, Madhya Pradesh, Uttar Pradesh, Uttarakhand • **West**: Goa, Gujarat, Maharashtra, Dadra and Nagar Haveli and Daman and Diu • **South**: Andhra Pradesh, Karnataka, Kerala, Tamil Nadu, Telangana, Lakshadweep, Puducherry	• **Java**: Banten, Central Java, East Java, Jakarta Special Capital Region, Special Region of Yogyakarta, West Java • **Kalimantan**: Central Kalimantan, East Kalimantan, North Kalimantan, South Kalimantan, West Kalimantan • **Lesser Sunda Islands**: Bali, East Nusa Tenggara, West Nusa Tenggara • **Maluku Islands**: Maluku, North Maluku • **Sulawesi**: Central Sulawesi, Gorontalo, North Sulawesi, South Sulawesi, Southeast Sulawesi, West Sulawesi • **Sumatra**: Bangka–Belitung Islands, Bengkulu, Jambi, Lampung, North Sumatra, Riau, Riau Islands, South Sumatra, Special Region of Aceh, West Sumatra • **Western New Guinea**: Special Region of Papua, Special Region of West Papua	• **Center**: Center, Tel Aviv • **Jerusalem**: Jerusalem • **Judea and Samaria Area**: Judea and Samaria Area • **North**: Haifa, North • **South**: South

Consumer Insights
by statista

Asia & Australia

Japan	Malaysia	New Zealand	Pakistan	Philippines	Saudi Arabia	Singapore
• **North**: Chūbu, Hokkaidō, Kantō, Tōhoku • **South**: Chūgoku, Kansai, Kyūshū, Shikoku	• **East**: Labuan, Sabah, Sarawak • **Peninsular**: Johor Darul Ta'zim, Kedah Darul Aman, Kelantan Darul Naim, Kuala Lumpur, Malacca, Negeri Sembilan Darul Khusus, Pahang Darul Makmur, Penang, Perak Darul Ridzuan, Perlis Indera Kayangan, Putrajaya, Selangor Darul Ehsan, Terengganu Darul Iman	• **North**: Auckland, Bay of Plenty, Gisborne, Hawke's Bay, Manawatu-Wanganui, Northland, Taranaki, Waikato, Wellington • **South**: Canterbury, Marlborough, Nelson, Otago, Southland, Tasman, West Coast	• **North**: Azad Jammu and Kashmir, Gilgit-Baltistan, Islamabad Capital Territory, Khyber Pakhtunkhwa • **South**: Balochistan, Punjab, Sindh	• **Luzon**: Bicol, Cagayan Valley, Central Luzon, Cordillera, Ilocos, Manila, Southern Tagalog Mainland, Southwestern Tagalog • **Mindanao**: Bangsamoro, Caraga, Davao, Northern Mindanao, Soccsksargen, Zamboanga Peninsula • **Visayas**: Central Visayas, Eastern Visayas, Western Visayas	• **Central**: Qassim, Riyadh • **East**: Eastern Province • **North**: Ha'il, Jawf, Northern Borders • **South**: Asir, Bahah, Jizan, Najran • **West**: Madinah, Makkah, Tabuk	• **Central Singapore**: Central Singapore • **North East**: North East • **North West**: North West • **South East**: South East • **South West**: South West

Consumer Insights
by statista

Asia & Australia

Appendix: countries & regions (9/10)

South Korea	Taiwan	Thailand	United Arab Emirates	Vietnam
• **Seoul & Gyeonggi**: Seoul, Gyeonggi-do, • **Gangwon**: Gangwon-do • **Chungcheong**: Chungcheongbuk-do, Chungcheongnam-do • **Gyeongsan**: Gyeongsangbuk-do, Gyeongsangnam-do • **Jeolla**: Jeollabuk-do, Jeollanam-do • **Jeju**: Jeju Special Self-Governing Province	• **Central**: Changhua County, Miaoli County, Nantou County, Taichung, Yunlin County • **East**: Hualien County, Taitung County • **North**: Hsinchu City, Hsinchu County, Keelung City, New Taipei, Taipei, Taoyuan, Yilan County • **Outer Islands**: Kinmen County, Lienchiang County • **South**: Chiayi City, Chiayi County, Kaohsiung, Penghu County, Pingtung County, Tainan	• **Central**: Central Thailand, Western Thailand • **North**: Northern Thailand • **North East**: Eastern Thailand, Northeastern Thailand • **South**: Southern Thailand	• **Abu Dhabi**: Abu Dhabi • **Ajman**: Ajman • **Dubai**: Dubai • **Fujairah**: Fujairah • **Ras Al Khaimah**: Ras Al Khaimah • **Sharjah**: Sharjah • **Umm Al Quwain**: Umm Al Quwain	• **Central**: Central Highlands, North Central, South Central Coast • **North**: Northeast, Northwest, Red River Delta • **South**: Mekong River Delta, Southeast

Consumer Insights

by statista

Africa

Appendix: countries & regions (10/10)

Egypt	Kenya	Morocco	Nigeria	South Africa
• **Alexandria**: Alexandria, Beheira, Matruh • **Asyut**: Asyut, New Valley • **Delta**: Dakahlia, Damietta, Gharbia, Kafr El Sheikh, Monufia • **Greater Cairo**: Cairo, Giza, Qalyubia • **North Upper Egypt**: Beni Suef, Faiyum, Minya • **South Upper Egypt**: Aswan, Luxor, Qena, Red Sea, Sohag • **Suez Canal**: Ismailia, North Sinai, Port Said, Sharqia, South Sinai, Suez	• **East**: Coastal Kenya, East Kenya, Northeast Kenya • **West**: Central Kenya, Nairobi, Nyanza, Rift Valley, West Kenya	• **Central**: Guelmim-Oued Noun, Souss-Massa • **North**: Béni Mellal-Khénifra, Casablanca-Settat, Drâa-Tafilalet, Fès-Meknès, Marrakesh-Safi, Oriental, Rabat-Salé-Kénitra, Tanger-Tetouan-Al Hoceima • **South**: Dakhla-Oued Ed-Dahab, Laâyoune-Sakia El Hamra	• **Middle Belt**: Benue, Federal Capital Territory, Ilorin, Kabba, Kogi, Kwara, Nasarawa, Niger, Plateau • **Niger Delta**: Akwa Ibom, Bayelsa, Benin, Calabar, Cameroons, Cross River, Delta, Edo, Ogoja, Rivers, Warri • **North East**: Adamawa, Bauchi, Borno, Bornu, Gombe, Taraba, Yobe • **North West**: Jigawa, Kaduna, Kano, Katsina, Kebbi, Sokoto, Zamfara, Zaria • **South East**: Abia, Anambra, Ebonyi, Enugu, Imo, Onitsha, Owerri • **South West**: Abeokuta, Ekiti, Ijebu, Lagos, Ogun, Ondo, Osun, Oyo	• **East**: Eastern Cape, Free State, Gauteng, KwaZulu-Natal, Limpopo, Mpumalanga, North West • **West**: Northern Cape, Western Cape

Consumer Insights

by statista

Image credits

Appendix: image credits

Title & introduction

- Page 1: Photo by Jade Aucamp from Unsplash
- Page 2: Foto von Rodolfo Clix auf Pexels

Idea & content

- Page 4: Photo by Ylanite Koppens from Pexels
- Page 5: Photo by Pixabay from Pexels
- Page 9: Photo by Igor Starkov from Pexels
- Page 11: Photo by Oleg Laptev from Unsplash
- Page 12: Photo by Tyler Lastovich from Unsplash
- Page 13: Photo by Robin Ooode from Unsplash

Online survey

- Page 14: Photo by Lukáš Dlutko from Pexels
- Page 15: Photo by Lisa Fotios from Pexels
- Page 16: Photo by Ann H from Pexels
- Page 17: Photo by Tomas Sobek from Unsplash
- Page 18: Photo by Jeremy Bishop from Unsplash
- Page 21: Photo by Rock'n Roll Monkey from Unsplash
- Page 22: Photo by Declan Cronin from Unsplash
- Page 23: Photo by Clay Banks from Unsplash

From data to insights

Page 24: Photo by Pixabay from Pexels

Page 26: Photo von Markus Spiske from Pexels

Page 27: Photo by Ann H from Pexels

Page 28: Photo by Anna Shvets from Pexels

Page 33: Photo by Mika Baumeister from Unsplash

First things last: appendix

- Page 34: Photo by Goochie Poochie Grooming auf Pexels

Consumer Insights

by statista

Understand what drives **consumers**

Gain a better understanding of consumers, brands, and markets. With the **Statista Consumer Insights**, you get access to streamlined market research tools and all results of the exclusive Statista surveys. Leverage consumer insights to make data-driven decisions and unlock new growth opportunities.

- Identify and understand your core audiences
- Track brand KPIs
- Analyze competitive landscapes
- Monitor consumer trends globally

Go to Consumer Insights

Find out more on:
statista.com/global-consumer-survey

| **2,000,000+** interviews | **56** countries & territories | **3.5bn+** consumers represented | **15,000+** international brands | **500+** topics & industries |

Consumer Insights
by statista