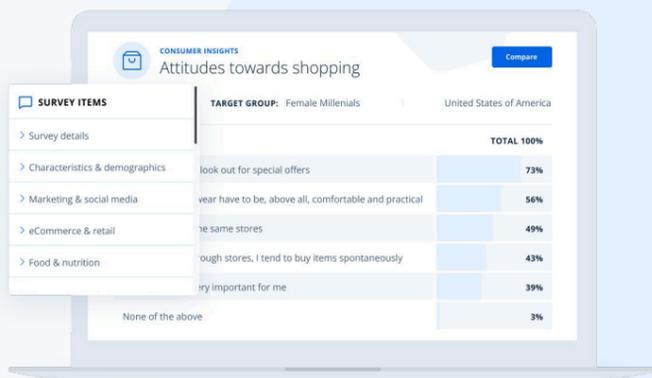


Survey data made **easy**

Master trends, brands, and markets. With Consumer Insights you get access to all results of our exclusive surveys on brands and audiences. We provide you with the customer insights you need to make the right data-driven decisions for your business.



3m+

consumer interviews

50+

countries & territories

3.5bn.+

consumers represented

15,000+

international brands

500+

industries & topics

Dive into audiences and brands

Conduct customized analyses

Create cross tables with various variables of interest to identify key characteristics of your audience.

Create and apply target groups

Use our target group editor to create and apply multi-dimensional audiences for precise targeting.

Compare data across countries

Switch between 50+ countries and regions to compare consumer behavior and trends across borders.

Monitor trends over time

Be quick to identify shifts in consumer preferences by comparing our data points over time.

Interpret data quickly

Choose between a variety of data visualization options that help you interpret data quickly and easily.

Track brand KPIs

Leverage our brand KPI data to build a successful brand funnel and benchmark your brand.

Discover our surveys



Global survey

The Global survey is your window into the attitudes of consumers from 56 countries and territories. It's updated up to four times per year.



Additional surveys

We make sure you always have the most recent and relevant data at hand - which is why we conduct in-depth surveys on key trends and industries.

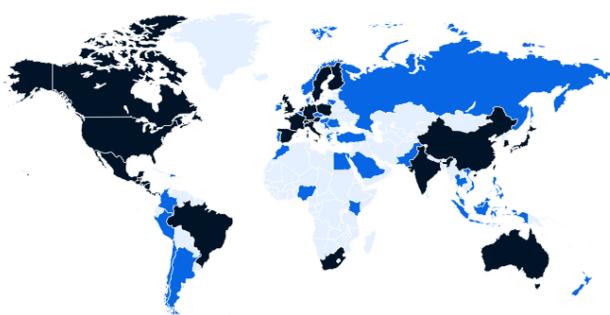


Brand KPI survey

Our Brand KPI survey provides you with the most relevant KPIs along the brand funnel, such as awareness, popularity, usage, loyalty, and buzz.

Market **coverage** of our Global survey

Gain a deeper understanding of your consumers, no matter their location. Our Global survey spans 56 countries and territories, allowing you to effortlessly compare data across borders.



Extended survey

A total of 21 countries are included in the extended version of the Global survey. For each country, up to 60,000 consumers are interviewed per year in four waves.

Basic survey

The basic version of the Global survey is conducted in a total of 35 countries and territories. In each country, we aim for more than 2,000 people interviewed per year.

Your access options

Stand-alone

- Access to all surveys
- Access to Consumer Insights tool

Upgrade

- All benefits of current subscription
- Access to all surveys
- Access to Consumer Insights tool
- Customer support

Why Statista **Consumer** Insights?



Representative data

Consumer Insights is based on representative surveys of internet users worldwide. Continuous data updates* allow tracking over time.



Global coverage

Compare consumption patterns and trends across 56 countries and territories to get a global outlook or targeted local perspective.



Easy and intuitive use

Effortlessly conduct your own analyses in just a few clicks and export the results in CSV, PNG, or PPT formats for further use.

* The Consumer Insights Global survey is updated in four waves throughout the year.