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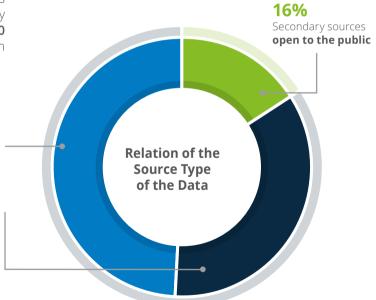
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Several Major Partners Provide Results for the Platform from Renowned Studies

As a provider of secondary data Statista works with several partners from different market research institutes and publishes relevant results in the portal.

Please find below an excerpt of secondary sources:

Germany

GfK

The consumer climate study, provided by the German market research institute GfK, measures private households' propensity to consume and therefore serves as one of the most important indicators for the economic development of a country. The GfK Home Technology monitor™ offers deep insights into consumer ownership and the usage of media technologies.

VUMA

Analysis of consumer goods and services, with a focus on consumer buying and consuming habits and brands.

Allensbach AWA

The Allensbach market and media analysis, in short AWA, determines attitudes, habits of consumption and media use on a wide statistical basis.

Allensbach ACTA

The Allensbach computer and technique analysis serves the continuous monitoring of the acceptance and use of technical appliances.

SOEP

This socio-economic panel is a representative repetition survey on income, occupation, education and health from which long-term social and societal trends can be deduced

Outfit

This is the biggest market-media-survey on needs, habits and attitudes of the consumers in the fashion market

USA

Experian Simmons

The Simmons® National Consumer studies give an insight into consumer behavior, product and brand preferences, habits in media consumption as well as demographic trends.

UK

Euromonitor

Euromonitor International collects primary data for the purpose of strategic market research and business intelligence. Euromonitor therefore gathers sales data and forecast values for durable and non-durable consumer goods and service industries. Germany, France, Great Britain, and the regions Eastern and Western Europe are considered.

KANTAR sas - Target Group Index study (TGI)

The Target Group Index study (TGI) of Kantar provides for relevant data on consumer behavior, brand preferences and social media.