

STATISTA



CAMPUS LICENSE USER GUIDE

Services included in the Campus License International

With the Campus License International, universities and colleges make Statista's services available to their students and staff.

Unless contractually agreed otherwise, the Campus License International provides its users with access to

- All statistics, forecasts, and surveys of the international platform
- All reports
- Market Insights
- Consumer Insights
- Daily Data (Infographics)
- Business Plan Export

Statista offers Campus License International users various citation functions. These include APA, Harvard, MLA, Chicago, and Bluebook, and they can be selected via a dropdown menu next to the respective statistics and inserted into your own reports or homework using Copy & Paste.

Introduction

Statista is one of the world's leading portals offering access to statistics and studies on 80,000 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.

How do people use Statista?

For

- new business pitches,
- strategic research and planning, content creation,
- consumer behavior insights, identifying market & industry trends, market sizing,
- understanding the competitive landscape, presentations/materials (various download formats)



Content & sources

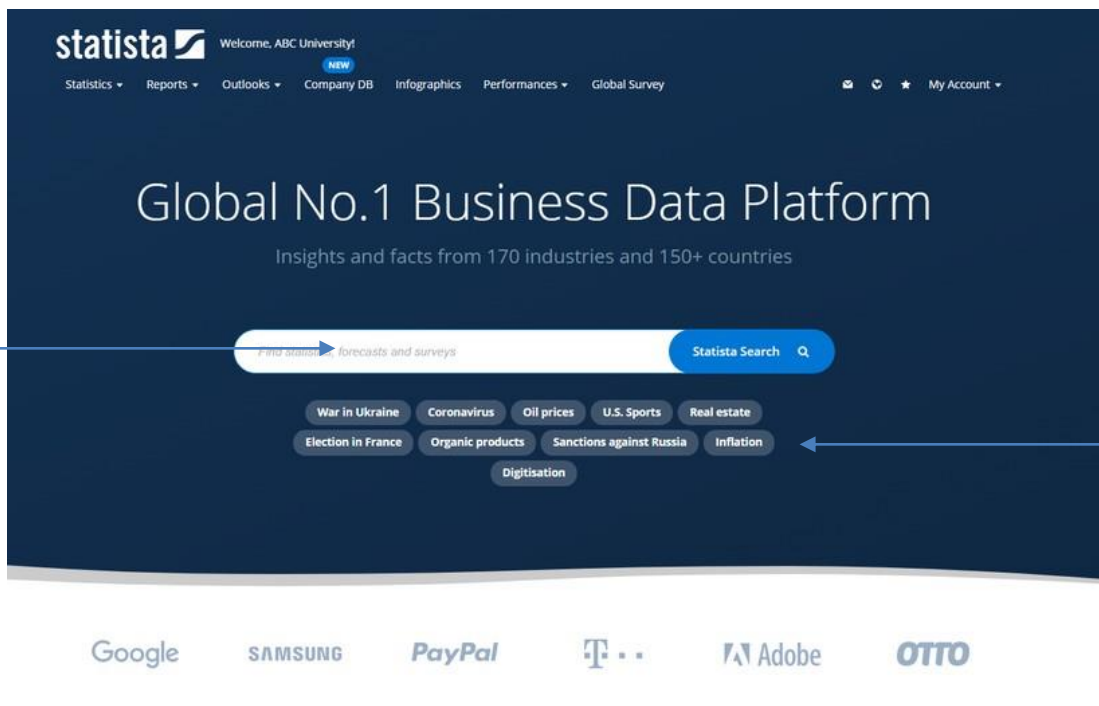
Statista's data comes from two areas: Statista collects relevant market data from third parties and makes it available to its customers in the form of statistics and studies. Sources include government institutions, such as statistical offices and ministries, international organizations, market research institutes, and trade journals. Statista bundles data from a total of 22,500 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 expert tools such as the Digital Market Outlook, Consumer Market Outlook, and Country Outlook. All available information on a source, such as survey data, methodology, as well as place and date of publication, is listed on the portal.

Search

Statista provides its users with an intuitive keyword search. This includes auto-completion and the displaying of synonyms and alternative search terms.

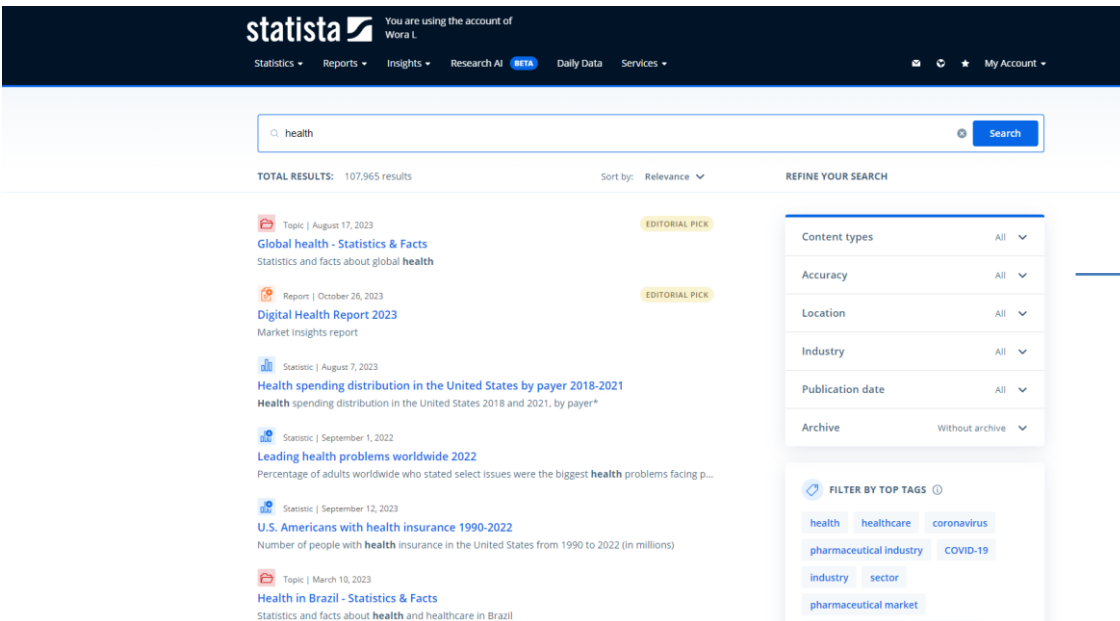


Enter keyword ;
for example "Health"

Trending topics

Search

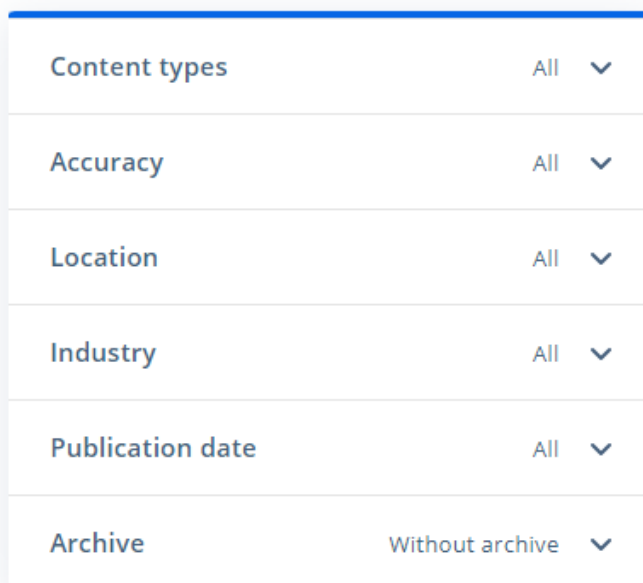
Various functions help to refine the search: It is possible, for example, to limit the search to certain content areas, to filter search results by region, year, and country, and to sort them by relevance, popularity, and publication date.



Filter search

REFINE YOUR SEARCH

Expert filter functions filter



Statistics

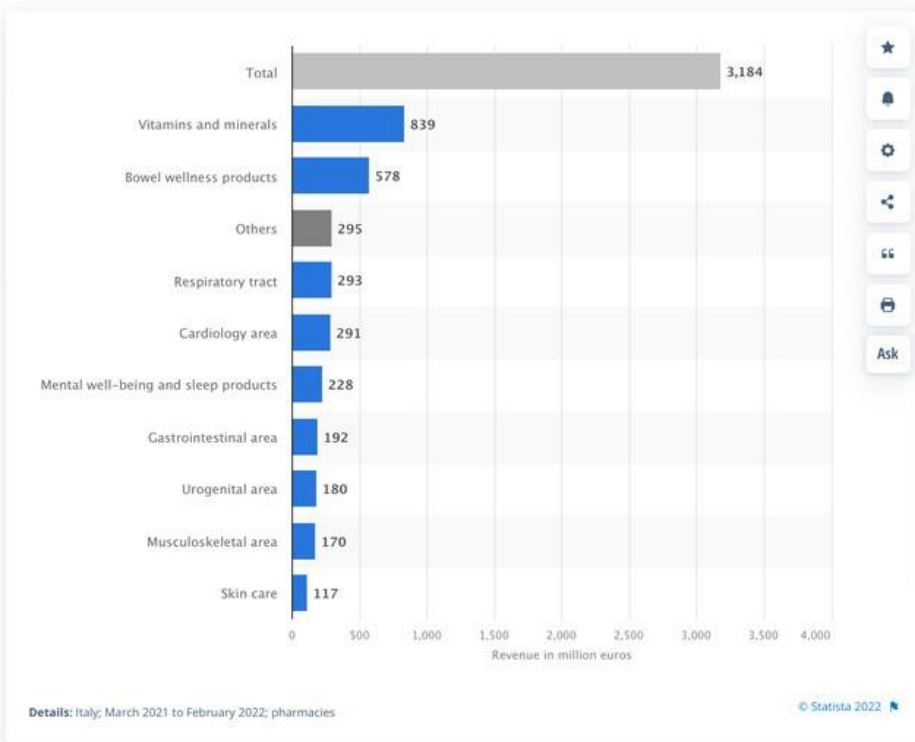
- ◆ Over 1.5 million statistical facts
- ◆ 300-500 updated/added daily
- ◆ Data on 80,000 topics and 170 industries
- ◆ Always transparent with sourcing information

Downloadable in 4 different ways;
PDF, XLS, PNG, PPT

Health, Pharma & Medtech › Pharmaceutical Products & Market

Revenue generated by pharmacies through the sales of health supplements in Italy from March 2021 to February 2022, by category

(in million euros)



DOWNLOAD

PDF XLS PNG PPT

SOURCE DETAILS FAQ

Source
New Line Ricerche di mercato

Survey by
New Line Ricerche di mercato

Published by
New Line Ricerche di mercato

Source link
[Il mercato della Farmacia in Italia, page 10](#)

Release date
March 2022

IN COOPERATION WITH

NL
newline
ricerche di
mercato

Source link for full access to reports

Statistics

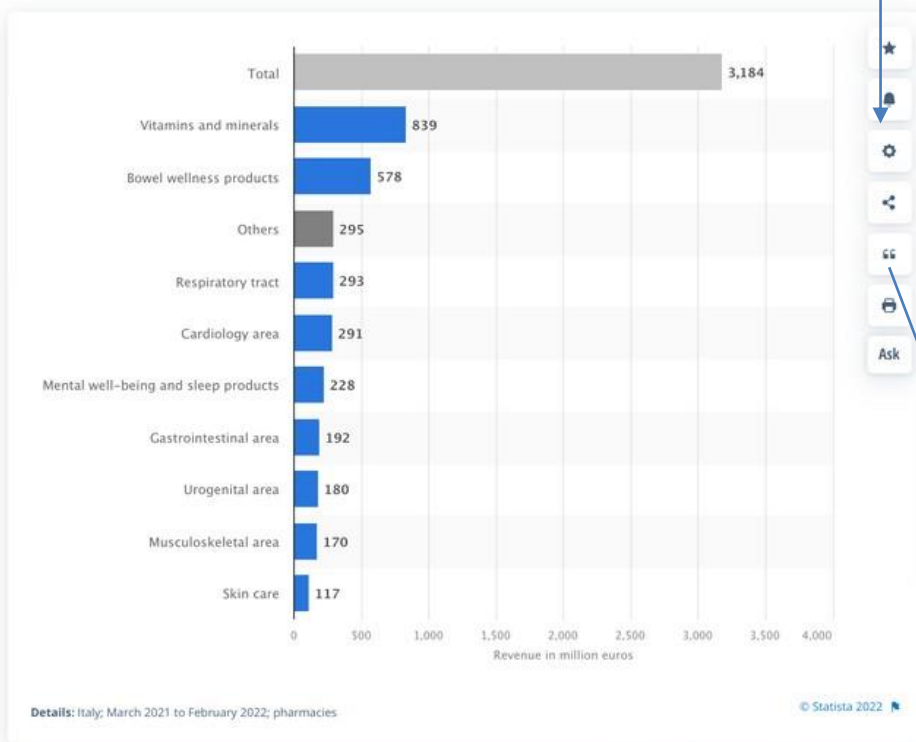
Present the data in different formats

Health, Pharma & Medtech > Pharmaceutical Products & Market

PREMIUM +

Revenue generated by pharmacies through the sales of health supplements in Italy from March 2021 to February 2022, by category

(in million euros)



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PDF XLS PNG PPT

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March 2022

IN COOPERATION WITH

NL
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mercato

Citation in 5 different ways; APA, Chicago, Harvard, MLA, Bluebook

Reports

- ◆ Over 20,000 reports available
- ◆ Consolidate the most important information on industries including forecasts
- ◆ SWOT and PEST analysis
- ◆ Always transparent with sourcing information
- ◆

A summarize description about the report

Under Armour, Inc. Report Plus 2021

Statista Company DB



Company Report Plus: Under Armour, Inc.
Statista Company DB
January 2021

Under Armour, Inc. is based in the United States and is a part of the apparel and shoes industry. Find out more about Under Armour, Inc. in our report focusing on the company's key figures and information, such as its financials, key events timeline, employees, competitive landscape, market valuation, sustainability activism and social media presence. With this report, we provide an overview about the company as well as its market. Our report offers a springboard for key data and information, both of which are critical for understanding and benchmarking market players.



Study Details

Under Armour, Inc. Report Plus 2021

Pages: 49
Document: PDF

~~\$495.00~~

Free of charge
with your account

[Download report](#)

What's included?

- Company overview
- Financials
- Competitive analysis
- Market valuation
- Employees
- e-Commerce

Table of content

Reports



Company Report Plus: Under Armour, Inc.

Statista Company DB

January 2021



All reports downloaded will include a nice cover page

Latest update of this report

A in-depth overview of the Company

Under Armour, Inc. was established in 1996

Company overview (1/2)

Overview

Under Armour, Inc. engages in the development, marketing, and distribution of branded performance apparel, footwear, and accessories for men, women, and youth. It operates through the following segments: North America, EMEA, Asia-Pacific, Latin America, and Connected Fitness. The North America segment comprises of U.S. and Canada. The Connected Fitness segment offers digital fitness subscriptions, along with digital advertising through its MapMyFitness, MyFitnessPal, and Endomondo, applications. The company was founded by Kevin A. Plank in 1996 and is headquartered in Baltimore, MD.

Key figures of the Company performance

Key figures

 Founding year¹

1996

 Main industry²

Apparel and shoes

 Fiscal year³

12-31-2018 - 12-31-2019

 CEO⁴

Kevin A. Plank, MBA

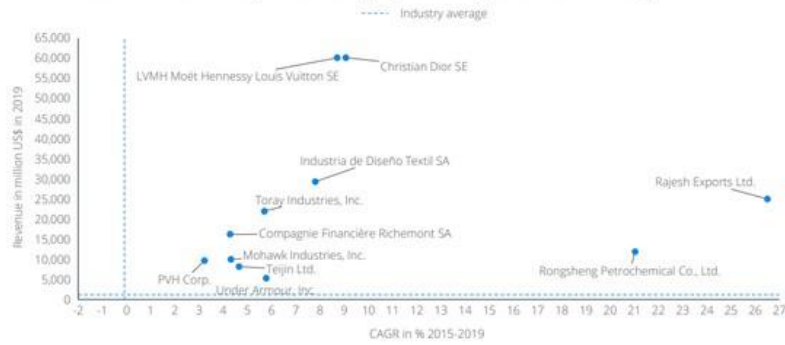
1: The year in which the company was founded 2: This item represents the Statista industry classification. It shows the main industry of a company based on their largest sources of revenue 3: The one-year period that is used for financial reporting 4: The current Chief Executive Officer of the company
Sources: Market Data by Xignite 2020, Statista Company DB 2020

Reports

Under Armour, Inc.'s revenue was higher than average in 2019

Competitive analysis: revenue and YoY growth

Revenue¹ and CAGR² of Under Armour, Inc. and the key players in the apparel and shoes industry



1: Gross sales and other operating revenue, not including discounts, returns, and allowances 2: CAGR: Compound Annual Growth Rate / average growth rate per year
 Note: Key players refer to 10 public companies that generated the highest revenue in the apparel and shoes industry division I in 2019 and for which data is available; please see appendix for detailed information about NAIC codes included in the apparel and shoes industry division
 Sources: Markets Data by Agnrite 2020; Statista Company DB, 2020

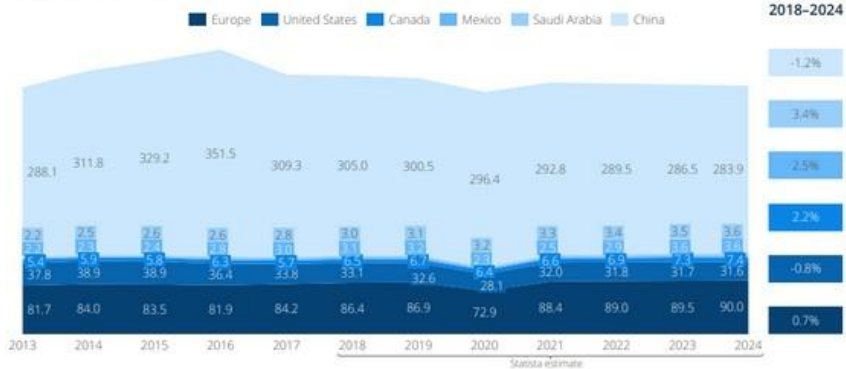
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Statista reports consolidate the most important information on the particular topic and present important and insightful data about the status quo and trends including forecasts

Positive trend is seen in total revenue of industries covered in ISIC codes 141-143

Industry revenue

Revenue in billion US\$¹



1: Current US\$, see glossary for definitions of current and constant US\$ 2: CAGR: Compound Annual Growth Rate / average growth rate per year
 Note: Industry ISIC codes 141-143 included (fourth revision of the International Standard Industrial Classification (ISIC, Rev.4) of the United Nations). Forecasts for the U.S., Canada, Mexico and European countries adjusted for expected impact of Covid-19.
 Sources: Statista Industry Outlook 2020, Eurostat 2020, U.S. Census Bureau 2020, IHS 2019, CASTAT 2019, STATISTIK 2019, China Statistical Yearbook 2018

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In Statista we are very transparent - source link is provided; users get to understand where we aggregate our numbers from

Infographics

- ◆ Over 16,000 available
- ◆ 3-4 new infographics added daily
- ◆ Quick and easy to understand data on recent and relevant topics

Downloadable, reuse and repurpose into any presentations or reports



DESCRIPTION

This chart shows the share of 16-74 year-olds using the internet for seeking health-related information in 2011 and 2021.

Report

Download Chart

f

t

in

URL TO BE USED AS REFERENCE LINK:

<https://www.statista.com/chart/8535/doctor-google-will-see-you-now/>

HTML CODE TO EMBED CHART

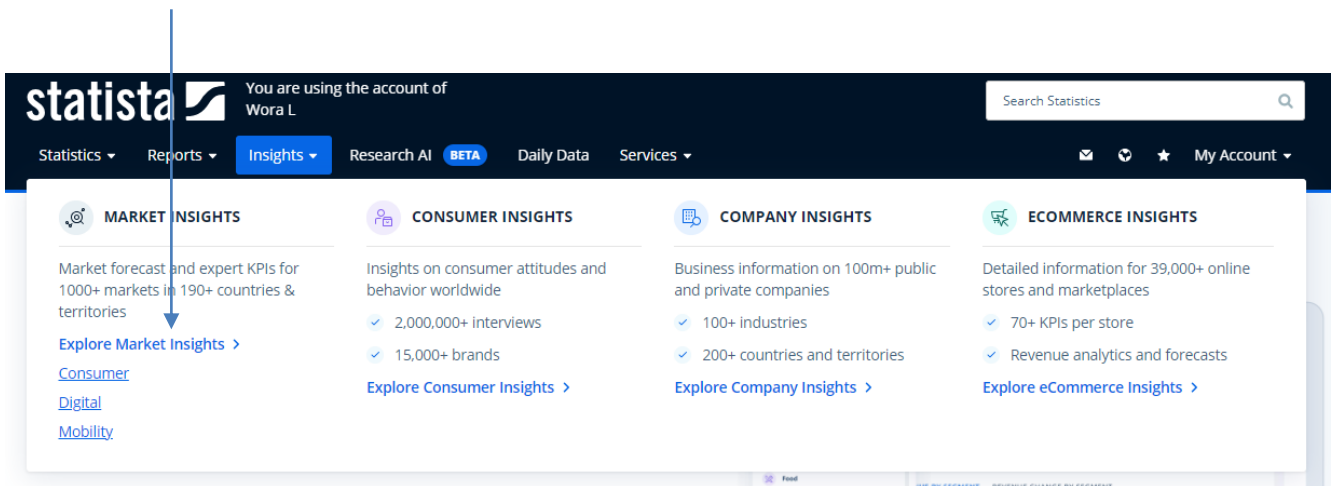
```
<a href="https://www.statista.com/chart/8535/doctor-google-will-see-you-now/" title="Infographic: Doctor
```

Easily embed the infographic to the school's library website

Market Insights

- Exclusive data content only available on Statista
- Access well-visualized data, in- and out-of-scope descriptions, and a comprehensive methodology for a better understanding
- Comprehensive coverage of markets and geographies
Regional comparison

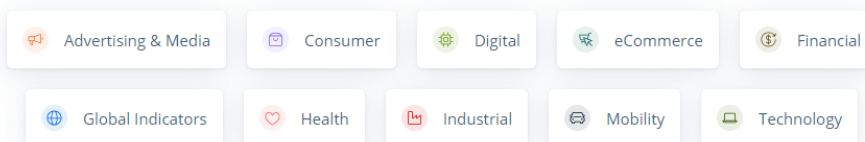
Access Market Insights by clicking on
"Explore Market Insights"



TOPICS

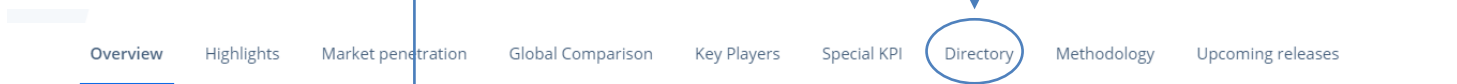
The right insights for your analysis

Our Market Insights cover a broad range of topics, from consumer goods to technology to automobiles. We provide you with an easy-to-use yet thorough look into the future of every industry, featuring detailed forecasts for up to 5 years. To do so, we cover 1,000+ markets, including KPIs such as revenue, users, and market shares across 190+ geographical entities.



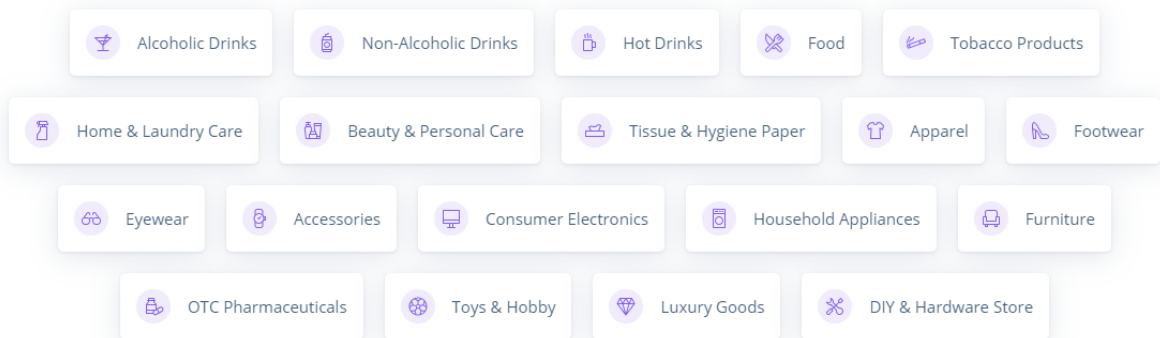
You can select any topics that you wish to explore further.
e.g. Consumer

You can select 'category' that you wish to see the data or select "Directory" for further breakdown.



Make fact-based decisions

Get current and forecast data about revenues, volume sales, prices, sales channels, key players, demographics, and much more from our easily accessible Market Insights.



“Consumer Market” Insights on Hot Drinks

A in depth description on the industry, and understand how business is done in the industry, the ways products are sold and delivered

The screenshot shows the Statista interface for 'Hot Drinks' market insights. Annotations highlight key features:

- Tools to change currency, Cite and Share Button:** Located at the top right, showing a currency dropdown set to USD (US\$) and buttons for 'Cite' and 'Share'.
- Change the region/ country:** A 'Read more' button is linked to a 'Region' dropdown menu set to 'Worldwide'.
- You can benchmark your selected country with other country(ies) and region:** A 'Compare to' dropdown menu is set to 'None', and a 'Download' button is visible.
- Downloadable in XLS/CSV:** A 'Download' button is highlighted with a blue arrow pointing to this text.

REVENUE BY SEGMENT (2024)
US\$233.9bn

REVENUE CHANGE BY SEGMENT (2024)
5.5%

Revenue

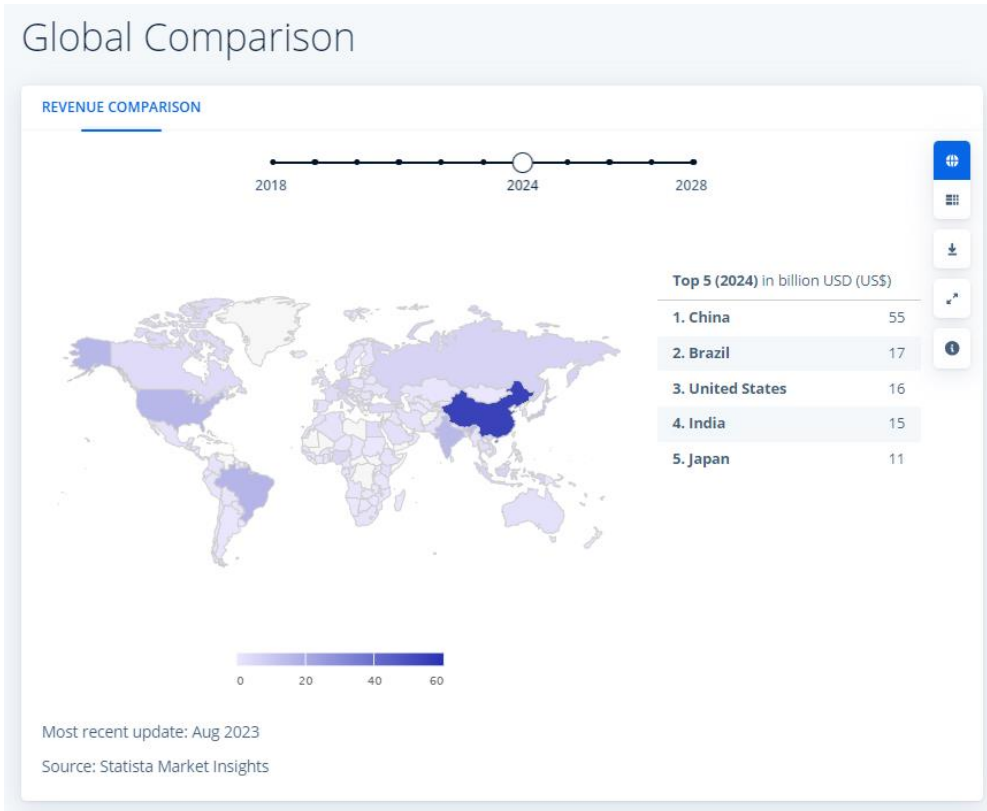
REVENUE BY SEGMENT | **REVENUE CHANGE BY SEGMENT**

Year	Total (Billion USD)	Cocoa	Coffee	Tea
2018	180.1			
2019	183.0			
2020	181.7			
2021	195.7			
2022	207.1			
2023	221.8			
2024	234.0			
2025	246.4			
2026	260.6			
2027	274.1			
2028	287.7			

Notes: Data shown is using current exchange rates and reflects market impacts of the Russia-Ukraine war. The revenue does not include out-of-home consumption.
Most recent update: Aug 2023
Source: Statista Market Insights

OVERVIEW
Revenue
Key Players
Analyst Opinion
Sales Channels
Volume
Price
Global Comparison
Methodology
Key Market Indicators

Market Insights



Global Comparison Graph allows you to compare how the top 5 countries heading the industry in terms of revenue/user penetration

Key Market Indicators

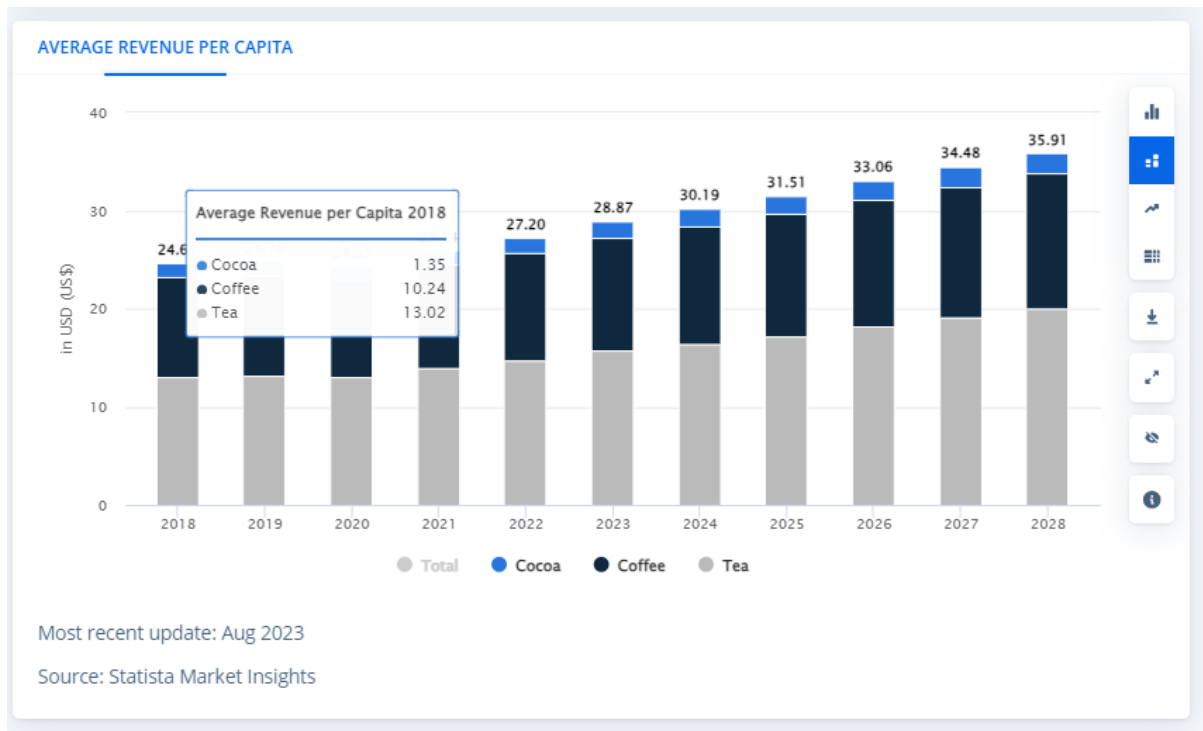
The following Key Market Indicators give an overview of the social and economic outlook of the selected region and provide additional insights into relevant market-specific developments. These indicators, together with data from statistical offices, trade associations and companies serve as the foundation for the Statista market models.

Download as XLSX

POPULATION	FEMALE POPULATION	MALE POPULATION	HOUSEHOLDS	HOUSEHOLD INCOME	CONSUMER SPEND	CONSUMER PRICE INDEX (CPI)							
PRICE LEVEL INDEX (PLI)	FINANCE	BUSINESS CYCLE	INTERNATIONAL TRADE	EXCHANGE RATES	HEALTH								
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Population, 100+ Years in million #	1.38	1.45	1.53	1.61	1.70	1.81	1.92	2.04	2.15	2.27	2.37	2.42	2.47
Population, 95-99 Years in million #	6.90	7.23	7.58	7.92	8.28	8.55	8.70	8.80	8.91	9.20	9.78	10.55	11.31
Population, 90-94 Years in million #	21.16	21.39	21.46	21.54	21.98	23.02	24.53	26.14	27.86	29.55	30.99	32.35	33.77
Population in billion #	5.94	6.01	6.09	6.17	6.24	6.32	6.39	6.47	6.55	6.63	6.71	6.79	6.86
Population, 55+ Years in billion #	1.39	1.40	1.41	1.43	1.46	1.48	1.51	1.54	1.58	1.61	1.65	1.68	1.72
Population, 45-54 Years in billion #	0.58	0.61	0.63	0.64	0.66	0.67	0.68	0.69	0.71	0.73	0.75	0.76	0.78

Key Market Indicators downloadable in excel format for users to integrate these numbers into your own excel or tableau for data analysis

Market Insights



Interactive graphs are full edible according to your needs; option to de-select the data when you don't need it

Global Consumer Survey (GCS)

- Individualized analysis tool
 - Discover consumer behavior and attitude in an offline and online world= international brands in 50
 - Compared across 14,500+ international brands in 55 countries and territories
 - Comprehensive coverage over 50+ industries and topics
- Download in XLS

The screenshot displays the Global Consumer Survey (GCS) interface. On the left is a sidebar titled "Survey items" with a dropdown arrow, listing various categories such as "Survey details", "Characteristics & demographics", "Marketing & social media", "eCommerce & retail", "Food & nutrition", "Internet & devices", "Media & digital media", "Video games", "Housing & household equipment", "Mobility", "Finance", "Insurance", "Health", "Travel", and "Services & eServices".

The main interface features a search bar at the top with the text "Search through all survey items". To the right of the search bar are buttons for "ALL", a table icon, "CSV Export", "PDF Export", and a "Hide selection" dropdown. Below the search bar, there are two dropdown menus: "COUNTRY / TERRITORY" (set to "United States of America") and "YEAR" (set to "2022 - Update 1"). A "Show survey details" button is located to the right of the year dropdown.

The main area is divided into three sections:

- COLUMNS:** A dashed box with the instruction "Drag and drop an item here to select column headings and switch to cross table (optional)." below it.
- TARGET GROUP:** A dashed box with the instruction "Drag and drop a target group here or click "*" (optional)." below it.
- ROWS:** A dashed box with the instruction "Drag and drop items here or click "*" to select rows." below it.

At the bottom of the main area, there is a summary of the selection: "Population: 45,650 respondents, represent ca. 187.4M internet users in the United States, 18-64 years old" and "Your selection: 45,650 respondents".

Consumer Insights

The screenshot displays the 'Survey Items' sidebar on the left, which includes categories such as Survey details, Characteristics & demographics, Marketing & social media, eCommerce & retail, Food & nutrition, Internet & devices, Media & digital media, Video games, Housing & household equipment, Mobility, Finance, Insurance, Health, Travel, and Services & eServices. On the right, the 'Diets and nutrition' category is expanded, showing a list of sub-topics: Diets and nutrition (detailed), Gluten-free diet, Lactose-free diet, Meat diet, Flexitarian diet, Pescetarian diet, Vegan diet, Vegetarian diet, and Vegetarian/vegan diet.

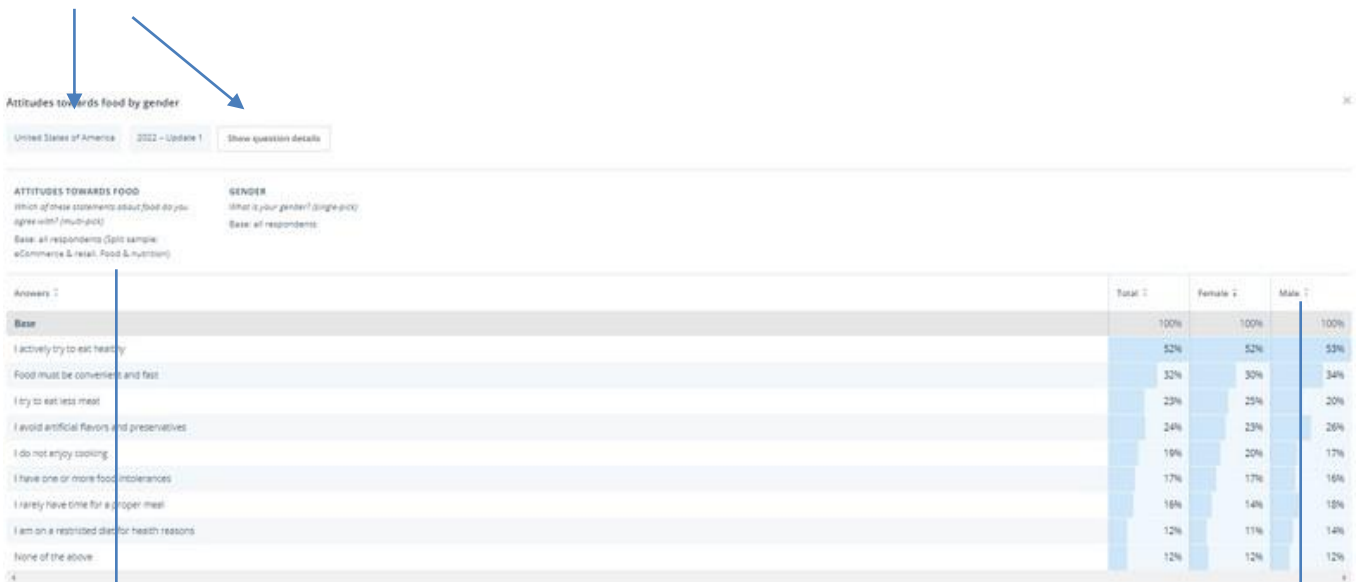
Pre-defined target groups and topics that can be used for your analysis

The screenshot shows the analysis tool interface. At the top, there are dropdown menus for 'COUNTRY / TERRITORY' (United States of America) and 'YEAR' (2022 - Update 1), along with a 'Show survey details' button. Below these are sections for 'COLUMNS' (with 'Gender' selected) and 'ROWS' (with 'Attitudes towards food' selected). A 'TARGET GROUP' section is present with a dashed box and the instruction 'Drag and drop a target group here or click "+" (optional)'. At the bottom left, there is a note: 'Population: 48.650 respondents, represents ca. 187.4M internet users in the United States, 18-64 years old. Four selection: 45.650 respondents'. A 'Clear all' button is located at the bottom right.

Selected parameters added could be adjusted in rows/columns depending on how you want to view the data

Global Consumer Survey (GCS)

Details on which country where the survey was taken place at and when was the results last updated



Questions that was being asked in the survey

Filter out respondent's input in ascending/descending order for easy comparison

Global Consumer Survey (GCS)

Downloadable in XLS for convenience exportation into your own data analytics tool (Tableau, Microsoft Power BI etc)

Global Consumer Survey - United States of America 2022 Update 1			
Target group: -			
Attitudes towards food			
Gender			
Which of these statements about food do you agree with? (multi-pick) Base: all respondents (Split sample: eCommerce & retail, Food & nutrition)			
What is your gender? (single-pick) Base: all respondents			
Answers	Total	Female	Male
Base	100%	100%	100%
I actively	52%	52%	53%
Food mus	32%	30%	34%
I try to ea	23%	25%	20%
I avoid ar	24%	23%	26%
I do not e	19%	20%	17%
I have onl	17%	17%	16%
I rarely ha	16%	14%	18%
I am on a	12%	11%	14%
None of t	12%	12%	12%
Survey details			
Country: United States			
Number of respondents: 45650			
Age of respondents: 18 to 64 years old			
Type of respondents: residential online population			
Survey time period: Apr 2021 - Jan 2022			
As of: April 14, 2022			

