



Telecommunications

- NAICS 517 -

Statista Industry Report – USA

January 2020

The U.S. Industry Report

Dear reader,

Find out more about the “Telecommunications” industry in our report focusing on key industry figures, such as financial numbers, companies, employment, and salaries.

With this report, we provide a comprehensive overview of the current state of the industry as well as a forecast for the upcoming years.

Gain insights into key trends in the “Telecommunications” industry to assess risks and opportunities regarding national and international business.

We wish you a valuable and informative reading experience.

Veronika, Volker, Oliver, Ingrid,

Helena, Luana & Aike

Executive summary

- Industry revenue to decrease by 0.4% p.a. from 2018 to 2023
- Value added by this industry grew by 2.1% in 2018, while the GDP grew by 5.4%
- AT&T, Inc. registered the largest revenue in 2018
- The number of establishments increased by 11.7% in 2016
- The number of employees decreased by 2.3% p.a. from 2010 to 2018
- The annual mean wage increased by 3.3% in 2018
- On average, the total R&D spending increased by 8.0% p.a. from 2014 to 2017

Agenda

01 Introduction

- Key figures and SWOT analysis
- Industry definition

02 Financial numbers

- Revenue
- Value added
- Consumer spending

03 Companies

- Top companies
- Business demographics

04 Employees and salaries

- Employment and unemployment
- Wages
- Degrees

05 Research and development

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- Employment

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- Data description and methods
- Authors



INTRODUCTION

- Key figures
- SWOT analysis
- Industry definition

Telecommunications

Key figures



Revenue

US\$610.4bn

Total value
in 2019¹

-0.5%

Growth
2018–2019

-0.4%

CAGR²
2018–2023



Companies

10,509

Number of firms
in 2016

7,383

Number of establishment
births³ in 2016

3,358

Number of establishment
deaths³ in 2016



Employees

751 thousand

Number of employees⁴
in 2018

US\$72,770

Annual mean wage⁵
in 2018

37.5h

Average weekly hours worked⁶
in 2018

1: Statista estimate 2: CAGR: Compound Annual Growth Rate / average growth rate per year 3: With paid employees 4: Average of non-seasonally adjusted monthly values 5: Annual wages have been calculated by multiplying the "hourly mean wage" by 2,080 hours 6: Of all payroll employees

Source: [U.S. Census Bureau](#), [U.S. Bureau of Labor Statistics](#), Statista 2019

Telecommunications

SWOT analysis

Strengths

- Telecommunication is a capital-intensive industry and requires an extensive network infrastructure to provide fixed line and wireless services, so competition is limited
- Telecommunication companies are very innovative and continuously introduce new services to the market
- Wireless networks have been upgraded with new technologies like LTE (and the upcoming 5G standard) to manage the challenge of network traffic

Weaknesses

- High maintenance costs of land and fixed line providers continue to weigh heavily on their overhead expenses
- The telecommunication industry has reached very high saturation level in core voice services. Without new customers available, players compete aggressively to keep market shares
- Operators capture and hold enormous amounts of data on their customers, making them liable to strict legislation

Opportunities

- Product, service as well as strategic innovations constantly transform the industry
- Network sharing can become critical in reducing deployment and operating costs
- Operators can reinvent connectivity and target new growth areas like machine-to-machine (M2M) connectivity and the Internet of Things (IoT)
- Customers are enthusiastic about new technologies, including mobile payment, connected-home and connected-car solutions

Threats

- Competition from other industries: Telecommunication companies are challenged by OTT (over-the-top) players like Netflix in the TV services and various messengers and smartphone applications in the voice segment
- Substitutes: Telecommunication companies are dealing with a declining share in wireline voice services
- In spite of large investments in network infrastructure and technology innovation, companies remain vulnerable to information security challenges

Industry definition

Telecommunications – NAICS 517

- This division comprises establishments that provide telecommunications and the services related to that activity (e.g., telephony, including Voice over Internet Protocol (VoIP); cable and satellite television distribution services; Internet access; telecommunications reselling services).
- The division is primarily engaged in operating and/or providing access to facilities for the transmission of voice, data, text, sound, and video. Transmission facilities may be based on a single technology or a combination of technologies.

Subcategories included in this industry

- 5171 Wired Telecommunications Carriers
- 5172 Wireless Telecommunications Carriers (except Satellite)
- 5174 Satellite Telecommunications
- 5179 Other Telecommunications





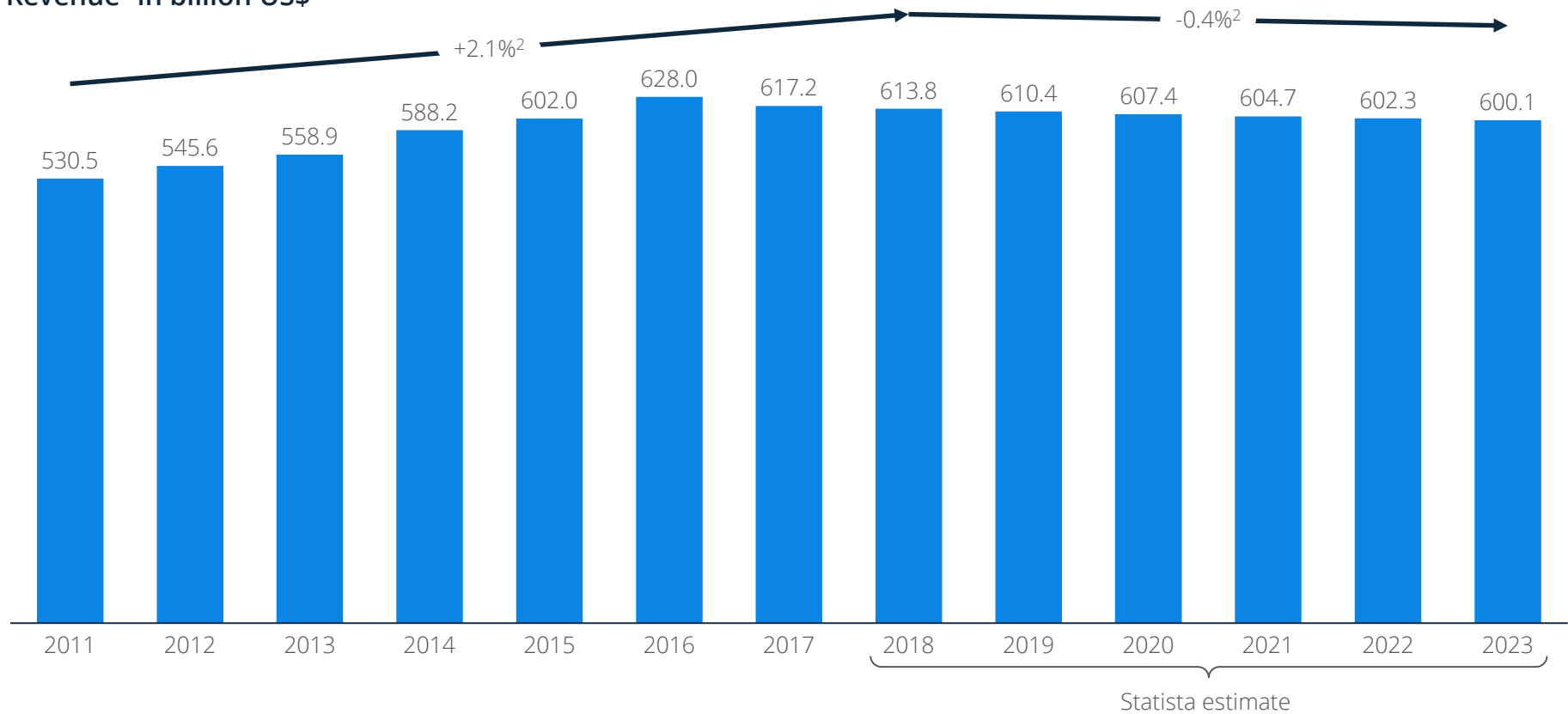
FINANCIAL NUMBERS

- Revenue
- GDP and value added
- Cost benchmark
- Consumer spending CMO

Industry revenue to decrease by 0.4% p.a. from 2018 to 2023

Revenue: industry revenue

Revenue¹ in billion US\$



1: Includes revenue from all business activities whether or not payment was received. Revenue does not include sales and other taxes (including Hawaii's General Excise Tax) collected from customers and paid directly by the firm to a local, state, or federal tax agency 2: CAGR: Compound Annual Growth Rate / average growth rate per year
Source: [U.S. Census Bureau](https://www.census.gov), Statista 2019

With a revenue of US\$610.4 billion, this industry ranked 6th in 2019

Revenue: industry comparison

#	Industry	NAICS	Revenue in bnUS\$ ^{1,2}	Growth 2018-2019 ²
1	Insurance carriers ³	524	2,681.0	+3.2% ↑
2	Health care	621-623	2,487.7	+2.7% ↑
3	Banking and finance	521-523	2,070.7	+2.2% ↑
4	Professional, scientific, and technical services	54	1,936.7	+2.8% ↑
5	Administrative services ⁴	561	895.8	+3.6% ↑
6	Telecommunications	517	610.4	-0.5% →
7	Real estate	531	493.3	+3.4% ↑
8	Publishing industries (except internet)	511	330.6	+1.9% ↑
9	Motion picture and sound recording industry ⁵	512, 515	283.7	+2.2% ↑
10	Truck transportation	484	279.9	+1.6% ↑
11	Accommodation	721	275.1	+3.6% ↑
12	Air transportation	481	217.4	+1.9% ↑
13	Other info. services	519	203.2	+6.6% ↑
14	Social assistance	624	198.9	+3.1% ↑

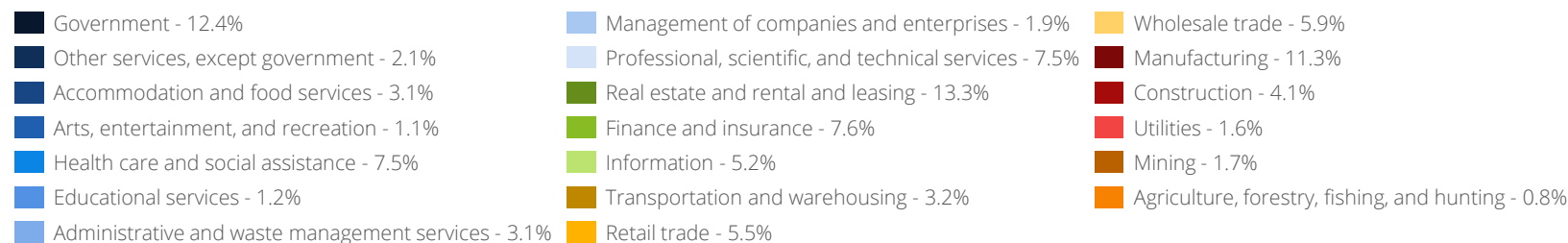
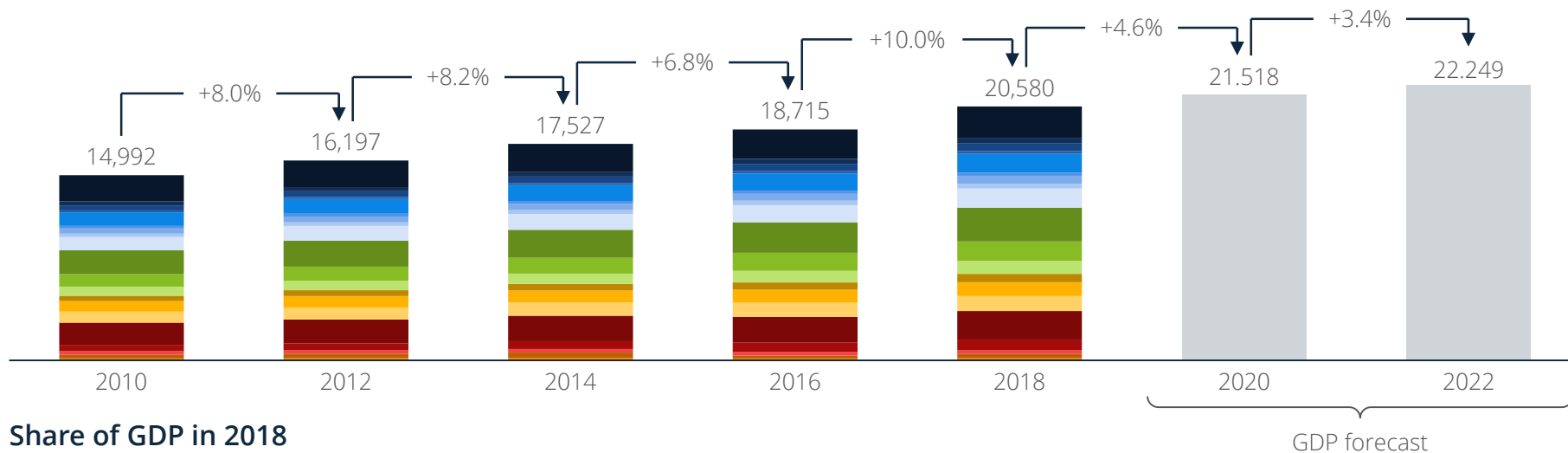
#	Industry	NAICS	Revenue in bnUS\$ ^{1,2}	Growth 2018-2019 ²
15	Support activities for transportation	488	191.0	+2.1% ↑
16	Data processing and hosting ⁶	518	170.5	+4.5% ↑
17	Rental and leasing serv.	532	167.1	+2.1% ↑
18	Amusement, gambling, and recreation industries	713	137.6	+2.8% ↑
19	Performing arts and spectator sports ⁶	711	127.0	+3.5% ↑
20	Waste management and remediation services	562	102.2	+2.8% ↑
21	Couriers and messengers	492	94.1	+3.0% ↑
22	Educational services	61	71.8	+2.8% ↑
23	Pipeline transportation	486	49.2	+2.6% ↑
24	Lessors of nonfinancial intangible assets ⁷	533	47.6	+3.4% ↑
25	Water transportation	483	41.5	-0.9% ↓
26	Transit and ground passenger transportation	485	38.7	+2.4% ↑
27	Warehousing and storage	493	36.6	+2.6% ↑
28	Museums, historical sites and similar institutions	712	18.0	+2.7% ↑

1: In 2019 2: Statista estimate 3: And related activities 4: And support services 5: And broadcastings 6: And related services 7: Except copyrighted works
Source: [U.S. Census Bureau](#), Statista 2019

"Information" contributed 5.2% to the GDP in 2018

GDP and value added (1/3)

GDP¹ and contribution by sector² in billion US\$



1: Gross domestic product in current dollars 2: Each industry's labor and capital added to its gross output and to the overall GDP of the United States; equals industry's gross output minus its intermediate inputs

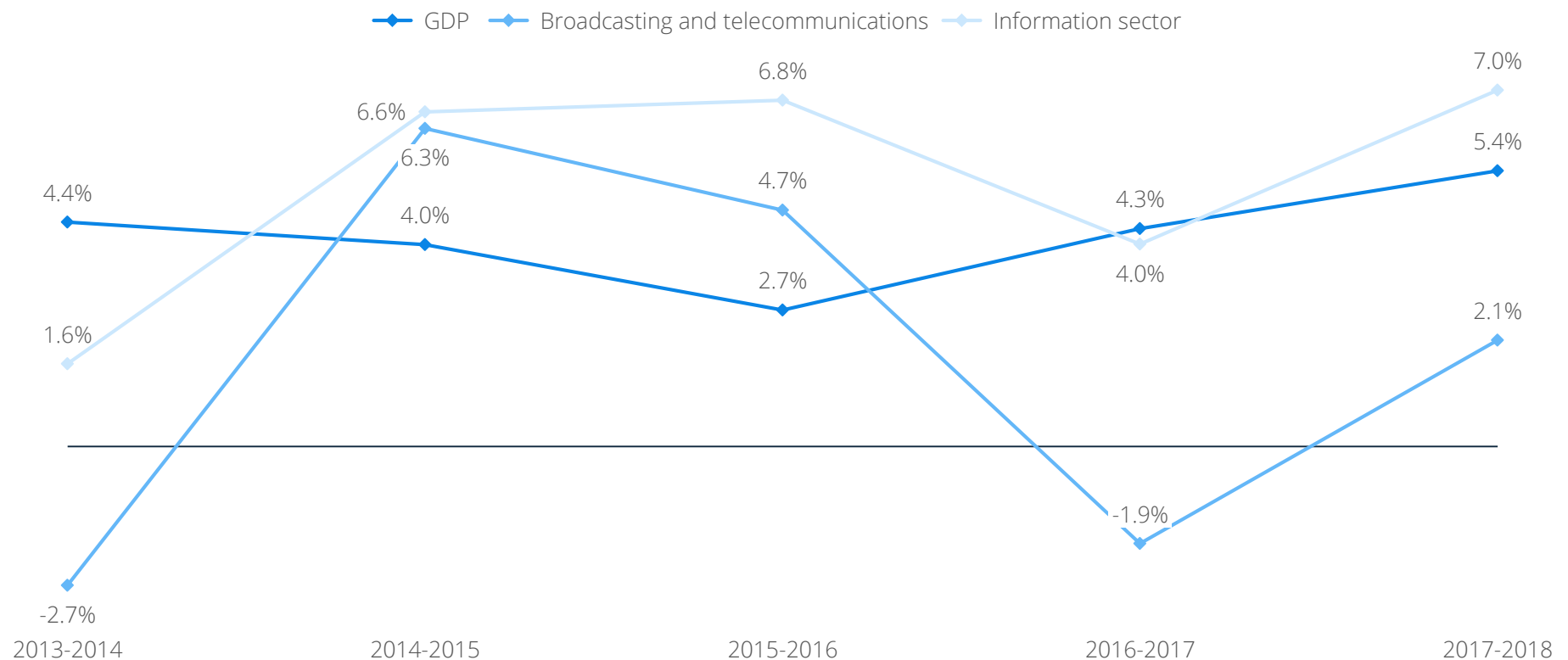
Source: [Bureau of Economic Analysis](#), [International Monetary Fund](#), Statista 2019

Value added by this industry grew by 2.1% in 2018, while the GDP grew by 5.4%

GDP and value added (2/3)

NAICS code
515, 517

Growth rate of GDP¹ and growth rate of value added^{2,3}



1: Gross domestic product in current dollars 2: Each industry's labor and capital added to its gross output and to the overall GDP of the United States; equals industry's gross output minus its intermediate inputs 3: Data is referring to "Broadcasting and telecommunications" (NAICS 515, 517)

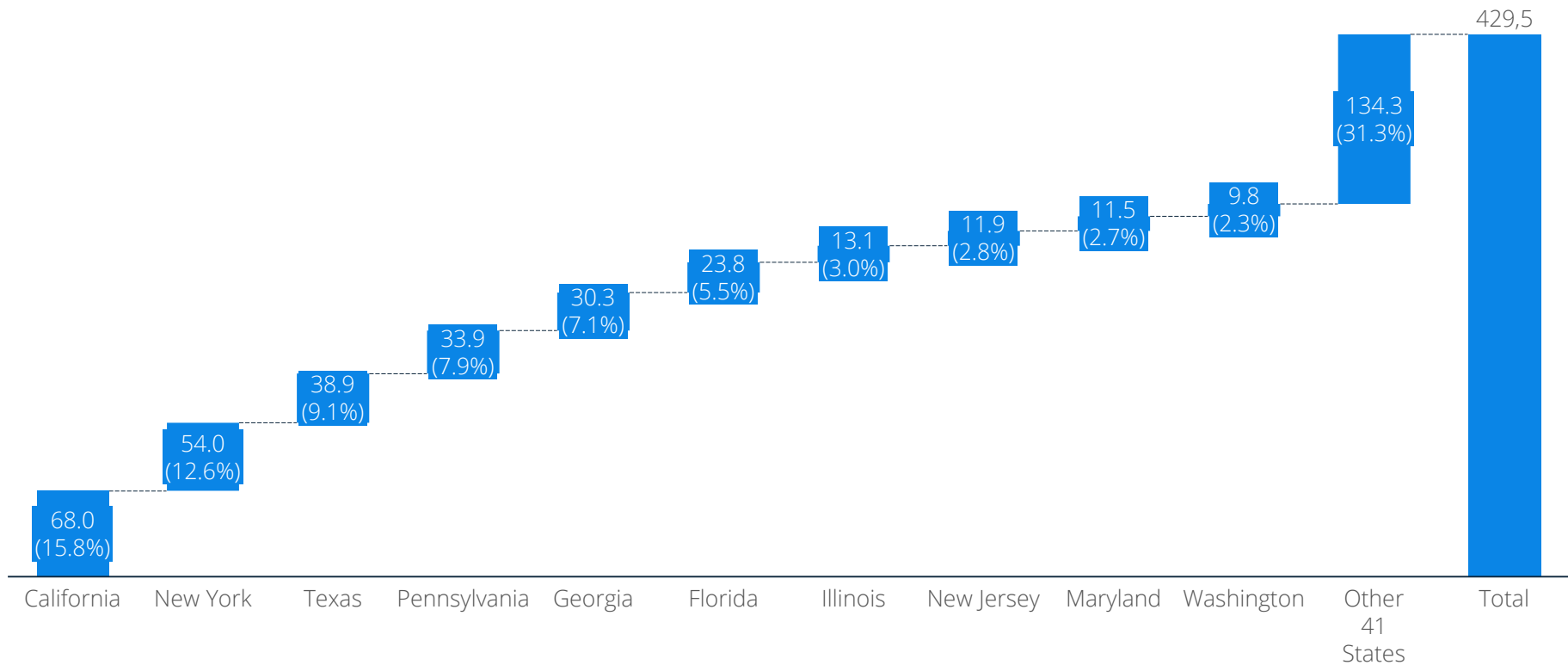
Source: [Bureau of Economic Analysis](#), Statista 2019

In 2017, California had the highest added value in this industry

GDP and value added (3/3)

NAICS code
515, 517

Top 10 states regarding value added¹ in billion US\$ in 2017²



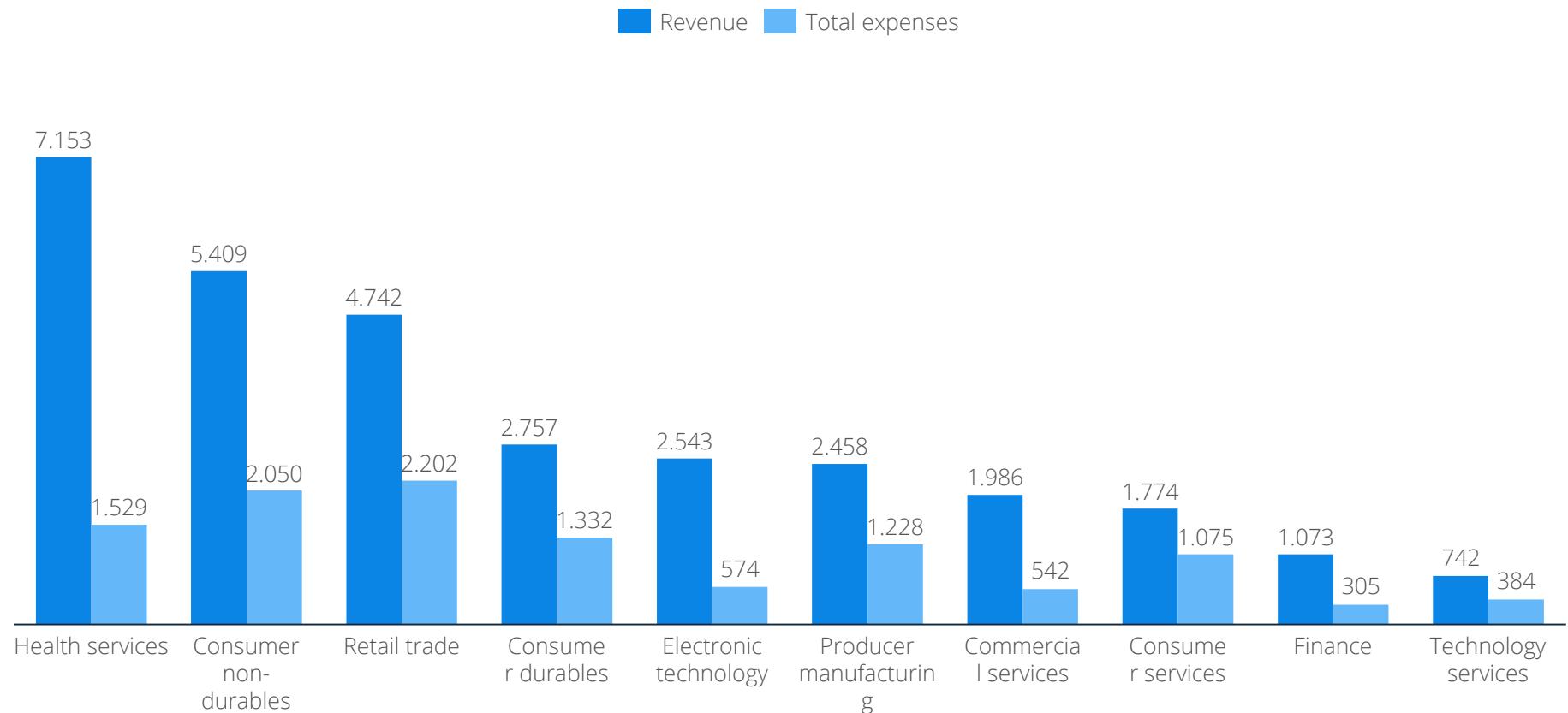
1: Each industry's labor and capital added to its gross output and to the overall GDP of the United States; equals industry's gross output minus its intermediate inputs 2: Data is referring to "Broadcasting (except internet) and telecommunications" (NAICS 515, 517)

Source: [Bureau of Economic Analysis](#)

The health service sector has the largest gap between revenue and expenses

Financial KPI and cost benchmark (1/2)

Median of revenue and total expenses in million US\$ in 2018



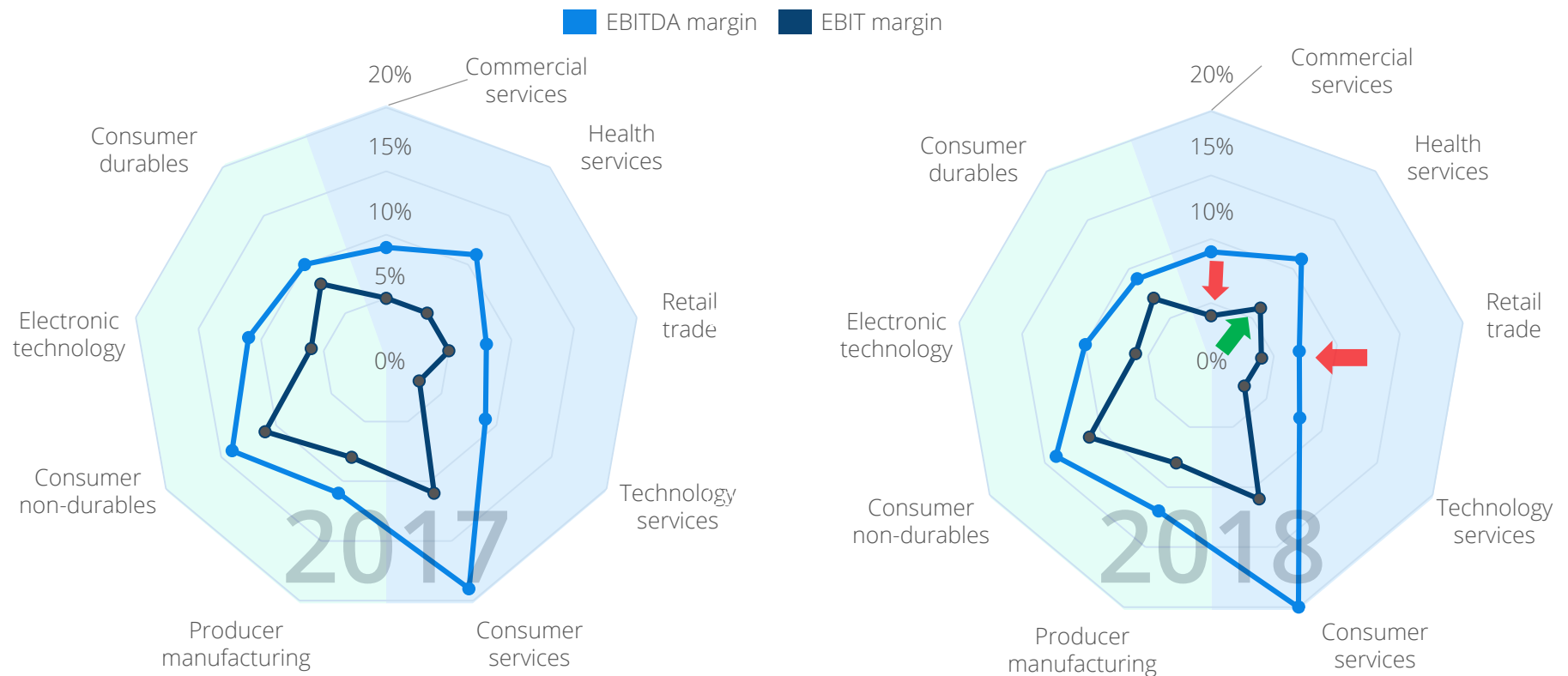
Note: The industries shown on this slide are the aggregation of different industries. Please refer to the appendix to see in detail which industries are included

Source: [Statista "United States financial KPI benchmark"](#) 2019

Profitability decreases in retail trade and commercial services, while health services increase profits

Financial KPI and cost benchmark (2/2)

Median EBIT and EBITDA margin



Note: The industries shown on this slide are the aggregation of different industries. Please refer to the appendix to see in detail which industries are included

Source: [Statista "United States financial KPI benchmark"](#) 2019

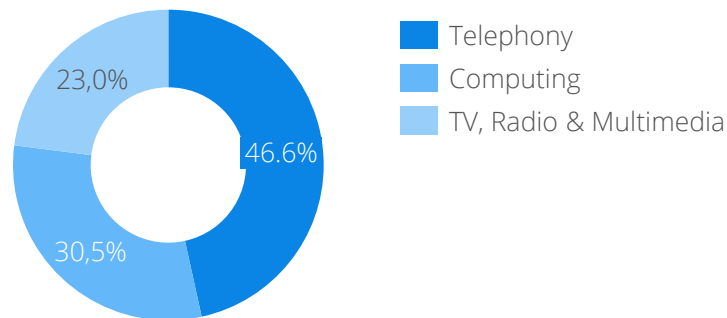
Revenue is expected to increase by 1.2% p.a. from 2018 to 2023

Consumer spending: Consumer Market Outlook - Telecommunications (1/2)

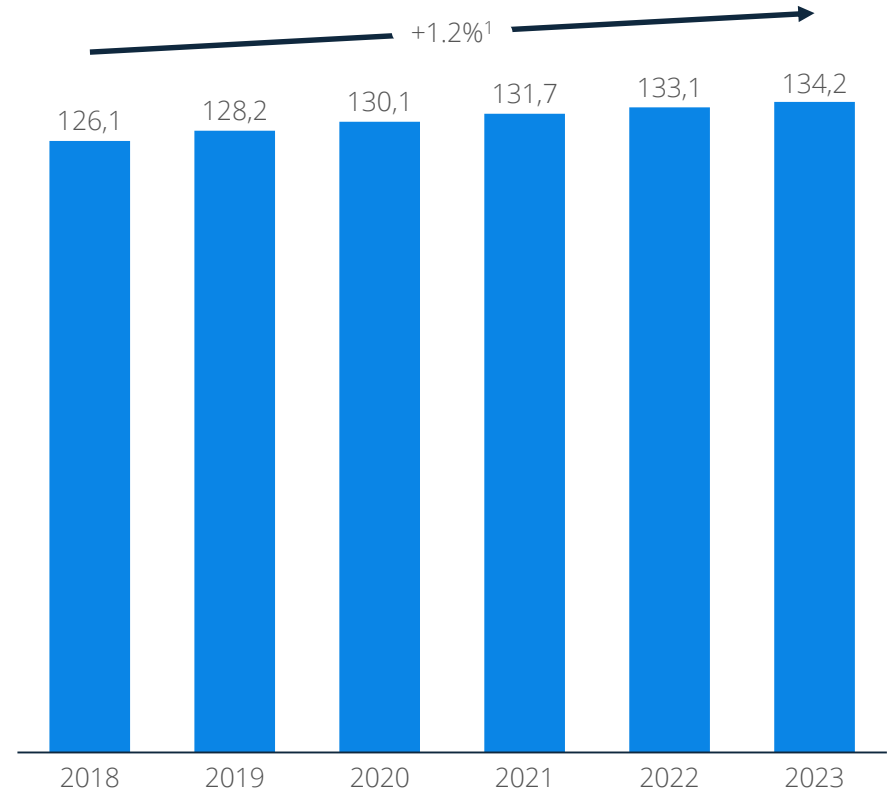


The values shown on this and the following slides are derived from the Statista Outlooks. They present the size of a defined market and are based on end-consumer prices. **When it comes to the market size, it does not matter what the geographical origin of the product / service provider is; what matters is the consumption in the United States of America.** The markets in the Statista Outlooks also do not follow the classification system of the "U.S. Census Bureau"; they focus on the products themselves, not the industry. Therefore, the numbers shown here are not comparable with other revenue values.

Market revenue in 2019



Market revenue in billion €



1: CAGR: Compound Annual Growth Rate / average growth rate per year
Note: See appendix for market, segment and sub-segment definition
Source: [Statista Consumer Market Outlook](#)

With revenues of US\$128.2bn, the U.S. ranked 2nd in 2019

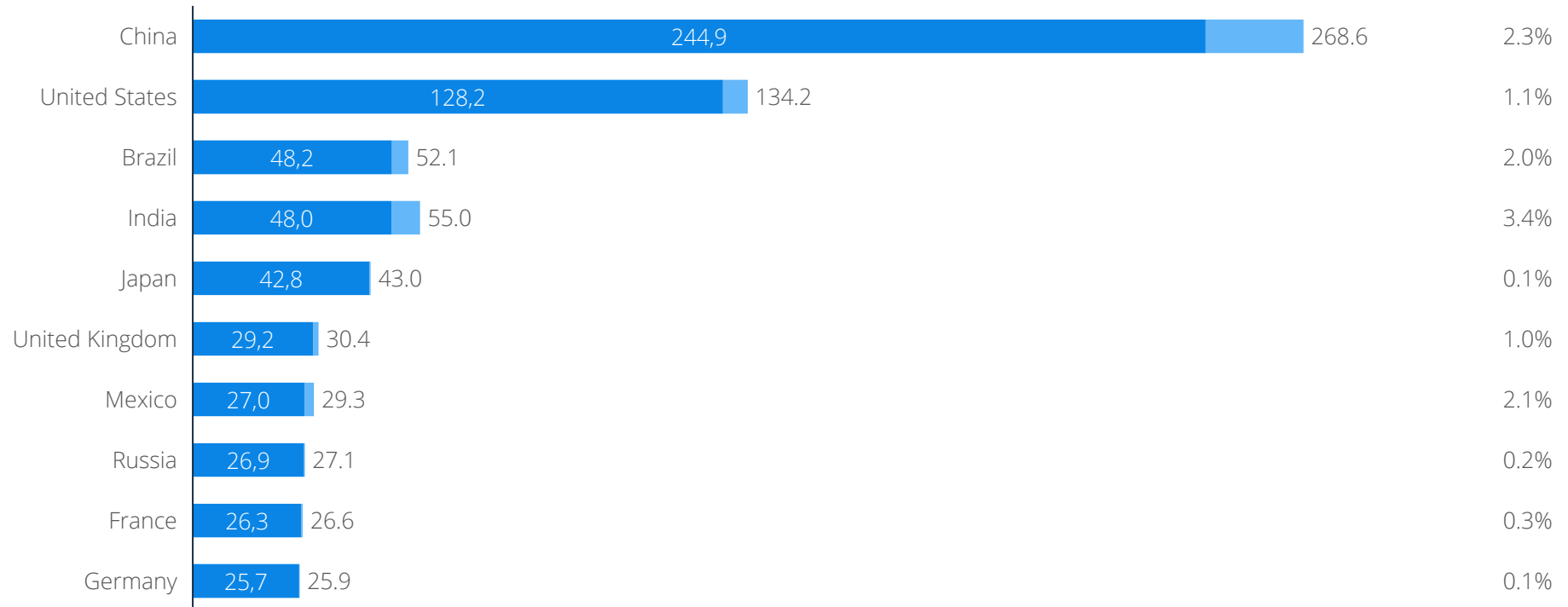
Consumer spending: Consumer Market Outlook - Telecommunications (2/2)



Countries and territories ranked by revenue in billion US\$

■ 2019 ■ 2023

CAGR¹
2019–2023





COMPANIES

- Top companies
- Business demographics

AT&T, Inc. registered the largest revenue in 2018

Top companies



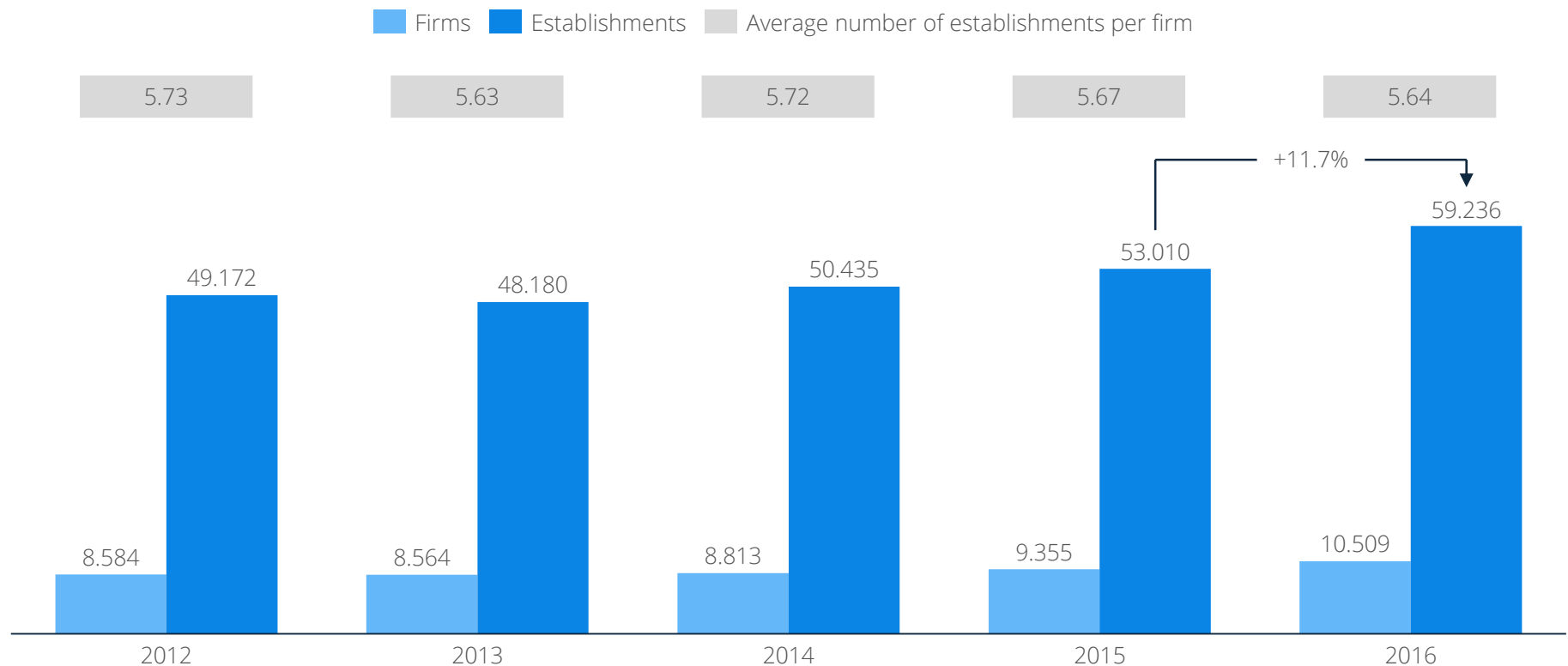
Rank	Company ¹	Total revenue in million US\$ in 2018	No. of employees in 2018	Listing ID
1	AT&T, Inc.	170.805	268,000	T (XNYS)
2	Verizon Communications, Inc.	130.863	144,500	VZ (XNYS)
3	T-Mobile US, Inc.	43.239	52,000	TMUS (XNAS)
4	Sprint Corp.	32.406	30,000	S (XNYS)
5	Altice USA, Inc.	9.567	12,185	ATUS (XNYS)
6	Frontier Communications Corp.	8.611	21,200	FTR (XNAS)
7	Windstream Holdings, Inc.	5.713	11,945	WINMQ (OOTC)
8	Telephone & Data Systems, Inc.	5.109	2,700	TDS (XNYS)
9	United States Cellular Corp.	3.967	5,600	USM (XNYS)
10	Zayo Group Holdings, Inc.	2.603	n.a.	ZAYO (XNYS)

¹: Only stock-listed companies headquartered in the United States; the selection of companies is based on their major sources of revenue
Source: [Market data](#) by Xignite 2019

The number of establishments increased by 11.7% in 2016

Business demographics: firms and establishments (1/2)

Total number of firms¹ and establishments² with paid employees over time



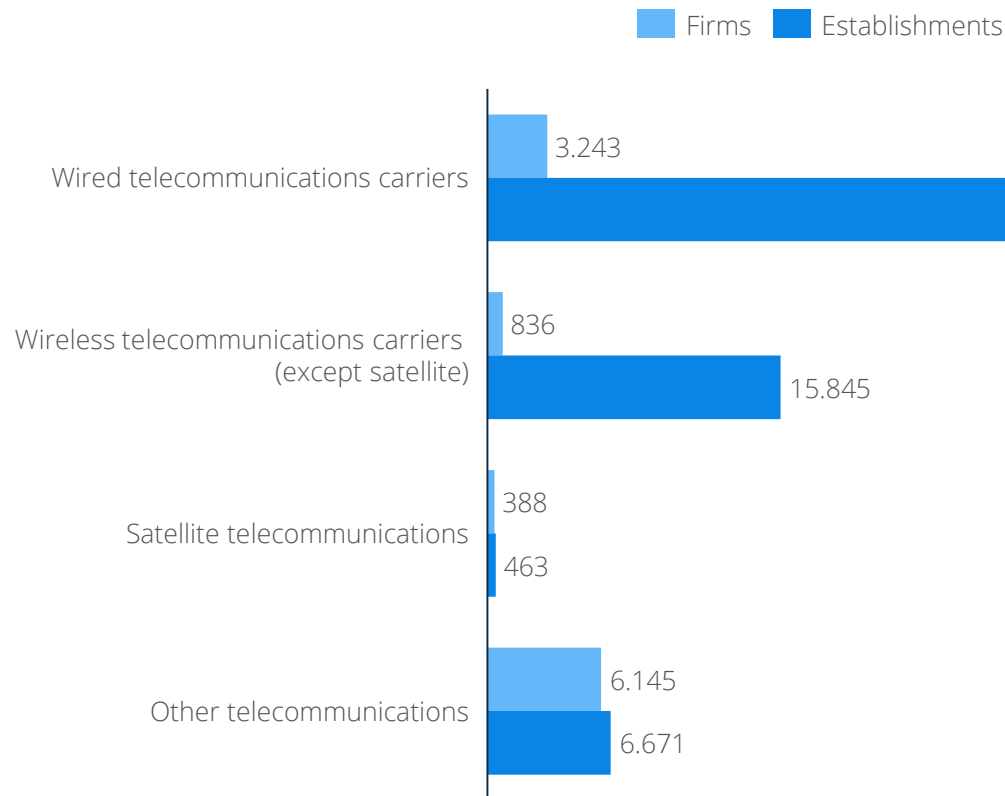
1: Business organization consisting of one or more domestic establishments in the same state and industry that were specified under common ownership or control 2: Single physical location at which business is conducted or services or industrial operations are performed

Source: [U.S. Census Bureau](https://www.census.gov)

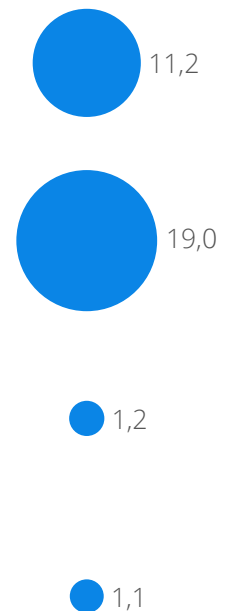
In 2016, 36,257 establishments were active in "Wired telecommunications carriers"

Business demographics: firms and establishments (2/2)

Total number of firms and establishments¹ by subcategory 2016



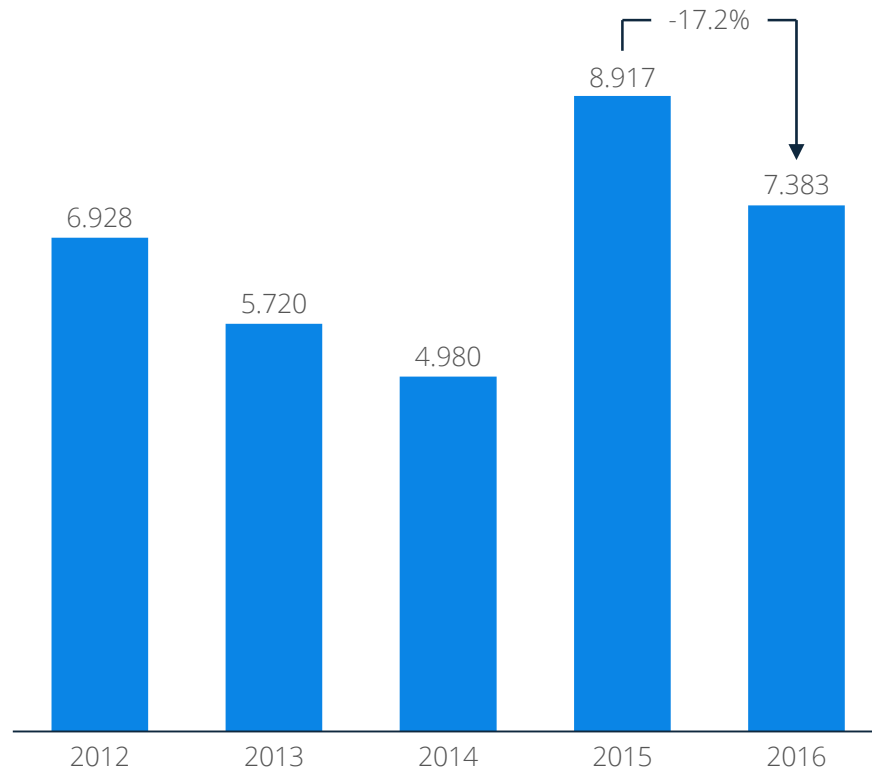
Average number of establishments per firm



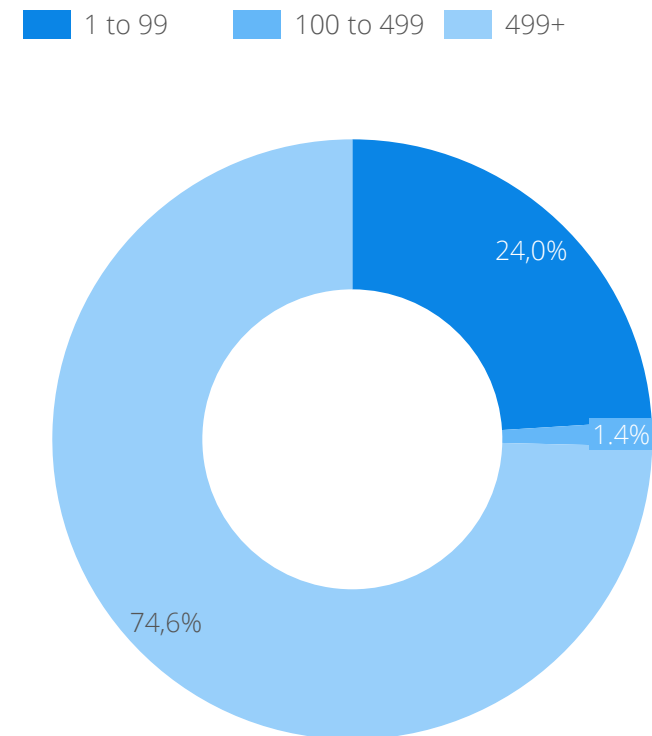
The number of establishment births decreased by 17.2% in 2016

Business demographics: establishment births

Number of establishment births¹



Establishment births by enterprise size² in 2016



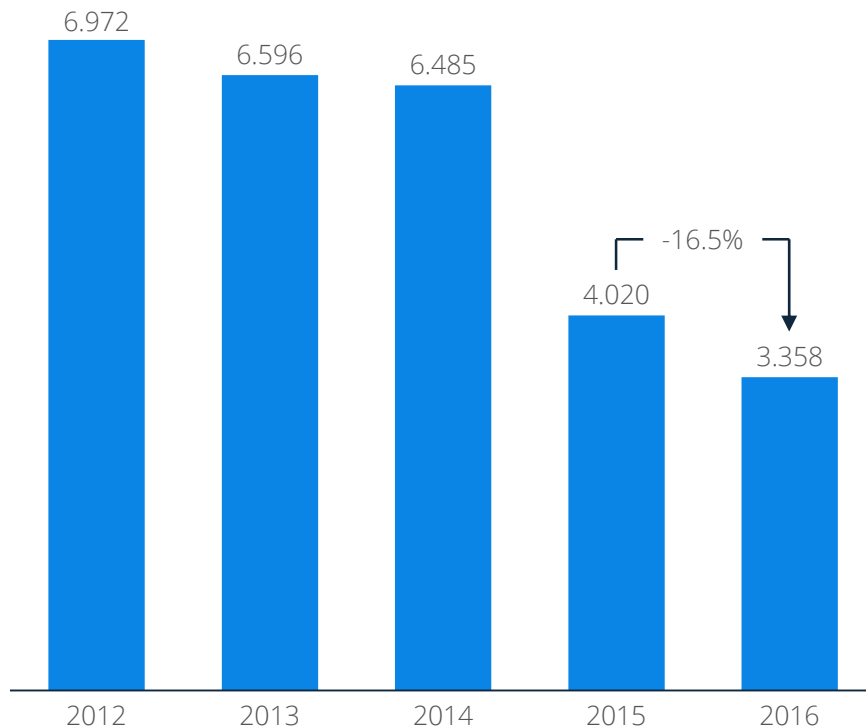
1: Zero employment in the first quarter of the initial year and positive employment in the first quarter of the subsequent year; covers establishments with paid employees 2: Determined by the summed employment of all associated establishments

Source: [U.S. Census Bureau](https://www.census.gov)

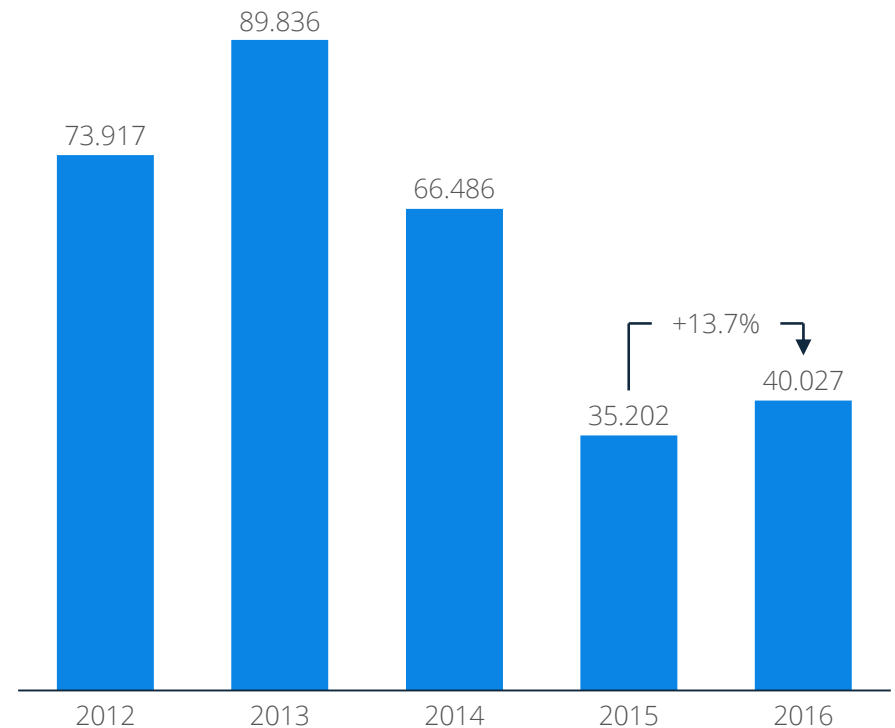
The number of establishment deaths decreased by 16.5% in 2016

Business demographics: establishment deaths

Number of establishment deaths¹



Employment losses due to establishment deaths²



1: Positive employment in the first quarter of the initial year and zero employment in the first quarter of the subsequent year; covers establishments with paid employees 2: Decreased employment between the first quarter of 2015 and the first quarter of 2016

Source: [U.S. Census Bureau](https://www.census.gov)



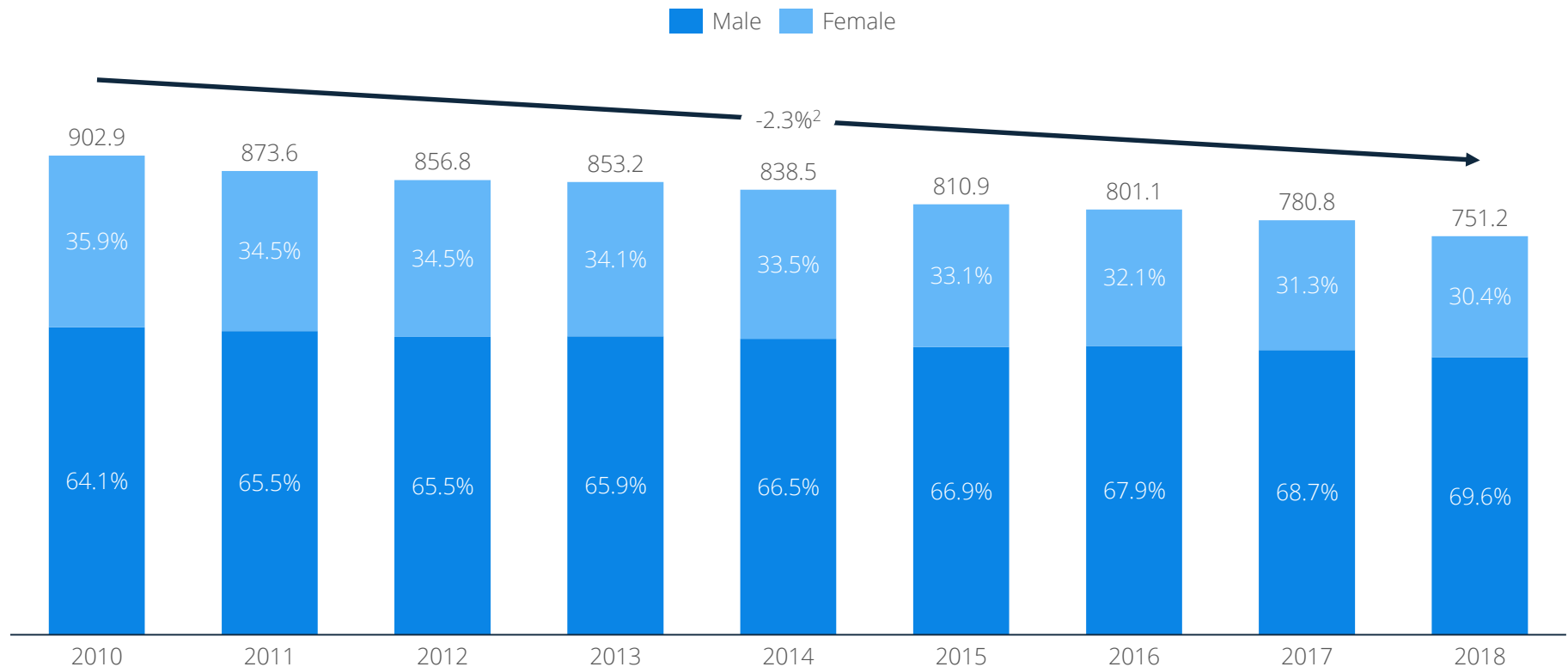
EMPLOYEES AND SALARIES

- Employment
- Weekly hours worked
- Unemployment
- Wages
- Degrees

The number of employees decreased by 2.3% p.a. from 2010 to 2018

Employment: total employees

Total number of employees¹ in thousand



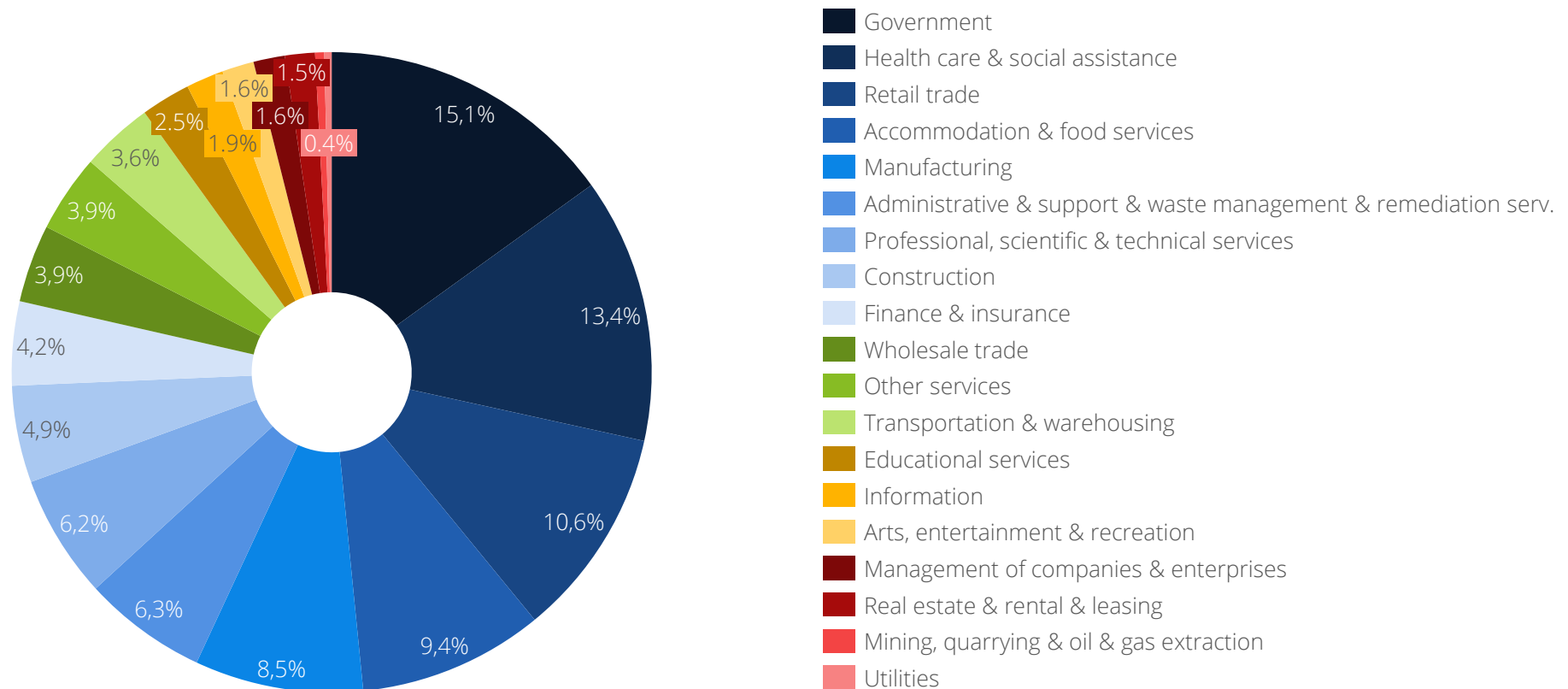
1: Average of non-seasonally adjusted monthly values, includes the total number of persons on establishment payrolls employed full- or part-time who received pay for any part of the pay period that includes the 12th day of a month 2: CAGR: Compound Annual Growth Rate / average growth rate per year

Source: [U.S. Bureau of Labor Statistics](https://www.bls.gov/)

With a share of 1.9%, "Information" has the 14th highest share of employment

Employment: sector distribution

Share of employees¹ in 2018



1: Average of non-seasonally adjusted monthly values, includes the total number of persons on establishment payrolls employed full- or part-time who received pay for any part of the pay period that includes the 12th day of a month

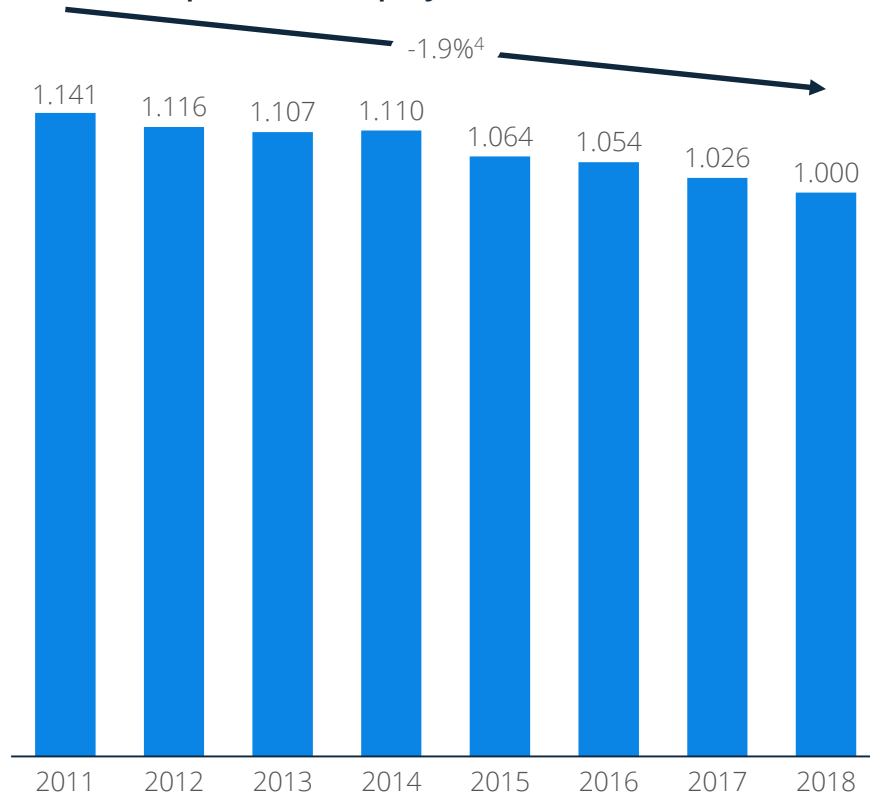
Source: [U.S. Bureau of Labor Statistics](https://www.bls.gov/)

The number of full-time employees decreased by 1.9% p.a. from 2011 to 2018

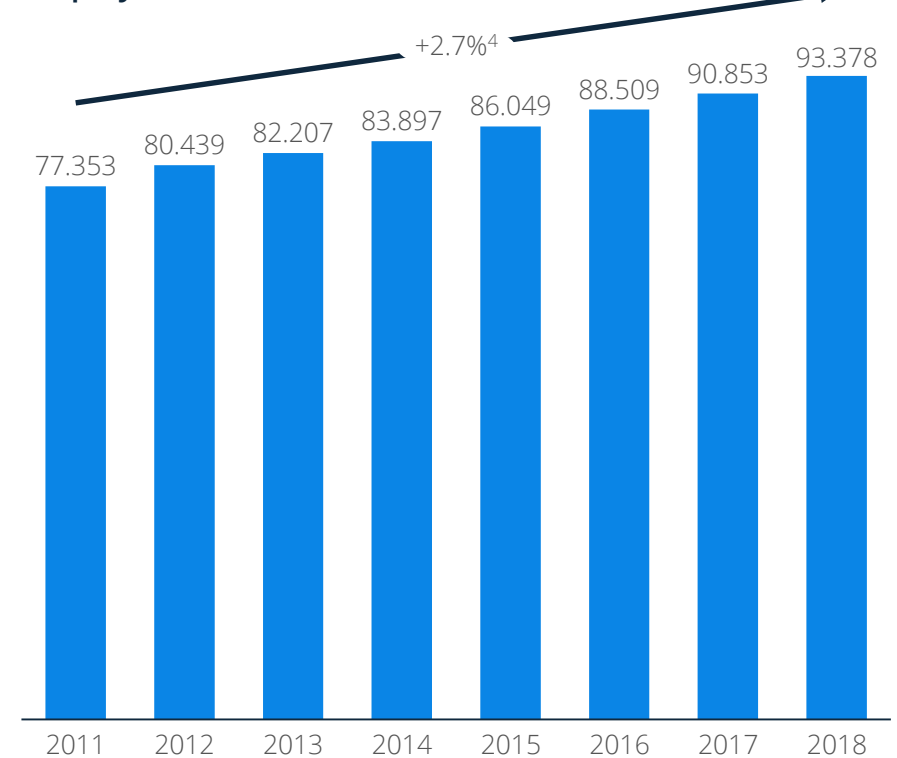
Employment: full-time equivalents

NAICS code
515-517

Full-time equivalent employees^{1,2} in thousand



Wage and salary accruals^{2,3} per full-time equivalent employee in US\$



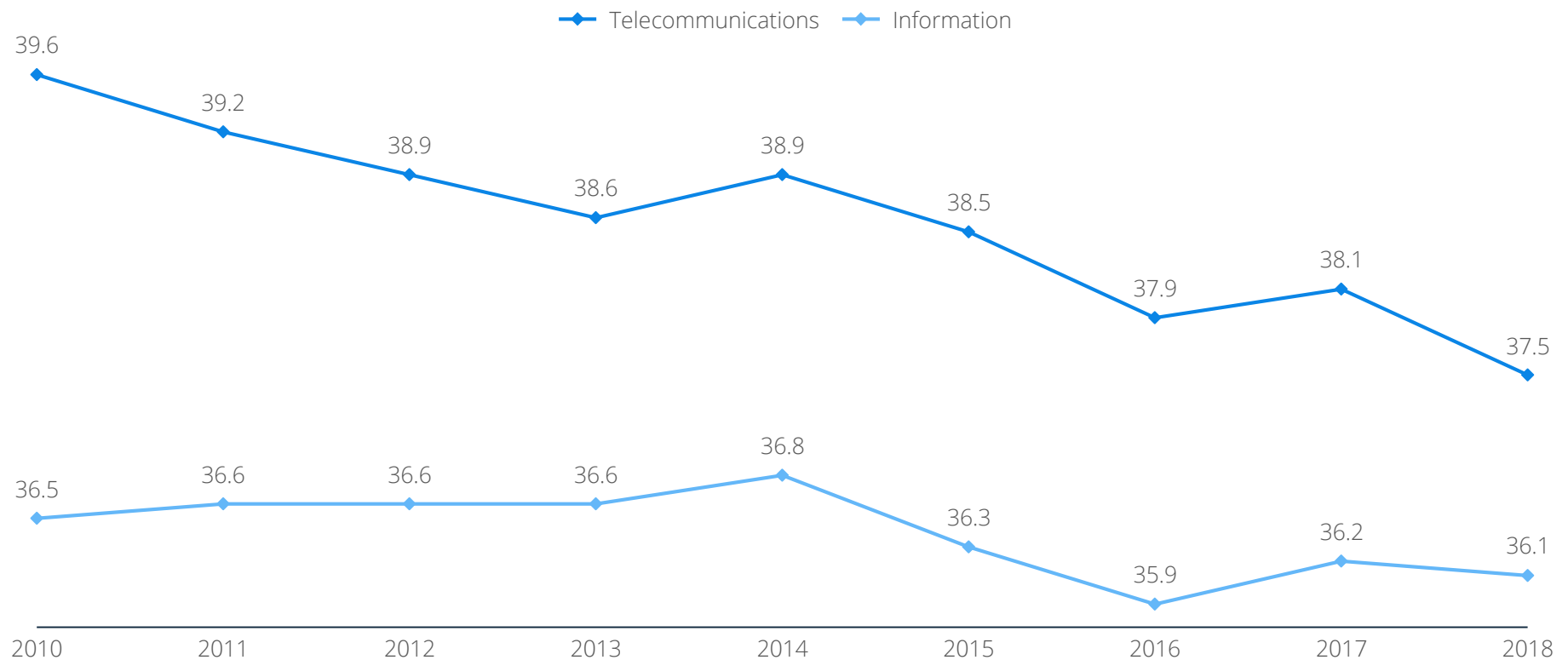
1: Product of the total number of employees and the ratio of average weekly hours per employee for all employees to average weekly hours per employee on full-time schedules 2: Data is referring to "Broadcasting and telecommunications" (NAICS 515-517) 3: Monetary remuneration of employees 4: CAGR: Compound Annual Growth Rate / average growth rate per year

Source: [Bureau of Economic Analysis](#)

Working hours in the industry were above the sector level in 2018

Weekly hours worked

Average weekly working hours of all payroll employees



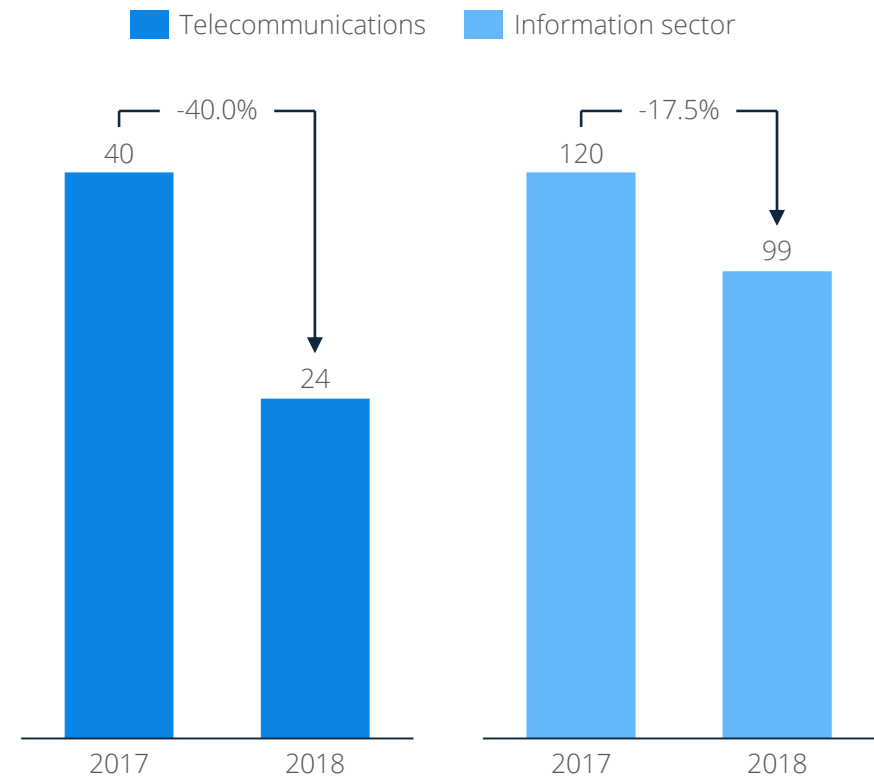
The unemployment rates in the industry are lower than the sector rates

Unemployment

Unemployment rates¹

	2016	2017	2018
<i>Telecommunications</i>			
Total	3.3%	4.5%	2.7%
♂	3.2%	4.2%	3.0%
♀	3.4%	5.1%	2.0%
<i>Information sector</i>			
Total	4.6%	4.5%	3.7%
♂	4.3%	4.4%	4.0%
♀	5.0%	4.6%	3.1%

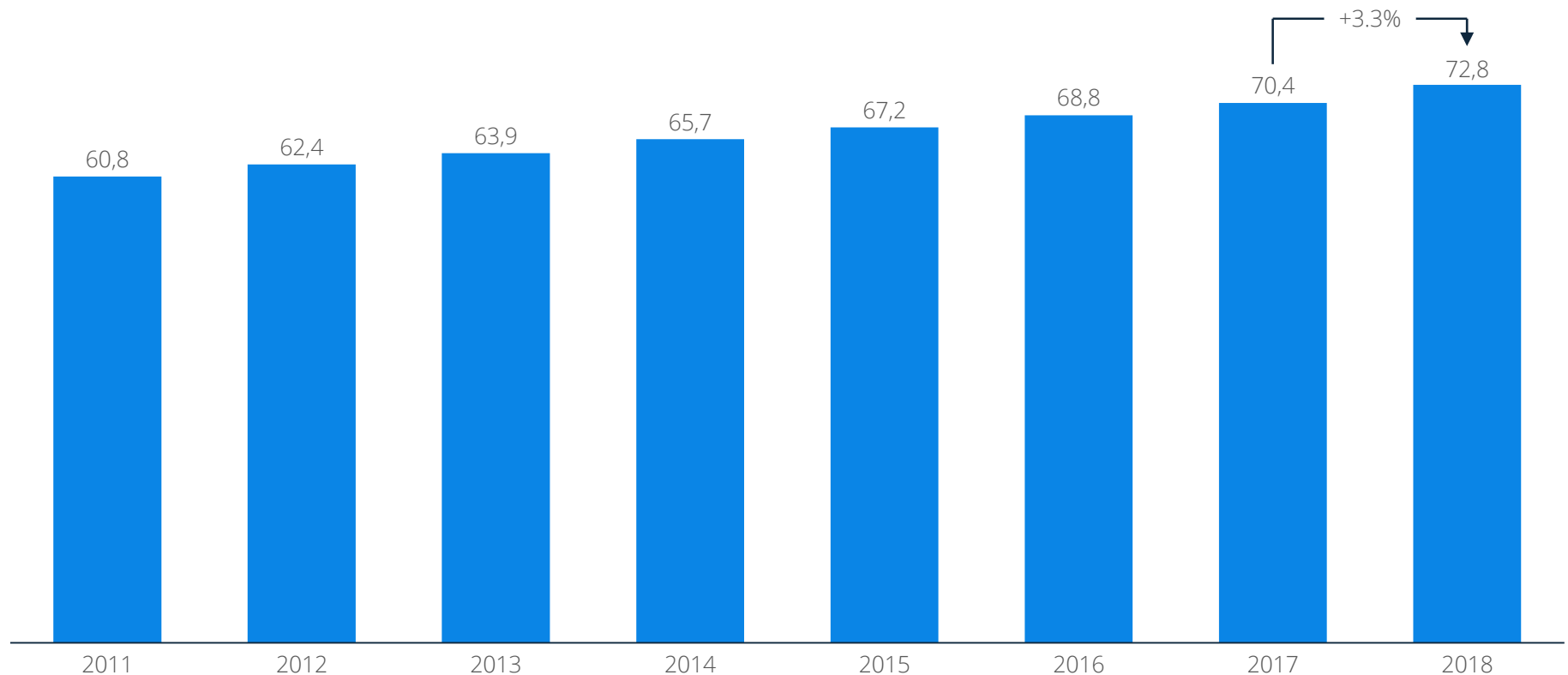
Number of unemployed¹ people in thousand



The annual mean wage increased by 3.3% in 2018

Wages (1/3)

Annual mean wage¹ in thousand US\$



1: Annual wages have been calculated by multiplying the "hourly mean wage" by 2,080 hours. They include base rate, cost-of-living allowances, guaranteed pay, hazardous duty pay, incentive pay, including commissions and production bonuses, and tips. Excluded from the wage data are back pay, jury duty pay, overtime pay, severance pay, shift differentials, nonproduction bonuses, and tuition reimbursements

Source: [U.S. Bureau of Labor Statistics](https://www.bls.gov/)

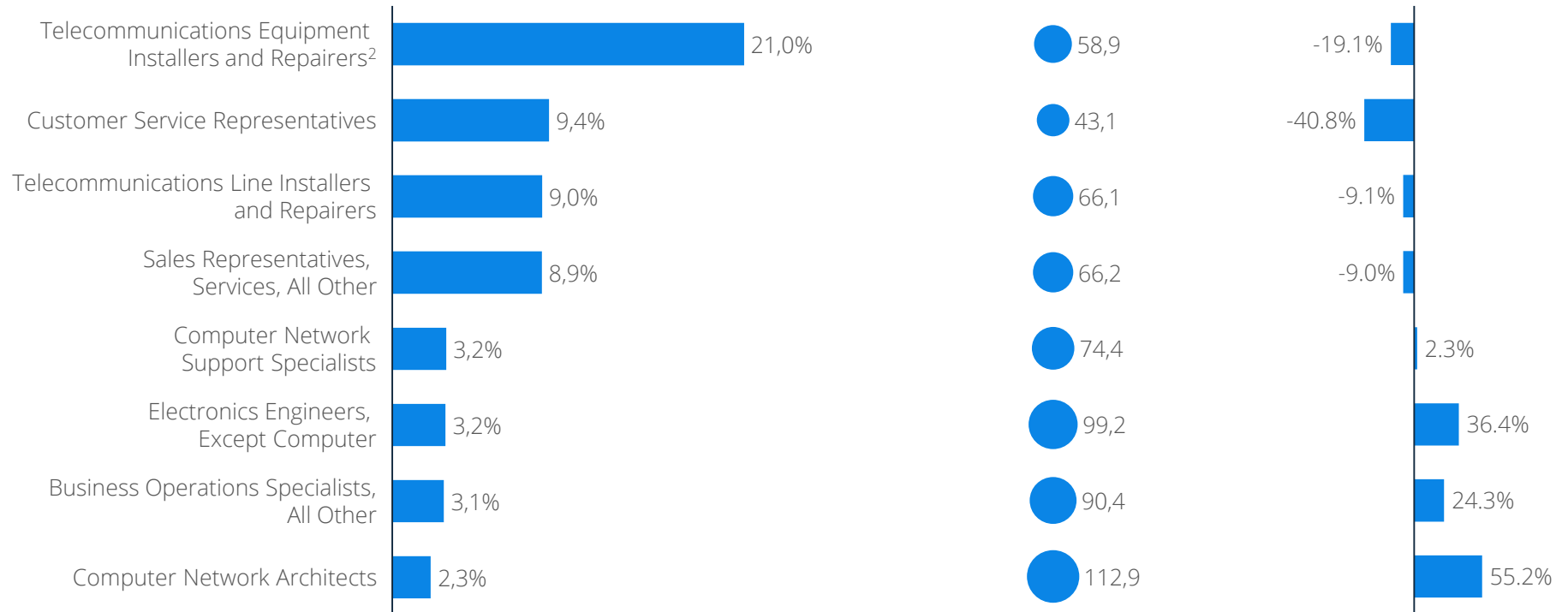
"Telecommunications Equipment Installers and Repairers," are the largest occupation group

Wages (2/3)

Occupations with the highest industry employment¹ in 2018

Annual mean wage³ in thousand US\$

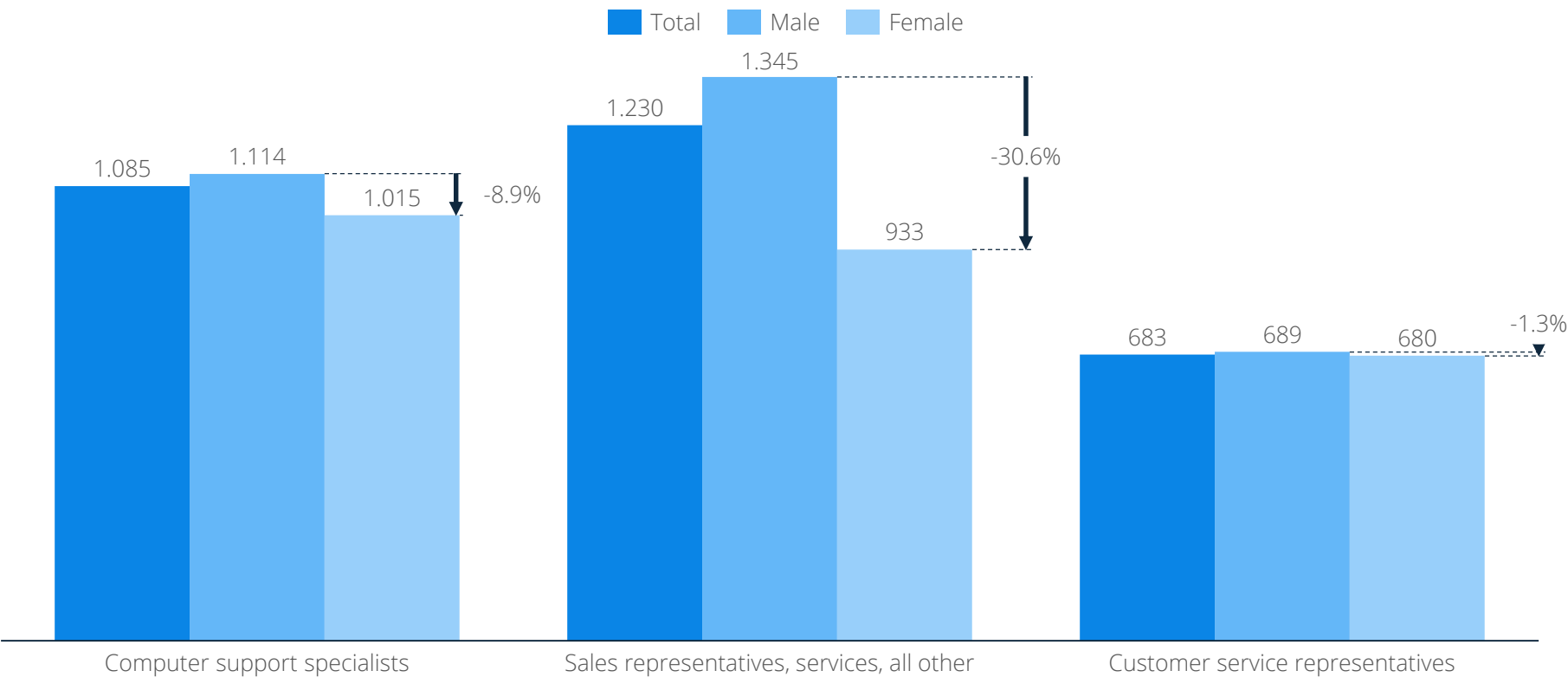
Deviation from industry mean wage



Female employees earn less than male employees

Wages (3/3)

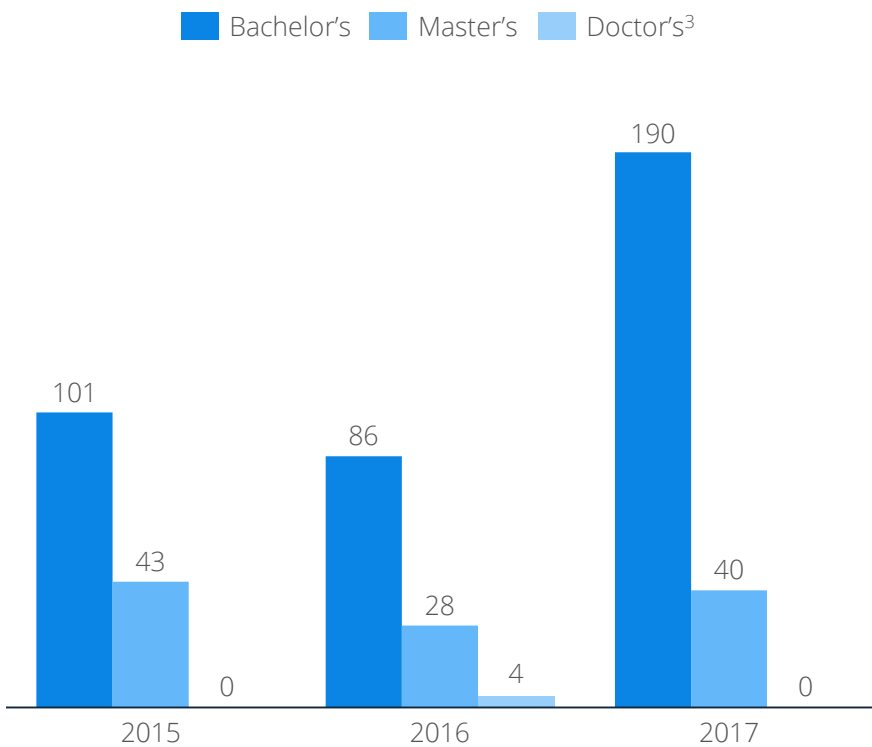
Median weekly earnings¹ in US\$ in 2018



230 degrees were awarded in "Communications technology/technician" in 2017

Degrees

Number of degrees^{1,2} in "Communications technology/technician"



Degrees¹ in "Communications technology/technician" in 2017

	Total	♂	♀
Bachelor's	190	80%	20%
Master's	40	43%	58%
Doctor's ³	0		

Note: Degree holders in the above-mentioned field of study do not necessarily work in the industry
1: Conferred by postsecondary institutions 2: Data refers to the school years 2014/2015, 2015/2016, and 2016/2017 3: Includes Ph.D., Ed.D., and comparable degrees at the doctoral level. Includes most degrees formerly classified as first-professional, such as M.D., D.D.S., and law degrees
Source: [National Center for Education Statistics](#)



RESEARCH AND DEVELOPMENT

- Intensity
- Employment

On average, the total R&D spending increased by 8.0% p.a. from 2014 to 2017

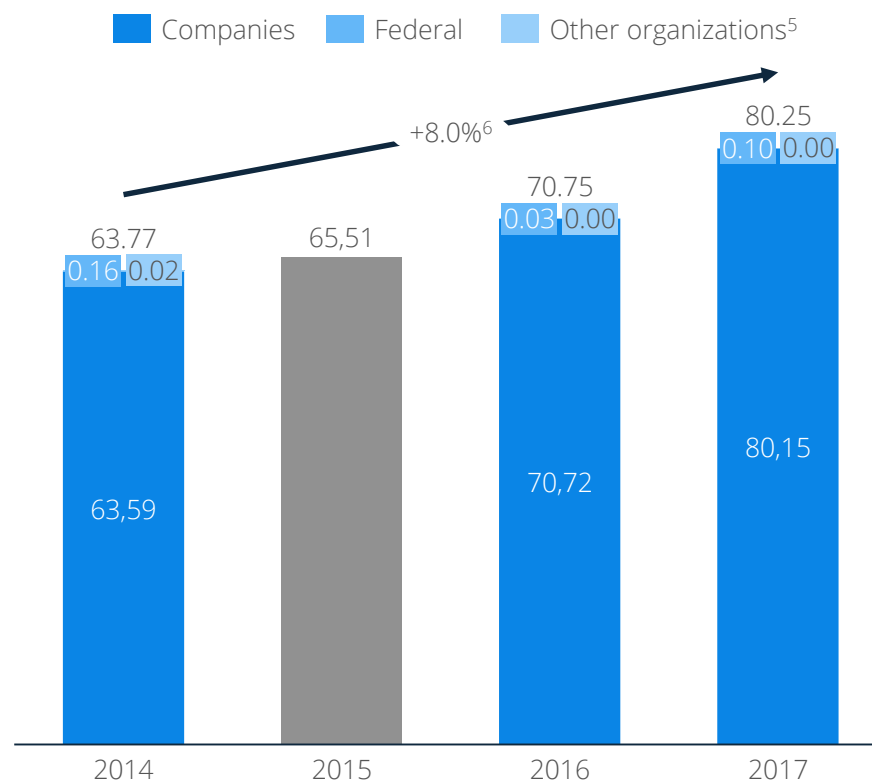
Intensity

NAICS code
51

Comparison of R&D intensity¹

Sector/industry ²	2016	2017
All industries	4.1%	4.1%
Manufacturing industries	4.6%	4.7%
Chemicals	7.1%	8.3%
Pharmaceutical and medicine manufacturing	11.2%	14.2%
Machinery	4.2%	4.1%
Computer/electronic products	9.8%	11.3%
Electrical equip., appl., and comp.	3.2%	3.8%
Information	6.6%	6.7%
Software publishers	8.5%	14.9%
Finance/insurance	1.0%	1.0%
Professional/scientific/tech. services	8.9%	9.2%
Scientific R&D services	22.3%	25.1%

Spending on business R&D³ in billion US\$⁴



1: Ratio between domestic R&D and domestic net sales 2: Covers for-profit, non-farm companies that have 5 or more domestic employees, that are publicly or privately held, and that perform or fund R&D or engage in innovative activities in the U.S. 3: Performed in the U.S.

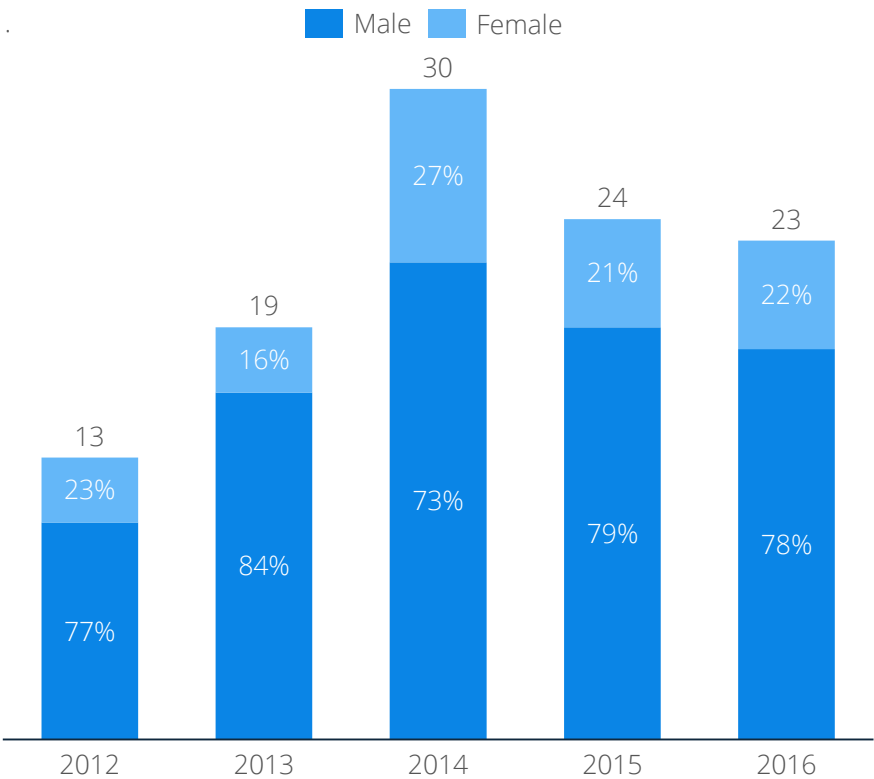
4: Data is referring to "Information" (NAICS 51) 5: E.g. U.S. state government agencies and laboratories (\$0.1 billion), foreign government agencies and laboratories 6: Compound Annual Growth Rate / average growth rate per year

Source: [National Science Foundation](#)

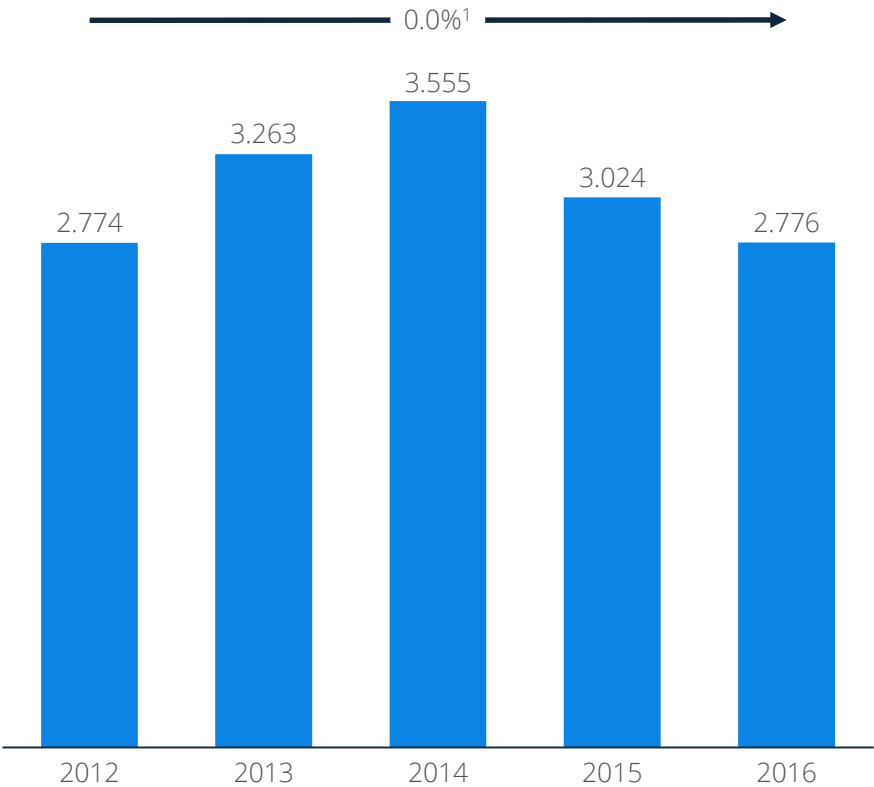
On average, the number of patents issued remained stable from 2012 to 2016

Employment

Domestic R&D employment in thousand



Number of patents issued



Note: Percentages may not total 100 due to rounding
1: Compound Annual Growth Rate / average growth rate per year
Source: [National Science Foundation](#)



APPENDIX

- Data description and methods
- Authors

Methodology, classification and data used in this report

Data description and methods (1/2)

Data sources

The Statista Industry Reports package and present quantitative data from many private and public sources of information. These sources include the U.S. Census Bureau, U.S. Bureau of Economic Analysis, U.S. Bureau of Labor Statistics, National Center for Education Statistics, National Science Foundation, U.S. Patent and Trademark Office), and Statista itself. The data sources are indicated in footnotes throughout the report.

NAICS-Classification

The North American Industry Classification System (NAICS) was introduced by the statistical bureaus of Mexico, Canada, and the United States in 1997 to replace the Standard Industrial Classification (SIC) system. It is designed to align with the United Nations Statistical Office's International Standard Industrial Classification (ISIC) system. The initial two digits indicate the largest sector. The third digit indicates the subsector, while the fourth digit indicates the industry group. The classification system is modified every five years with the last three changes occurring in the years 2007, 2012, and 2017. Detailed information about the different classifications can be found on the homepage of the [U.S. Census Bureau](#)

Forecasts and estimates

Certain diagrams within this Industry Report include estimates or forecast values for the years 2018 to 2023. Estimated values and their sources are indicated in footnotes throughout the report.

Data indicator

NAICS-code
XX

This box in the top right corner indicates that the slide data is either aggregated or from the industry that the report industry is included within.

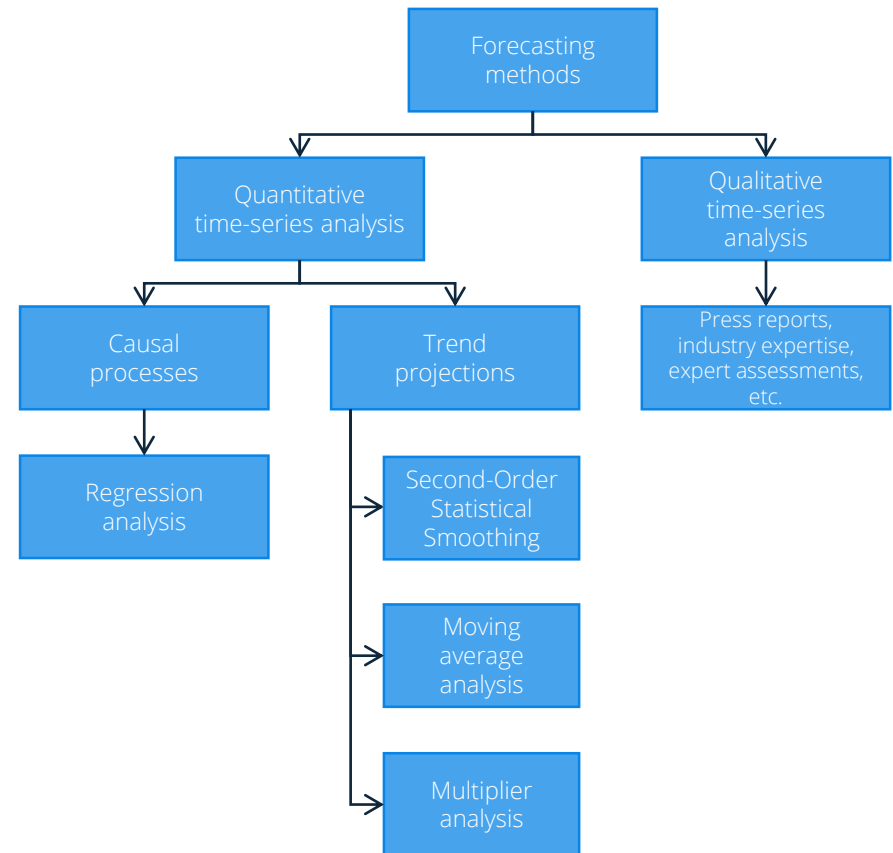
About the forecasting methods

Data description and methods (2/2)

Depending on the availability of data and the quality of the data time range, the following methods were used to prepare forecasts: trend analysis (moving average analysis, second-order statistical smoothing, and multiplier analysis), linear regressions, as well as subjective estimates. These estimates reflect years of industry expertise and vast know-how.

Industry-specific sales, revenue, and shipment calculations were made according to the relevant economic and business indicators, such as:

- The general macro-economic developments within the economy (gross domestic product)
- U.S. foreign trade developments (import and export numbers)
- The development of U.S. household disposable income numbers
- The development of U.S. domestic household consumption differentiated according to expenditures (such as, expenses related to foods, drinks, and transportation, as well as accommodation and restaurant expenses)



Cost benchmark

Industry definition (1/2)

Electronic technology: Computer and peripheral equipment manufacturing (3341), Communications equipment manufacturing (3342), Semiconductor and other electronic component manufacturing (3344), Electrical equipment manufacturing (3353), Other electrical equipment and component manufacturing (3359), Aerospace product and parts manufacturing (3364)

Consumer non-durables: Food manufacturing (311), Chemical manufacturing (325), Beverage manufacturing (3121), Tobacco manufacturing (3122), Apparel manufacturing / leather and allied product manufacturing (315/316)

Producer manufacturing: Machinery manufacturing (333), Electrical equipment, appliance, and component manufacturing (335), Metalworking machinery manufacturing (3335), Motor vehicle body and trailer manufacturing (3362), Motor vehicle parts manufacturing (3363), Office furniture (including fixtures) manufacturing (3372), Office supplies (except paper) manufacturing (3372), Building products, industrial conglomerates and miscellaneous manufacturing

Consumer durables: Electrical equipment, appliance, and component manufacturing (335), Furniture and related product manufacturing (337), Hardware manufacturing (3325), Motor vehicle manufacturing (3361), Motor vehicle parts manufacturing (3363), Miscellaneous manufacturing (339), Ship and boat building (336)

Commercial services: Advertising, public relations, and related services (5418), Employment services (5613), Business support services (5614), Administrative and support and waste management and remediation services (56)

Technology services: Data processing, hosting, and related services (518), Other information services (519), Software publishers (5112)

Consumer services: Information (51), Other services (except public administration) (81), Publishing industries (except internet) (511), Motion picture and sound recording industries (512), Broadcasting (except internet) (515), Broadcasting (except internet) (515), Food services and drinking places (722), Gambling industries (7132), Traveler accommodation (7211), Newspaper publishers (51111)

Health services: Ambulatory health care services (621), Insurance carriers (5241), Medical and diagnostic laboratories (6215), Hospitals (622), Nursing and residential care facilities (623)

Cost benchmark

Industry definition (2/2)

Retail trade: Electronics and appliance stores (443), Building material and garden equipment and supplies dealers (444), Food and beverage stores (446), Health and personal care stores (446), Clothing and clothing accessories stores (448), General merchandise stores (452), Electronic shopping and mail-order houses (4541)

Overview of the Industry Reports U.S. (1/3)



Agriculture, Forestry, Fishing
& Hunting (NAICS 11)



Manufacturing: Printing
(NAICS 323)



Manufacturing: Electrical Equipment
& Supplies (NAICS 335)



Utilities
(NAICS 22)



Manufacturing: Chemicals
(NAICS 325)



Manufacturing: Automotive Industry
(NAICS 3361-3363)



Construction
(NAICS 23)



Manufacturing: Pharmaceuticals
& Medicine (NAICS 3254)



Wholesale Trade
(NAICS 42)



Manufacturing: Food
(NAICS 311)



Manufacturing: Plastics & Rubber
(NAICS 326)



Retail: Car Dealers
(NAICS 441)



Manufacturing: Beverages
(NAICS 3121)



Manufacturing: Machinery
(NAICS 333)



Retail: Furniture
(NAICS 442)



Manufacturing: Fashion & Textiles
(NAICS 313-316)



Manufacturing: Computers &
Electronics (NAICS 334)



Retail: Consumer Electronics
(NAICS 443)

Overview of the Industry Reports U.S. (2/3)



Retail: Building, Home & Garden
(NAICS 444)



Transportation: Air
(NAICS 481)



Motion Pictures, Music & Television
(NAICS 512, 515)



Retail: Food & Beverages
(NAICS 445)



Transportation: Rail
(NAICS 482)



Telecommunications
(NAICS 517)



Retail: Drugstores
(NAICS 446)



Transportation: Water
(NAICS 483)



Data Hosting & Computing
(NAICS 518)



Retail: Gasoline Stations
(NAICS 447)



Transportation: Trucks
(NAICS 484)



Banking & Finance
(NAICS 521-523, 525)



Retail: Fashion
(NAICS 448)



Warehousing & Storage
(NAICS 493)



Insurance
(NAICS 524)



Retail: Sports, Hobbies, Books
& Music (NAICS 451)



Publishing¹
(NAICS 511)



Real Estate
(NAICS 531)

Overview of the Industry Reports U.S. (3/3)



Rental & Leasing
(NAICS 532)



Health Care
(NAICS 621-623)



Accommodation
(NAICS 721)



Waste Management & Recycling
(NAICS 562)



Amusement, Gambling & Leisure
(NAICS 713)



Restaurants & Nightlife
(NAICS 722)



Education
(NAICS 61)

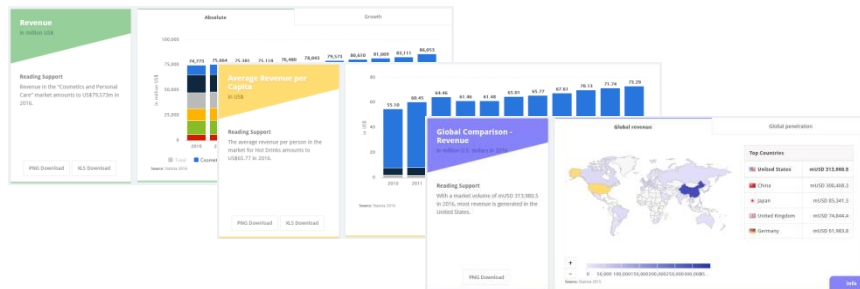
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Accessories



Alcoholic Drinks



Apparel



Consumer Electronics



Beauty & Personal Care



Eyewear



Food



Footwear



Furniture



Home & Laundry Care



Hot Drinks



Household Appliances



Non-Alcoholic Drinks



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Luxury Goods



Tissue & Hygiene Paper



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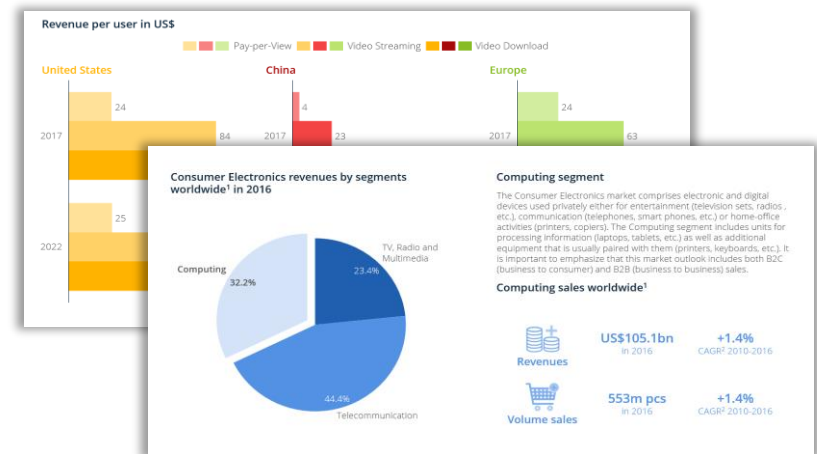
Consumer surveys and expert interviews



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Market sizing and forecasts



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