

INDUSTRIES & MARKETS

Global Arts, Entertainment & Recreation – Industry Insights & Data Analysis



GLOBAL INDUSTRY REPORTS

Gain valuable insights into your industry

Dear Reader,

Find out more about the "Arts, Entertainment & Recreation" industry in our report focusing on key industry figures such as the financial numbers, trade, investment, companies, employment, and research & innovation.

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

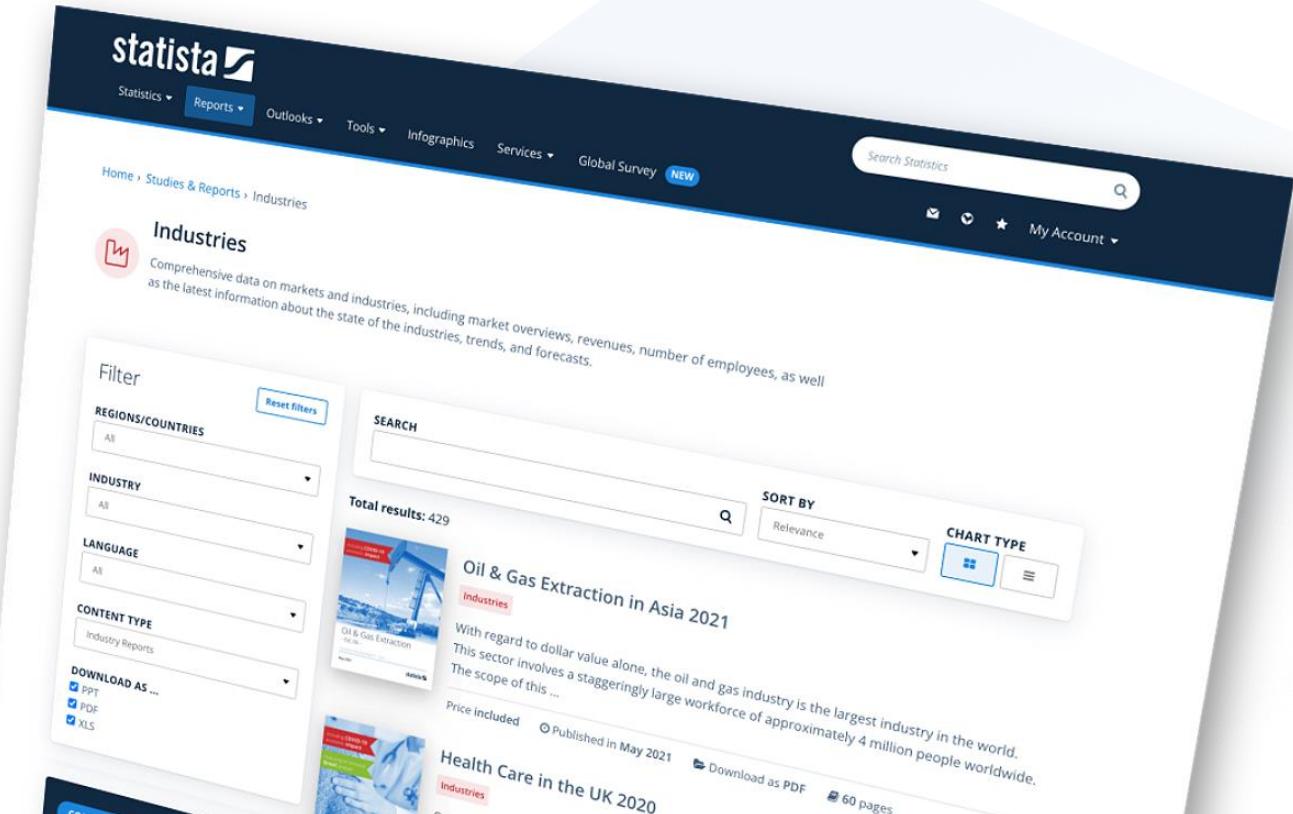
Gain insight into the major trends in the "Arts, Entertainment & Recreation" industry in order to assess the risks and opportunities relevant for domestic and international business.

We wish you a valuable and informative reading experience.

Leonie & Huutam

Go to Reports

Find out more on:
[statista.com/studies-and-reports/industries](https://www.statista.com/studies-and-reports/industries)



The screenshot shows the Statista website's 'Industries' section. On the left, there is a 'Filter' sidebar with dropdown menus for 'REGIONS/COUNTRIES' (set to 'All'), 'INDUSTRY' (set to 'All'), 'LANGUAGE' (set to 'All'), and 'CONTENT TYPE' (set to 'Industry Reports'). Below these are download options: 'DOWNLOAD AS...' with checkboxes for PPT, PDF, and XLS, and a 'CORPORATE FLAT RATE' button. The main area features a search bar with 'Total results: 429'. A card for 'Oil & Gas Extraction in Asia 2021' is displayed, followed by a card for 'Health Care in the UK 2020'. At the bottom, there are icons for 'Global', 'Europe', 'Asia', 'Germany', 'United States', and 'United Kingdom'.

Agenda

01 Introduction

Industry Definition
Key Figures
Impact of Russia's War Against Ukraine
Fiscal Measures Against COVID-19

02 Financial Numbers

Industry Revenue
Market Outlook Data

03 Trade and Investment

Exports and Imports
Foreign Direct Investment (FDI)
Mergers and Acquisitions (M&A)

04 Companies

Selected Top Companies

05 Employees and Salaries

Employment Share
Weekly Hours Worked

06 Research and Innovation

Spending
Personnel

07 Appendix

Authors
Data Description and Methods
Statista Product Information

The Global Industry Report

Executive summary

- In this industry, the United Kingdom had the highest revenue in 2021
- Revenue in the United Kingdom is projected to reach US\$16.3bn in 2025
- At 164.1% from 2015 to 2025, Germany's revenue growth rate in this industry will be the highest
- For "Personal, cultural, and recreational services", the United States, Malta, Sweden, and the United Kingdom are top exporters
- FDI projects experienced a value growth of -41.7% from 2020 to 2021 in the "Entertainment" industry
- The Walt Disney Co. registered the largest revenue in the "Arts, entertainment and recreation" industry
- The number of employees in the "Arts, entertainment and recreation, and other services" industry increased by 0.6% from 2016 to 2021
- In 2018-2019, the United Kingdom had the highest amount of R&D personnel in the "Arts, entertainment and recreation" industry



CHAPTER 1

Introduction



Industry Definition

Arts, Entertainment & Recreation – ISIC Code R

This section includes a wide range of activities to meet varied cultural, entertainment and recreational interests of the general public, including live performances, operation of museum sites, gambling, sports and recreation activities.

Subcategories included in this industry

- 90: Creative, arts and entertainment activities
- 91: Libraries, archives, museums and other cultural activities
- 92: Gambling and betting activities
- 93: Sports activities and amusement and recreation activities

The Russia-Ukraine war has caused huge humanitarian and economic consequences

Russia-Ukraine War: Overview

The Russian invasion of Ukraine started on February 24, 2022. Attacks by Russian forces were reported in major cities across Ukraine, including Berdyansk, Chernihiv, Kharkiv, and the capital Kyiv. Western officials claimed that by scope, the war could be the largest in Europe since 1945. Find the latest developments at: [Russia-Ukraine war 2022](#). Serious spill-overs of the war have been already observed in neighbour countries, EU, and the global economy, in almost all major fronts.

Humanitarian Consequences

As of July 24, 2022, the war has caused 12,272 civilian casualties (5,237 killed and 7,035 injured) and forced over 6 million refugees to leave home.

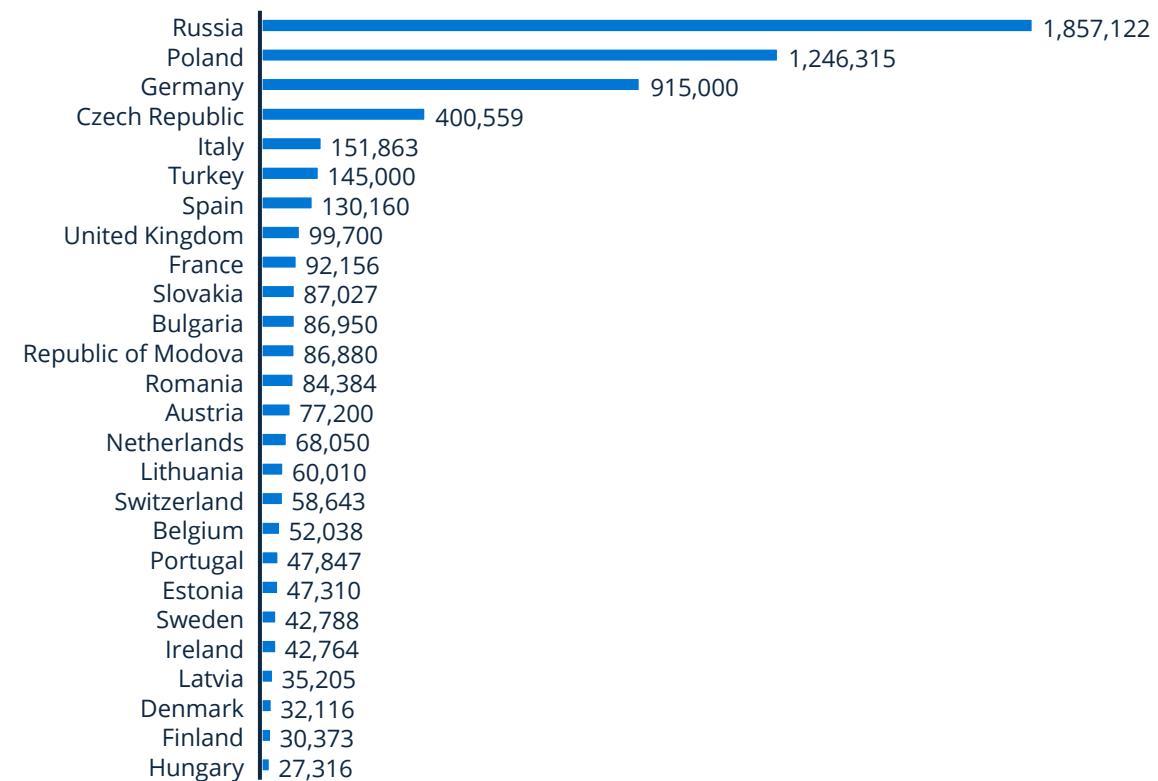
Economic Consequences

The war may lead to a loss of 1% of global GDP growth in 2022 and 0.2% in 2023. Global inflation is projected to be 2-3% higher than the pre-war projections.

Global reactions

As of July 20, 2022, numerous sanctions are imposed on Russian individuals (7,271) and institutions (1,350). Military, financial, and humanitarian aid commitments to Ukraine reached €80.7 billion until July 1, 2022.

Individual refugees from Ukraine recorded across Europe⁽¹⁾



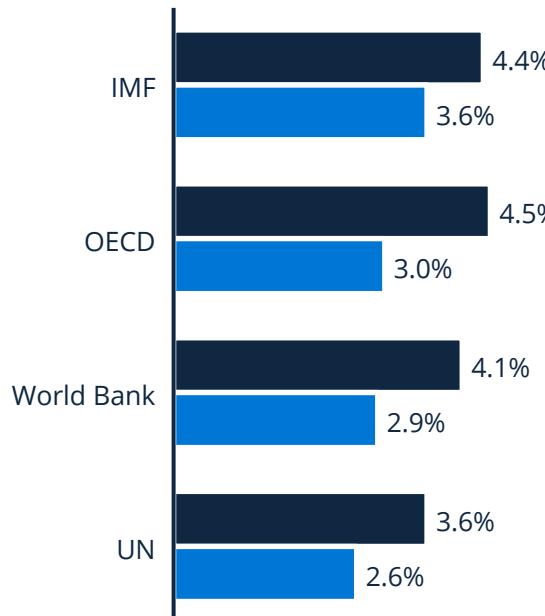
7 | Notes: For the latest updates, see [Statista Russia-Ukraine war 2022 - statistics & facts](#) and [Russia-Ukraine conflict 2021-2022 - statistics & facts](#) (1) As of July 24-26 or the latest, 2022

Sources: Statista 2022; [Özdamar & Shahin 2021](#); [IMF 2022](#); [UN 2022](#); [Kiel Institute 2022](#); [Castellum.AI 2022](#)

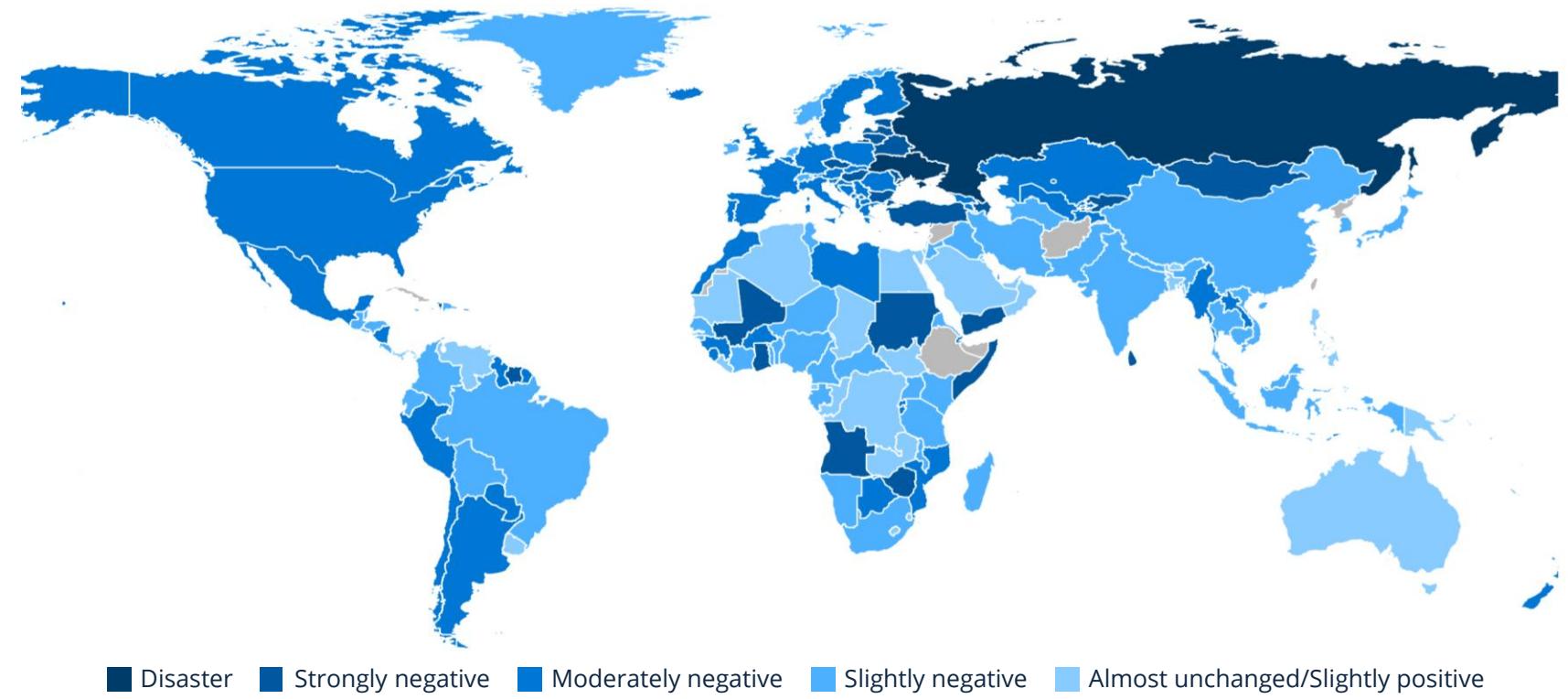
Implications for the global economy due to the Russia-Ukraine war

Russia-Ukraine War: Global Impacts

**2022 global GDP projection revision
by selected institutions⁽¹⁾**



Projected economic situation changes since war⁽²⁾



8

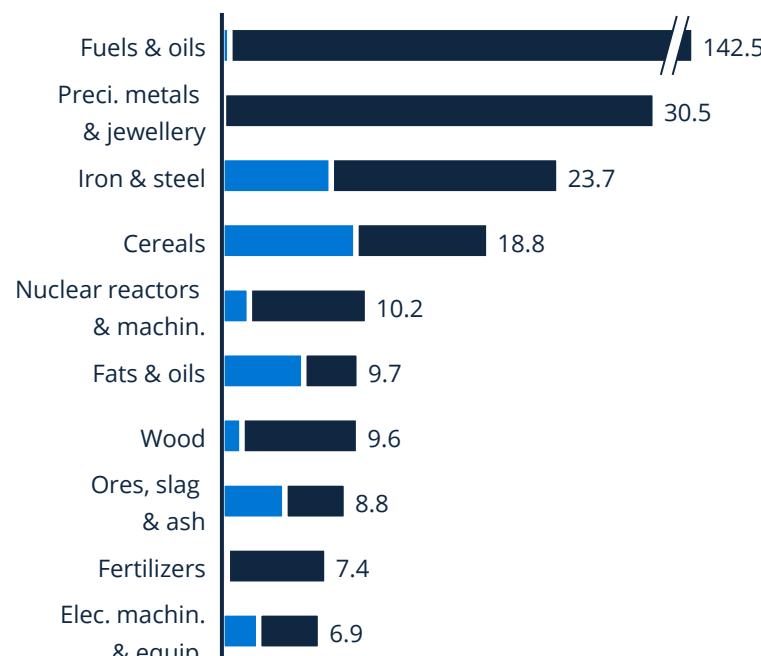
Notes: For the latest updates, see [Statista Russia-Ukraine war 2022 - statistics & facts](#) and [Russia-Ukraine conflict 2021-2022 - statistics & facts](#) (1) Difference between May 2022 (or latest) forecast and pre-war baseline forecast (4.4% WEO IMF Jan 2022) (2) Country groupings are based on the differences between pre-war and current forecasts of 2022 GDP/inflation. GDP/inflation data is published by IMF WEO October 2021 and April 2022

Sources: Statista 2022; [IMF](#) 2022; [UNCTAD](#) 2022; [OECD](#) 2022; [World Bank](#) 2022

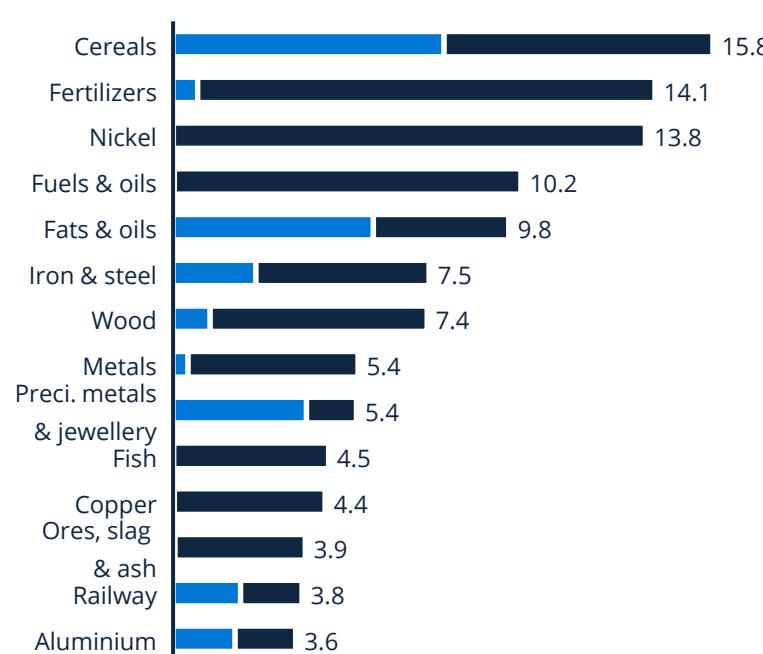
The war has caused strong fluctuations in the global commodities market

Russia-Ukraine War: Trade Impacts

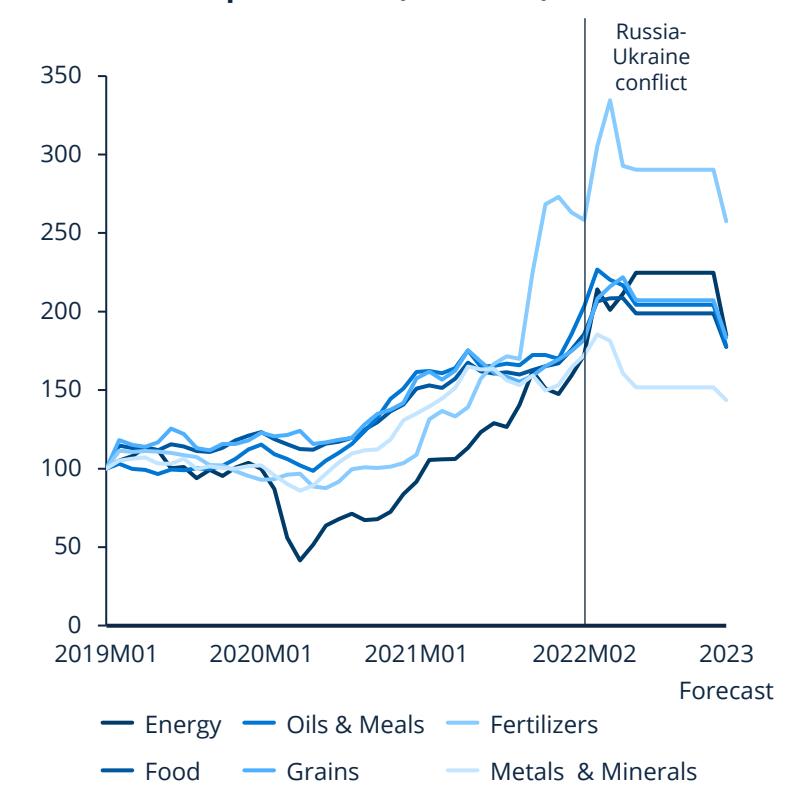
Top products⁽¹⁾ exported by Russia and Ukraine in billion US\$



Top products⁽¹⁾ exported by Russia and Ukraine as % of the global export value



Commodities price index (2019=100)



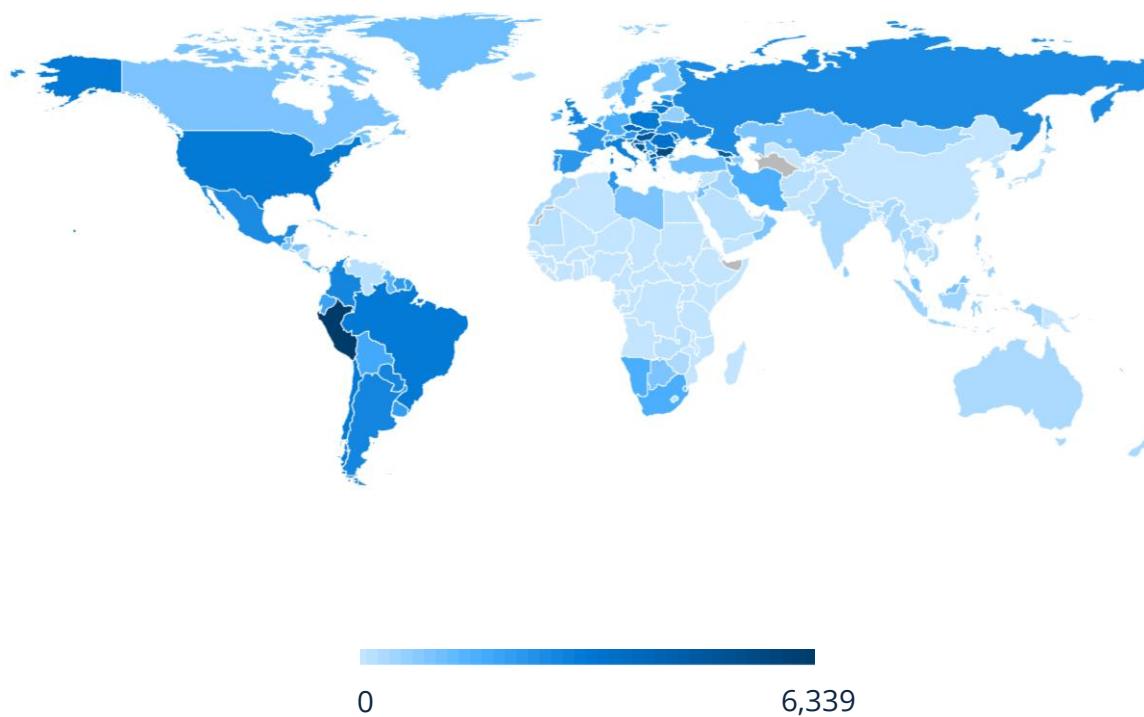
9 | Notes: For the latest updates, see [Statista Russia-Ukraine war 2022 - statistics & facts](#) and [Russia-Ukraine conflict 2021-2022 - statistics & facts](#) (1) Product groupings are based on HS-2 code, data in 2021 or latest

Sources: [UN Comtrade](#) 2022; [Intracen](#) 2022; [World Bank](#) 2022; Statista 2022

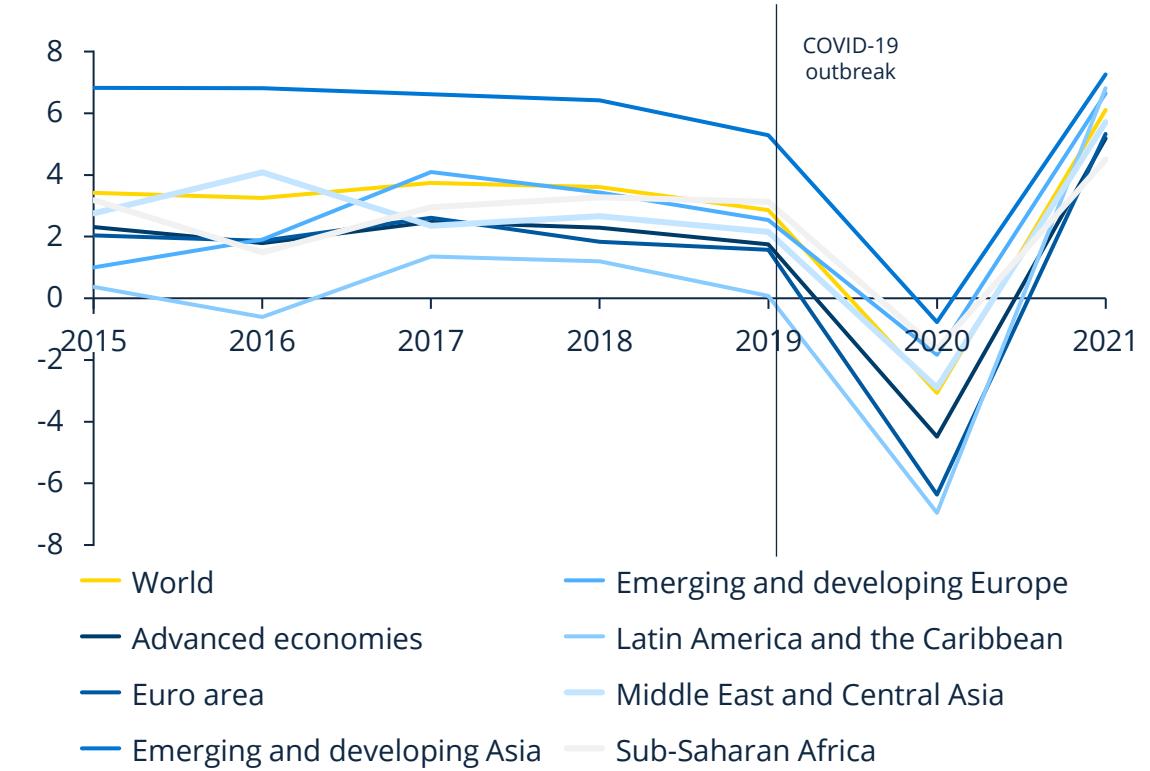
Global COVID-19 pandemic

COVID-19 Overview

Total number of deaths per 1 million population⁽¹⁾



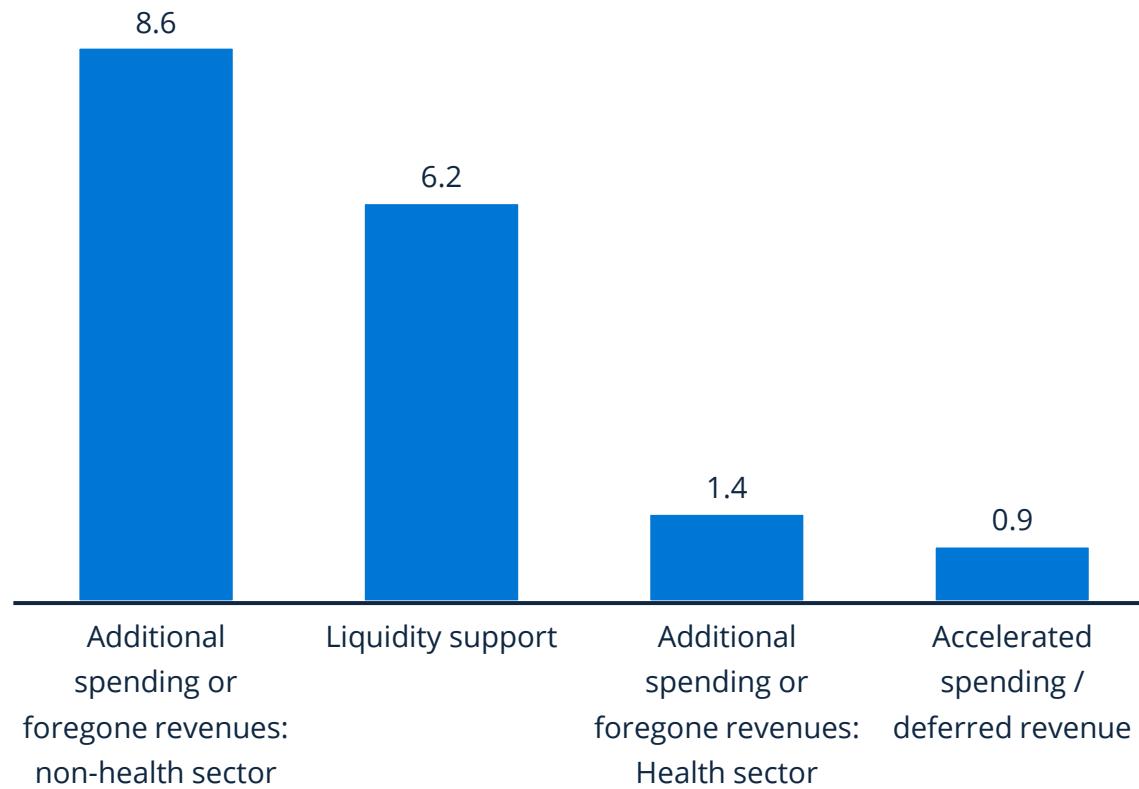
GDP growth rate in %



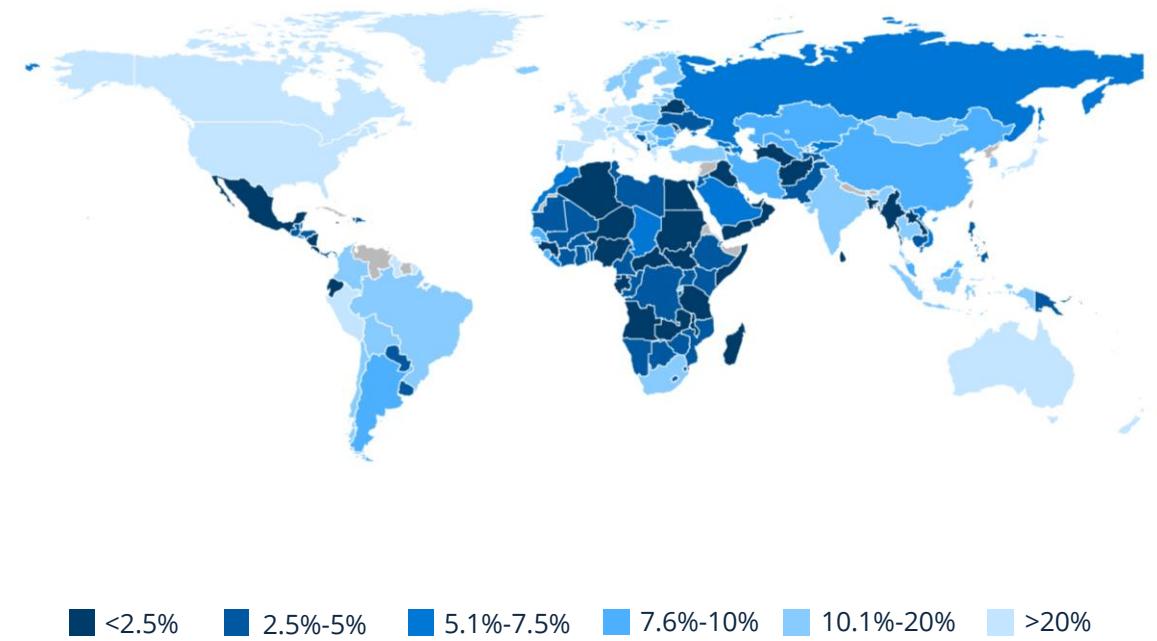
Fiscal measures since Jan 2020 in response to the COVID-19 pandemic have reached 17.3% of global GDP

COVID-19 Fiscal Policy

Global fiscal measures as percentage of 2020 GDP



Fiscal measures as percentage of 2020 GDP



CHAPTER 2

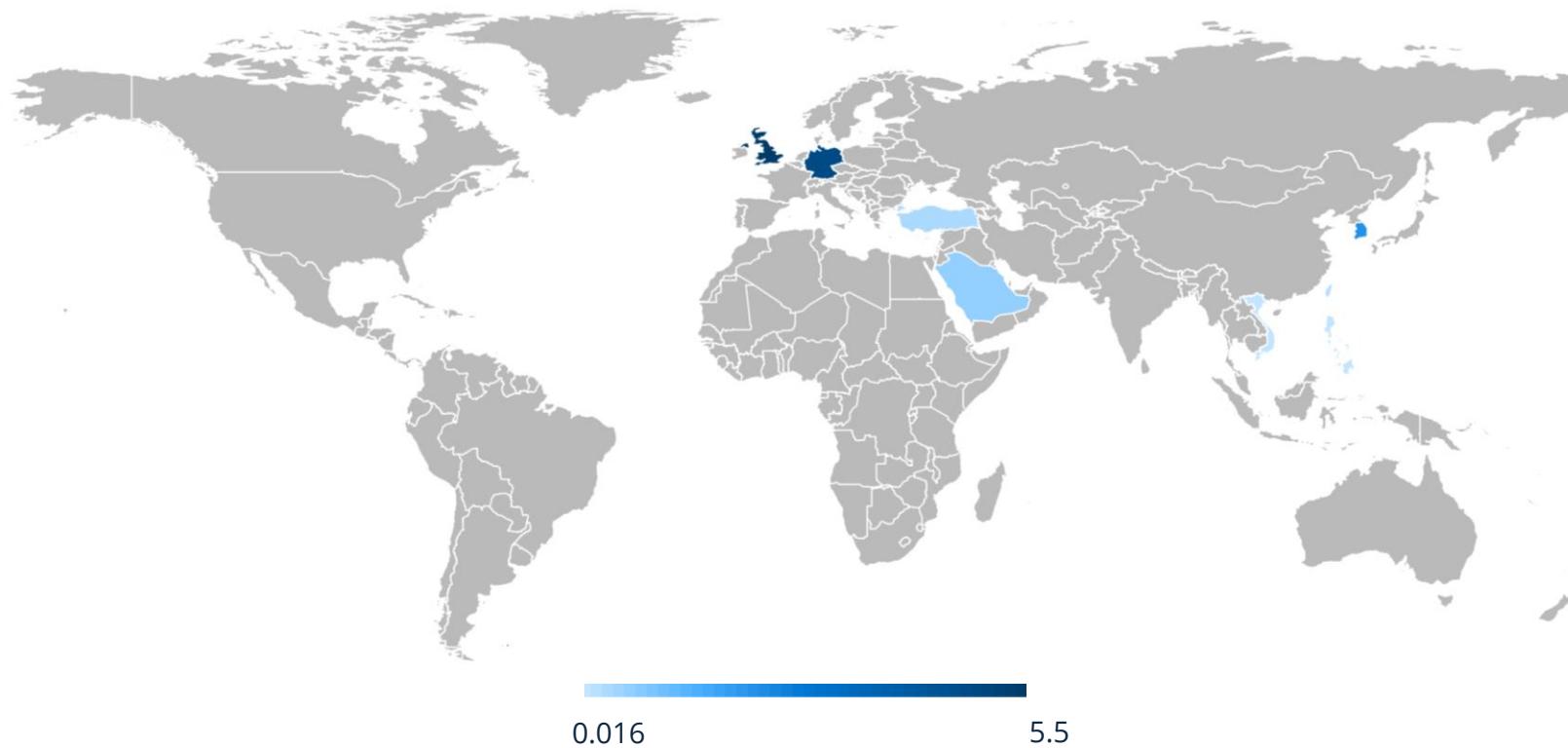
Financial Numbers



The United Kingdom had the highest revenue in 2021

Industry Revenue: Global Comparison

Revenue in billion US\$ in 2021



13 | Notes: Data is in current US\$

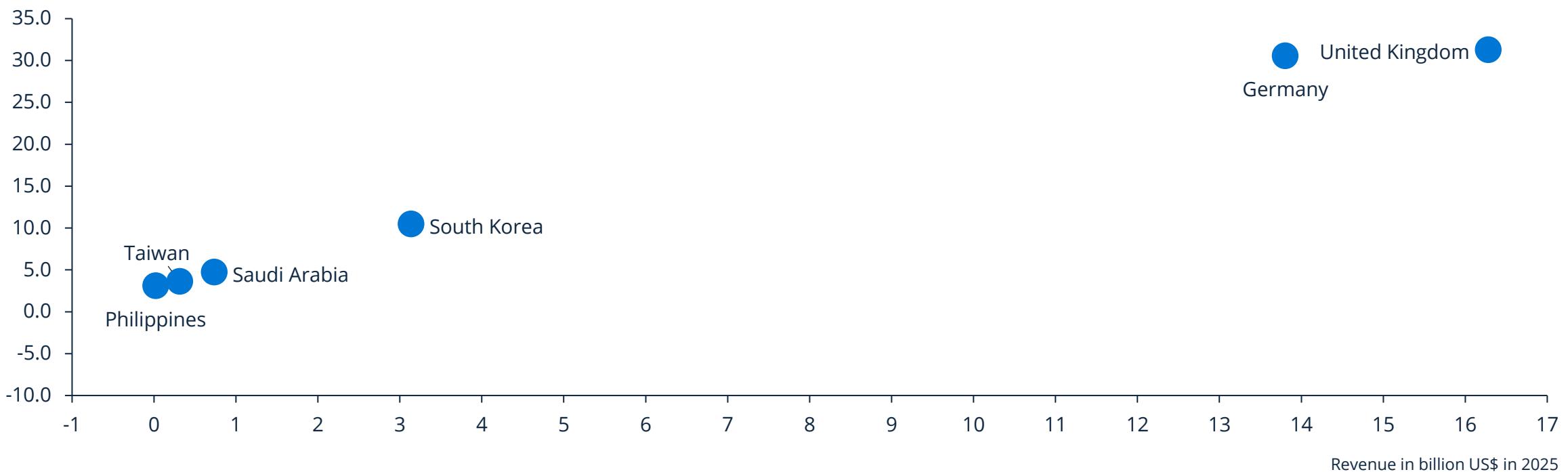
Sources: National Statistical Offices 2022; [Statista Industry Outlook](#) 2022

Revenue in the United Kingdom is projected to reach US\$16.3bn in 2025

Industry Revenue: Outlook

Revenue outlook and growth rates⁽¹⁾

CAGR 2021-2025⁽²⁾ in %



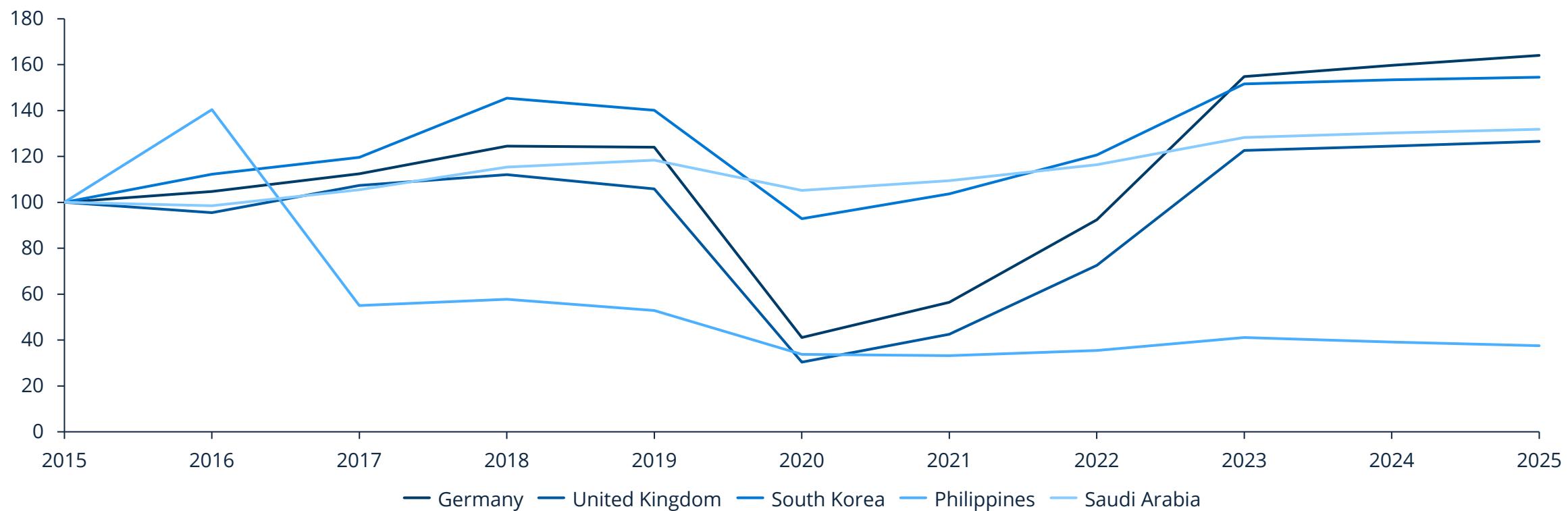
14 | Notes: (1) Industry revenue in current US\$, converted from local currencies using annual average / predicted exchange rates (2) CAGR: Compound Annual Growth Rate / average growth rate per year

Sources: National Statistical Offices 2022; Statista Industry Outlook 2022

At 164.1% from 2015 to 2025, Germany's revenue growth rate in this industry will be the highest

Industry Revenue: Index

Revenue index (2015=100)



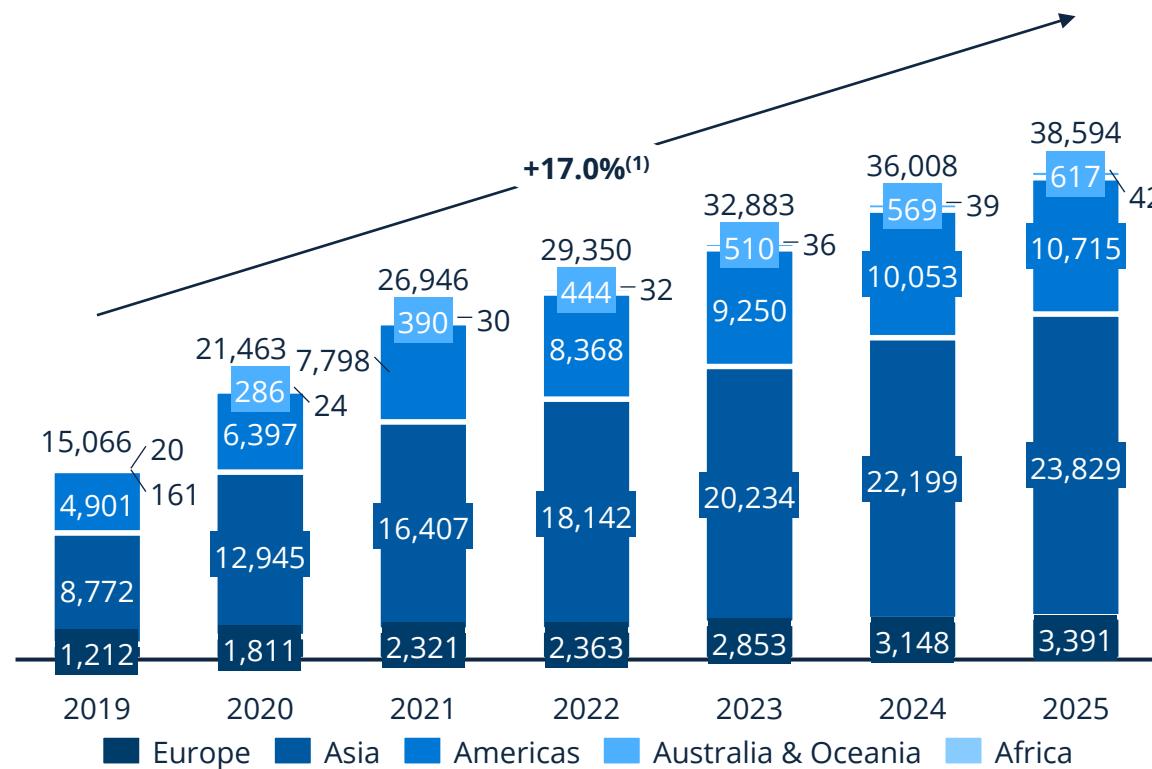
15 | Notes: Industry revenue in current US\$, converted from local currencies using annual average / predicted exchange rates

Sources: National Statistical Offices 2022; Statista Industry Outlook 2022

Revenue of entertainment apps is expected to increase by 17.0% p.a. from 2019 to 2025

Consumer spending: Digital Market Outlook – Apps: Entertainment (by Region)

Market size revenue in billion US\$

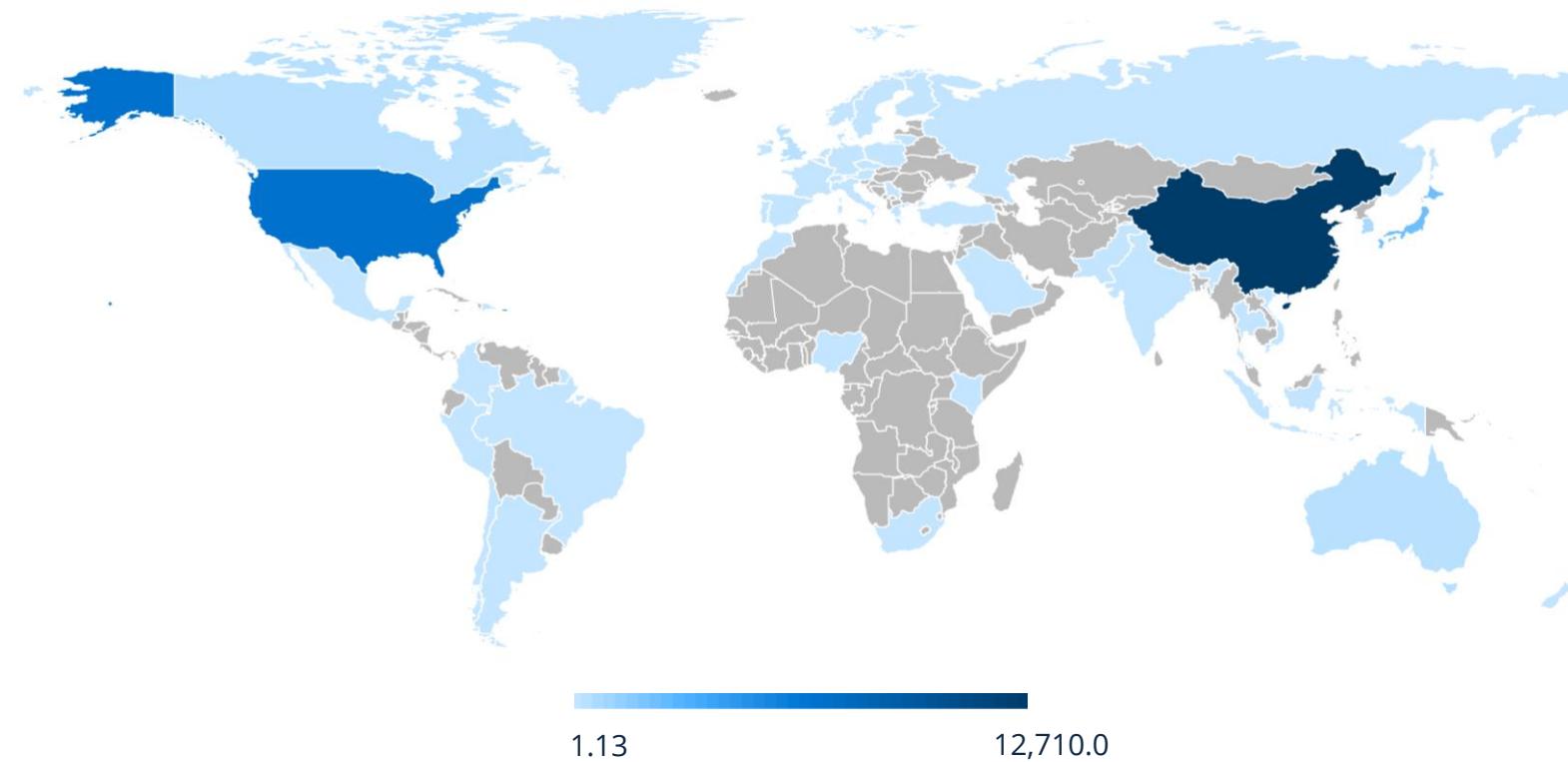


The values shown on this and the following slides are derived from the Statista Outlooks. They present the size of a defined market and are based on end-consumer prices. **When it comes to the market size, it does not matter what the geographical origin of the product / service provider is; what matters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

With revenues of US\$12,710.0bn, China ranked 1st in 2021

Consumer spending: Digital Market Outlook – Apps: Entertainment (by Country)

Revenue in billion US\$ in 2021



CHAPTER 3

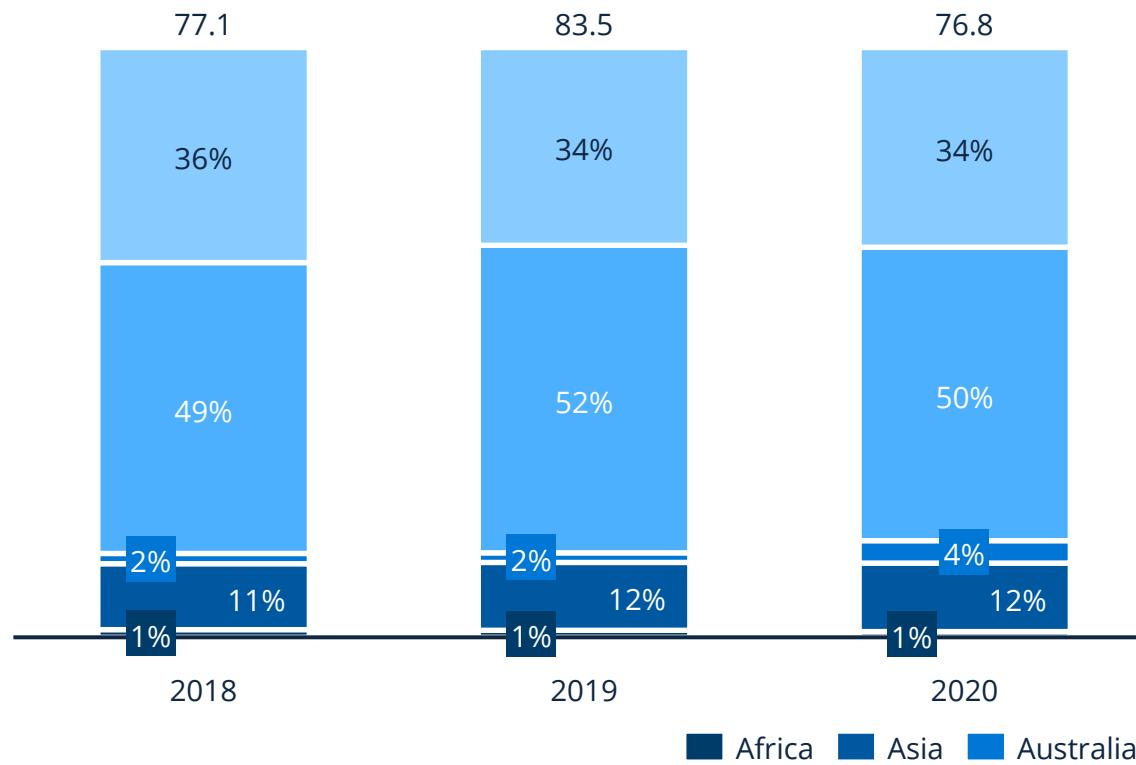
Trade and Investment



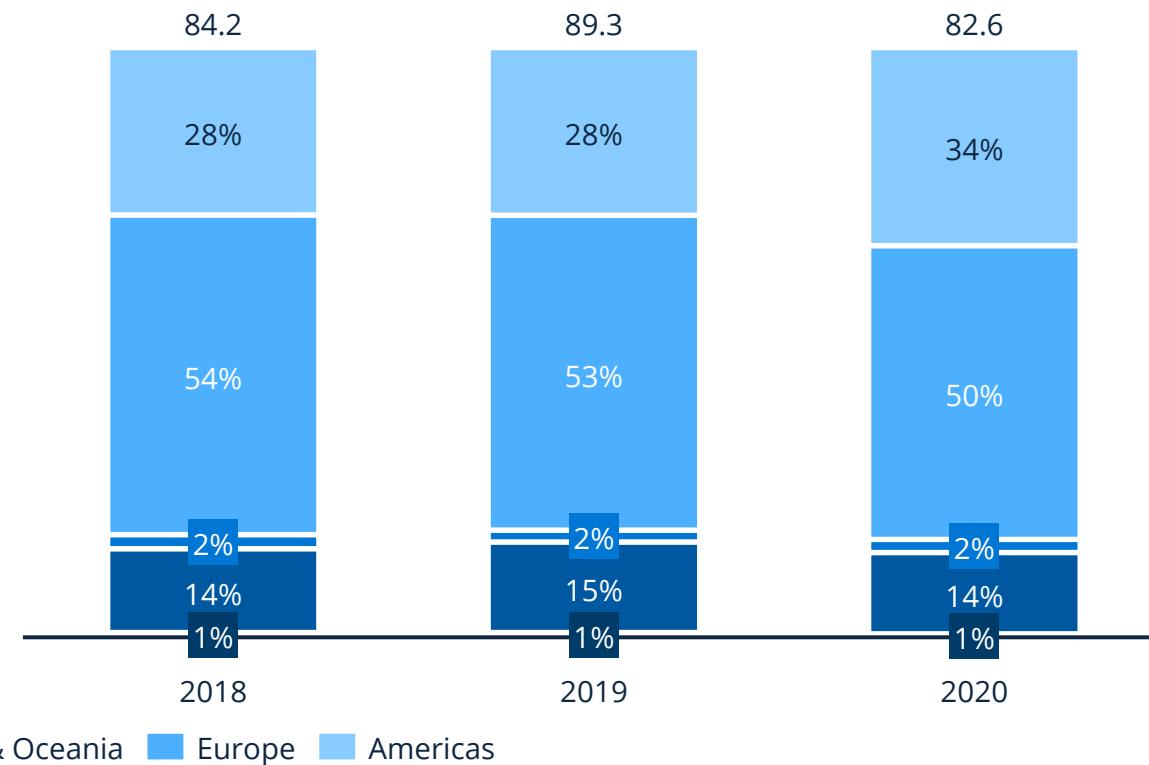
For "Personal, cultural, and recreational services", Europe is the biggest trade partner

International Trade: Imports and Exports

Export flow in billion US\$



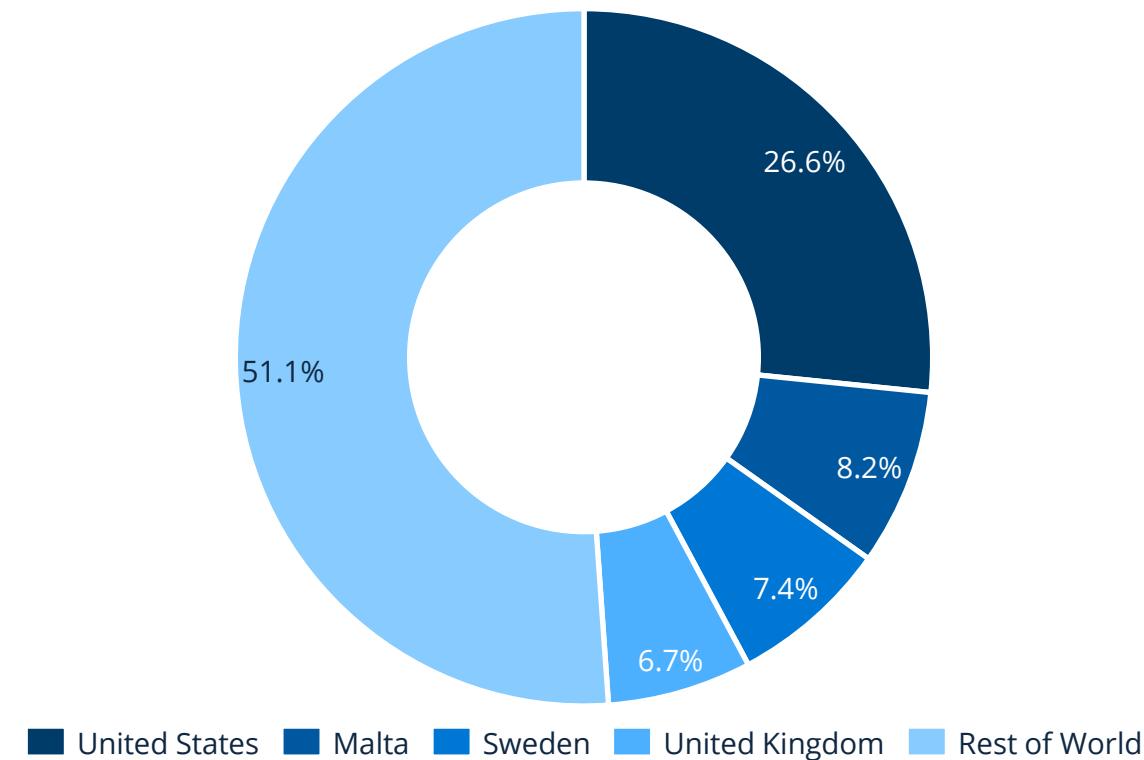
Import flow in billion US\$



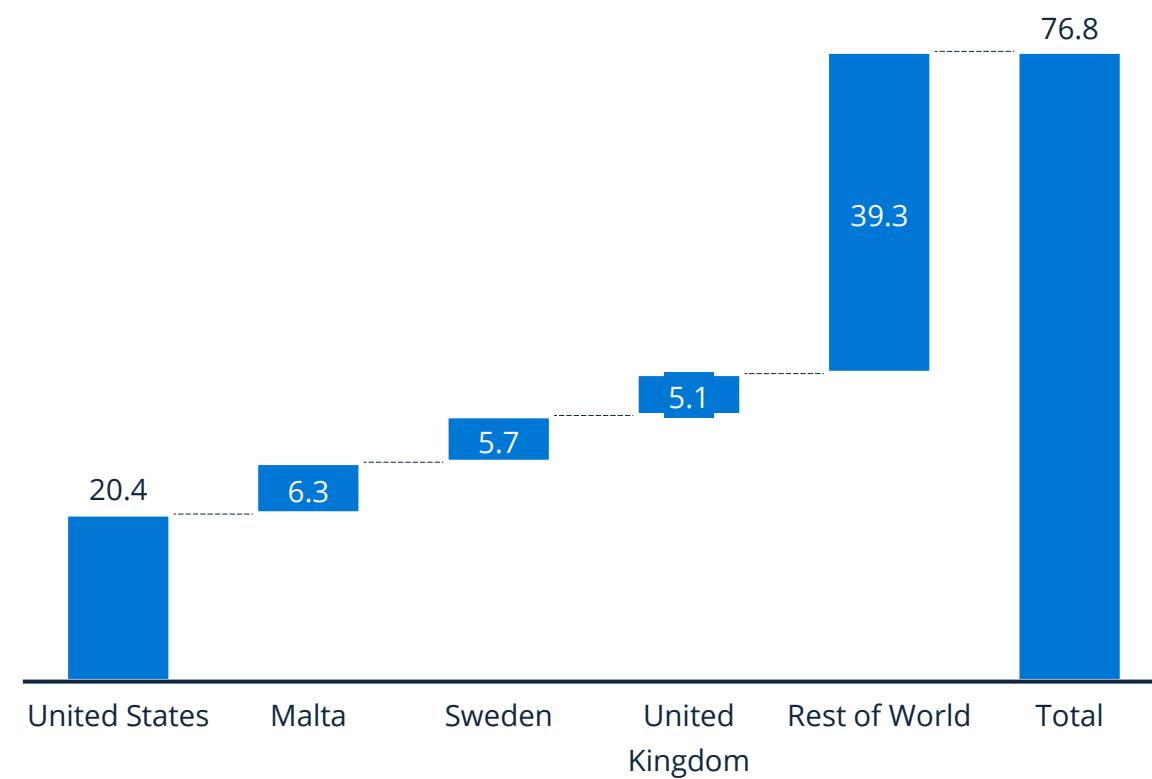
For "Personal, cultural, and recreational services", the United States, Malta, Sweden, and the United Kingdom are top exporters

International Trade: Top Exporters

Shares of top exporters in total value in 2020



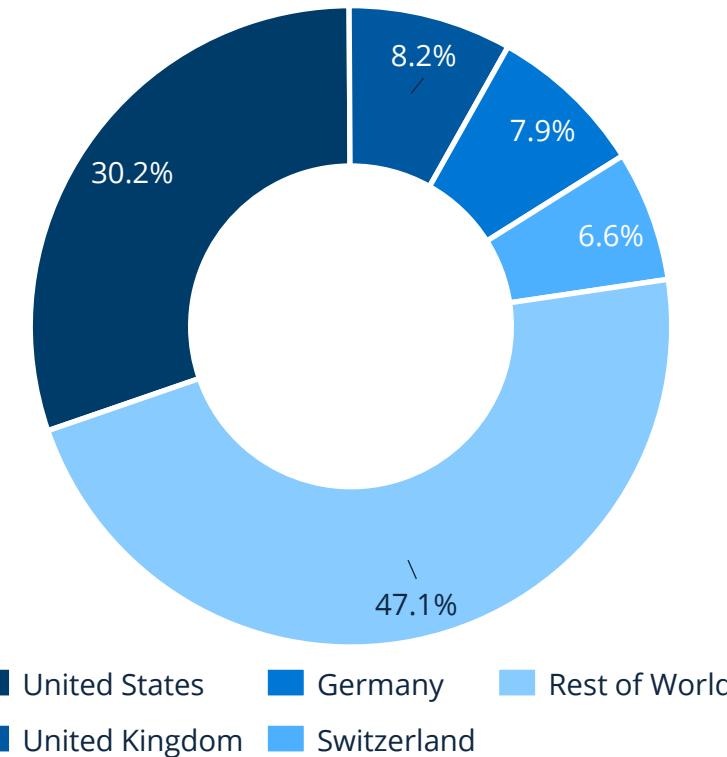
Top exporters by value in billion US\$ in 2020



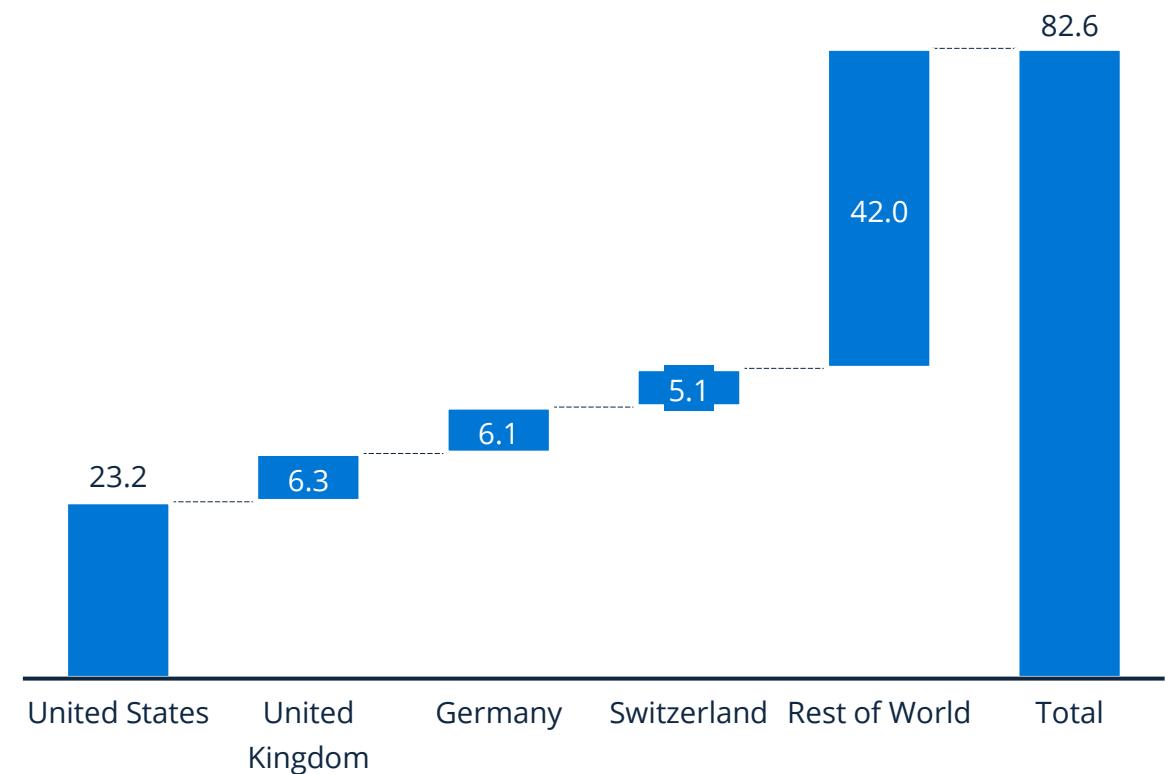
For "Personal, cultural, and recreational services", the United States, the United Kingdom, Germany, and Switzerland are top importers

International Trade: Top Importers

Shares of top importers in total value in 2020



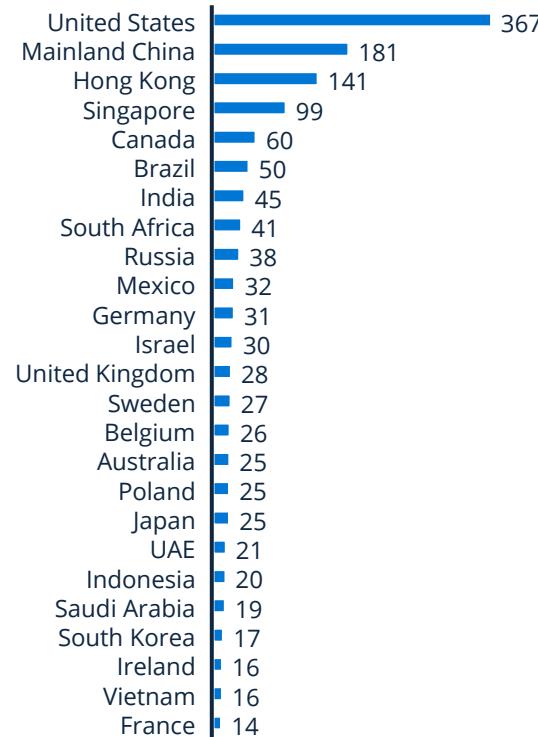
Top importers by value in billion US\$ in 2020



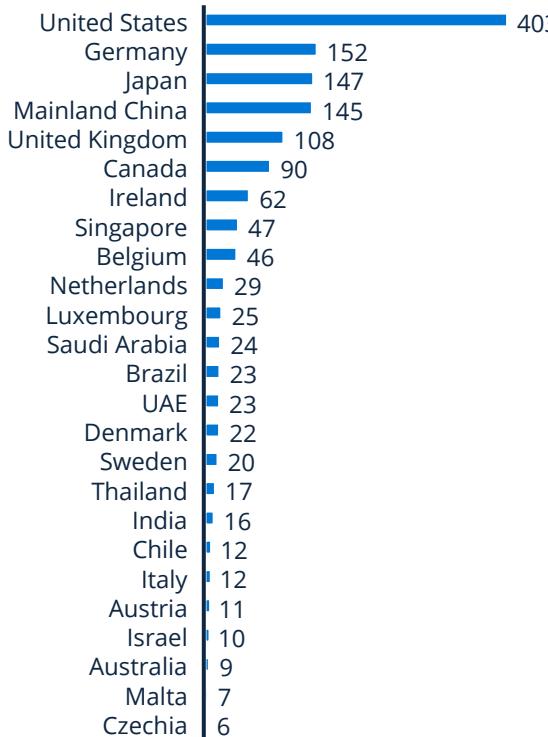
The United States is the most important player of the global FDI flows and M&As deals

Investment by Top Countries

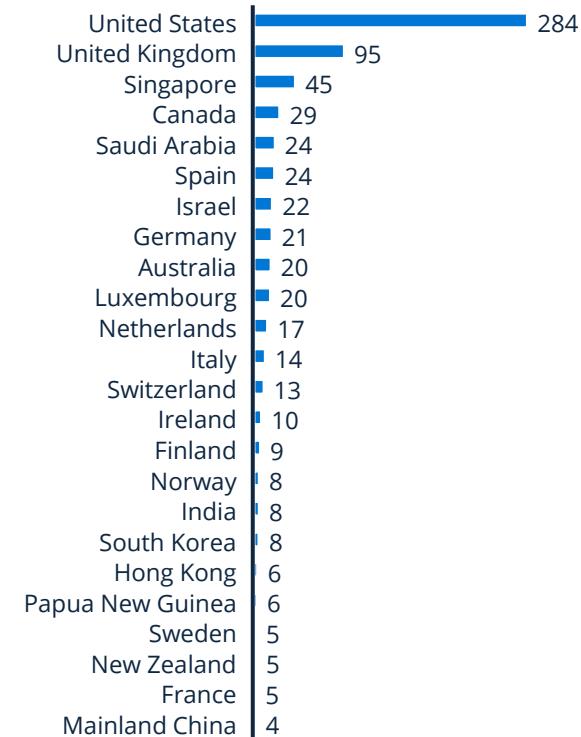
Highest FDI inflows in billion US\$ in 2021



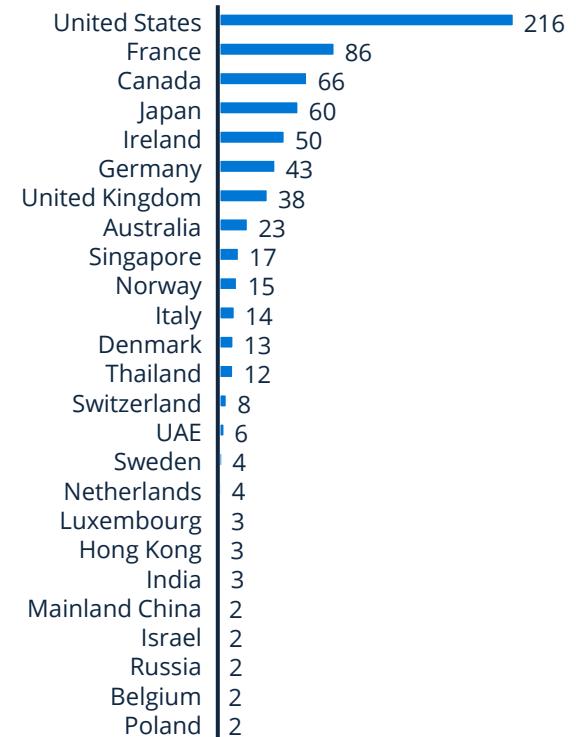
Highest FDI outflows in billion US\$ in 2021



Highest net cross-border M&As sales in billion US\$ in 2021

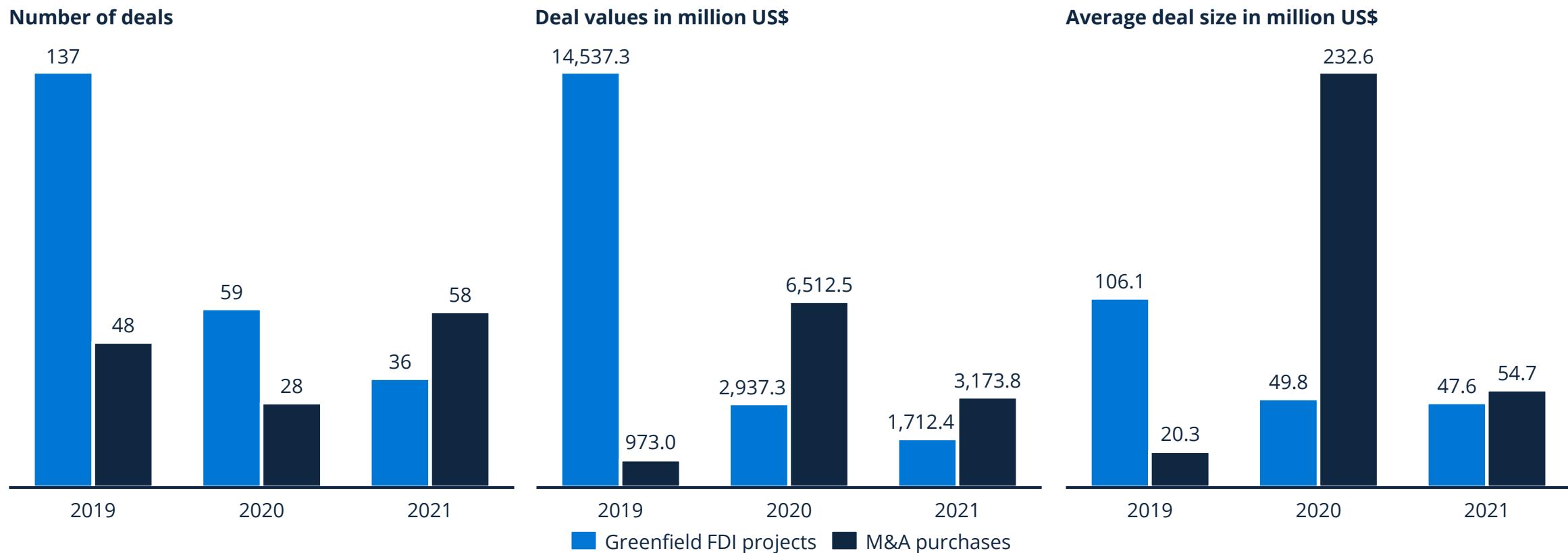


Highest net cross-border M&As purchases in billion US\$ in 2021



In the "Entertainment" industry, the number of FDI projects decreased between 2019 and 2021

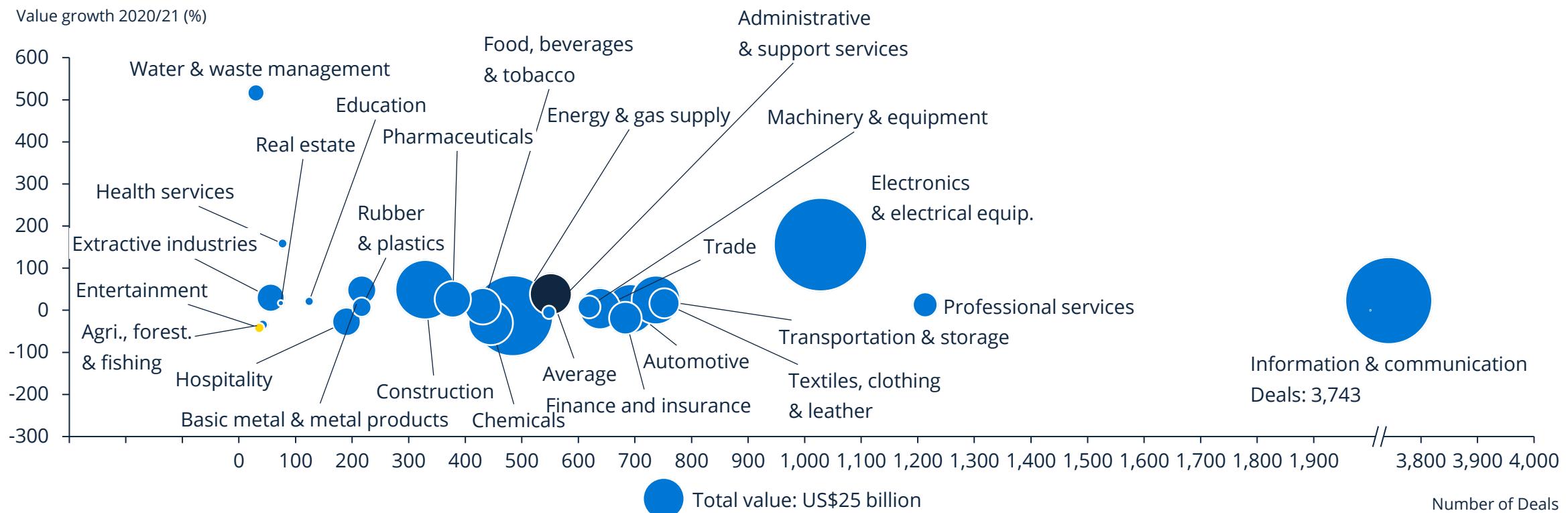
Investment: Overview



FDI projects experienced a value growth of -41.7% from 2020 to 2021 in the "Entertainment" industry

Investment: Greenfield Foreign Direct Investment

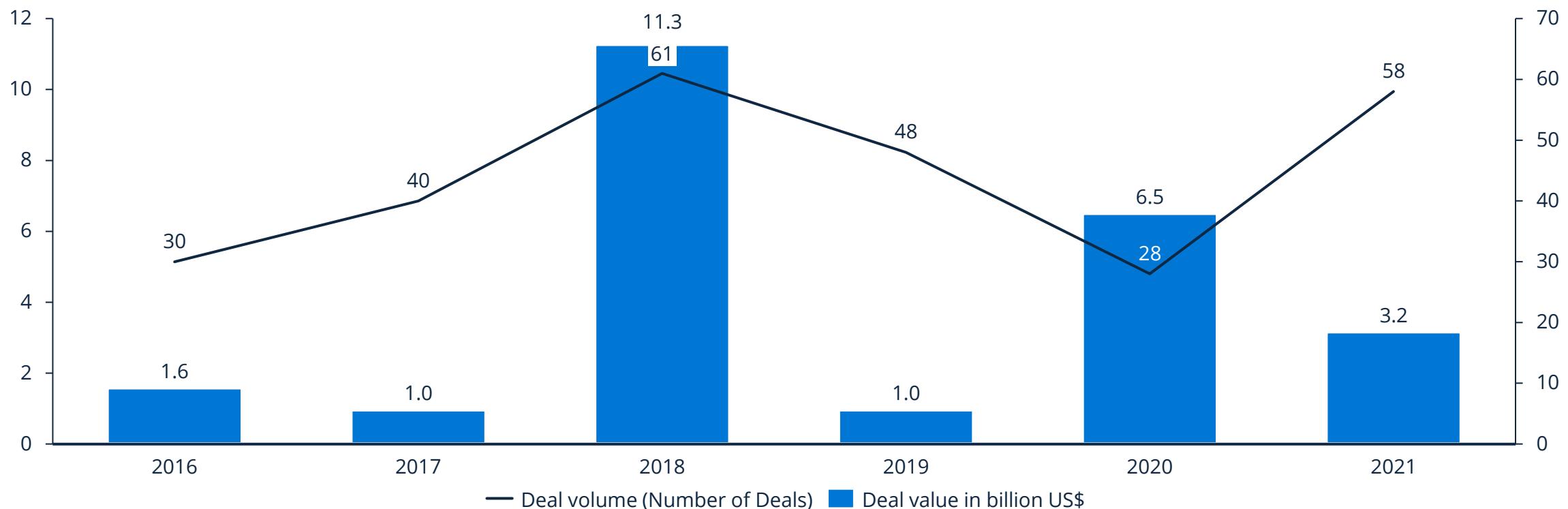
Greenfield FDI projects in 2021



In the "Entertainment" industry, the number of cross-border M&A purchases increased by 99.7% from 2016 to 2021

Investment: Mergers and Acquisitions

Development of cross-border M&A purchases



CHAPTER 4

Companies



The Walt Disney Co. registered the largest revenue in the "Arts, entertainment and recreation" industry

Selected Top Companies

Rank	Company	Total revenue in billion US\$	No. of employees	Headquarters	Economy
1	The Walt Disney Co.	67.4	190,000	Wilmington	United States
2	Samsung C&T	31.8	8,819	Seoul	South Korea
3	Mgm Resorts International	11.3	59,000	Wilmington	United States
4	Flutter Entertainment Plc	8.3	16,813	Dublin	Ireland
5	Live Nation Entertainment, Inc.	6.3	10,200	Wilmington	United States
6	Penn National Gaming, Inc.	5.9	21,973	Wyomissing	United States
7	Warner Music Group Corp.	5.3	5,900	Wilmington	United States
8	Entain Plc	5.3	25,554	Isle Of Man	Luxembourg
9	Endeavor Group Holdings, Inc.	5.1	7,700	Beverly Hills	United States
10	Tabcorp Holdings	4.3	n.a.	Melbourne	Australia

27 | Notes: Only stock-listed companies; the selection of companies is based on their major sources of revenue. Data for 2021 or latest available

Sources: Market data by Quandl and WBV 2022; Company DB 2022

CHAPTER 5

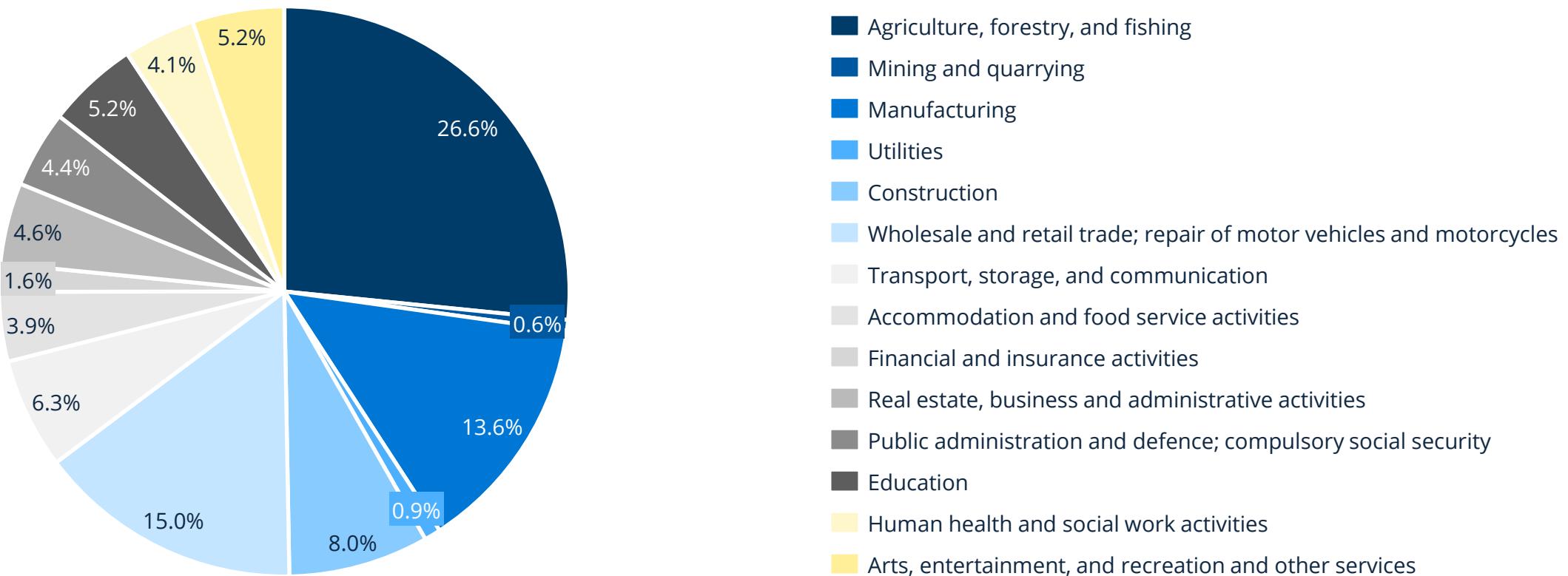
Employees and Salary



With a share of 5.2%, “Arts, entertainment, and recreation” and other services had the 6th highest share of employment

Employment: Share of Employment

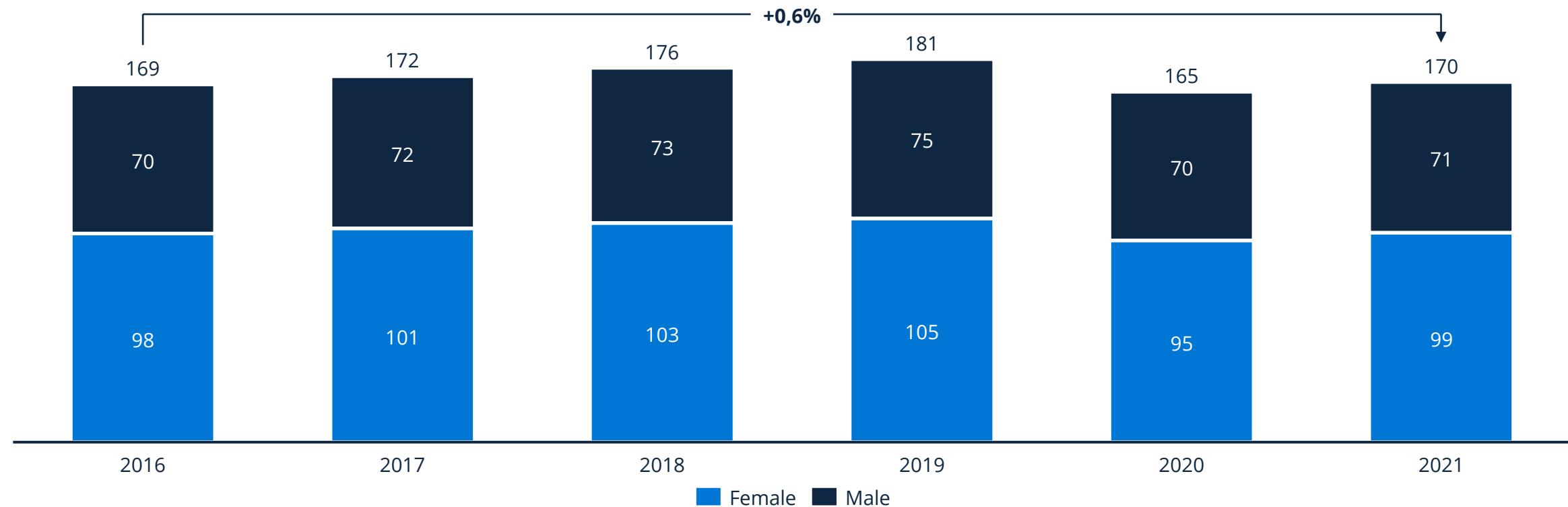
Share of employment in 2021



The number of employees in the "Arts, entertainment and recreation, and other services" industry increased by 0.6% from 2016 to 2021

Employment: Total Employees (by Year)

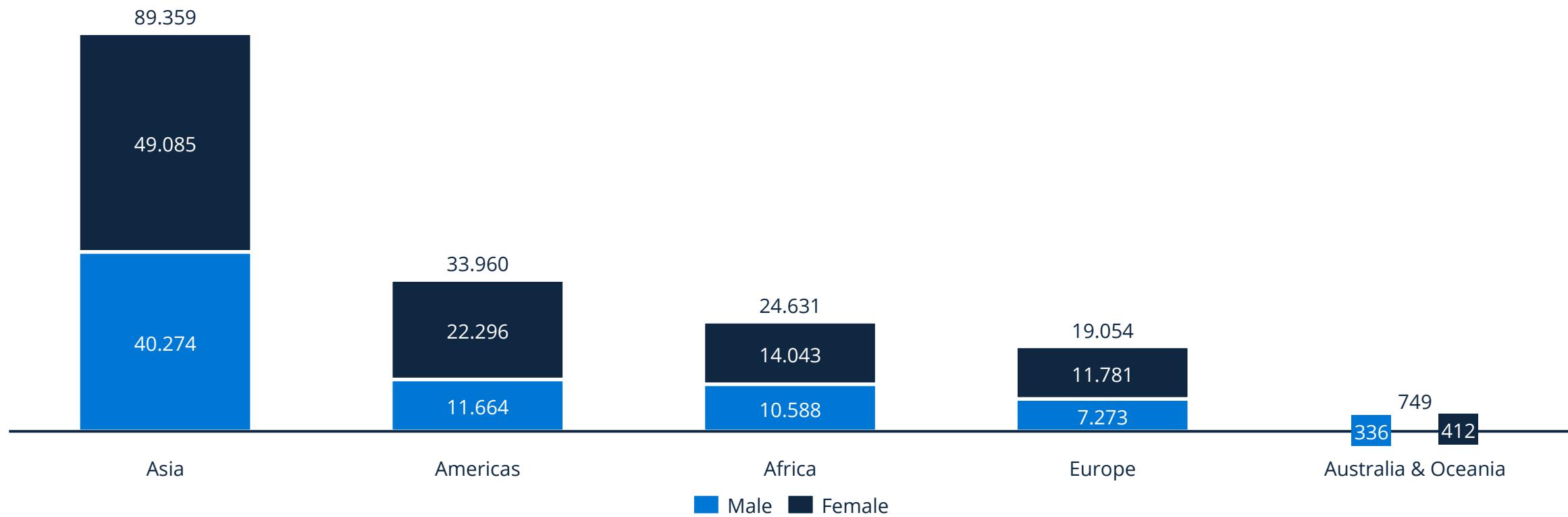
Total number of employees in millions



In 2021, Asia had the largest total number of employees in the "Arts, entertainment and recreation, and other services" industry

Employment: Total Employees (by Region)

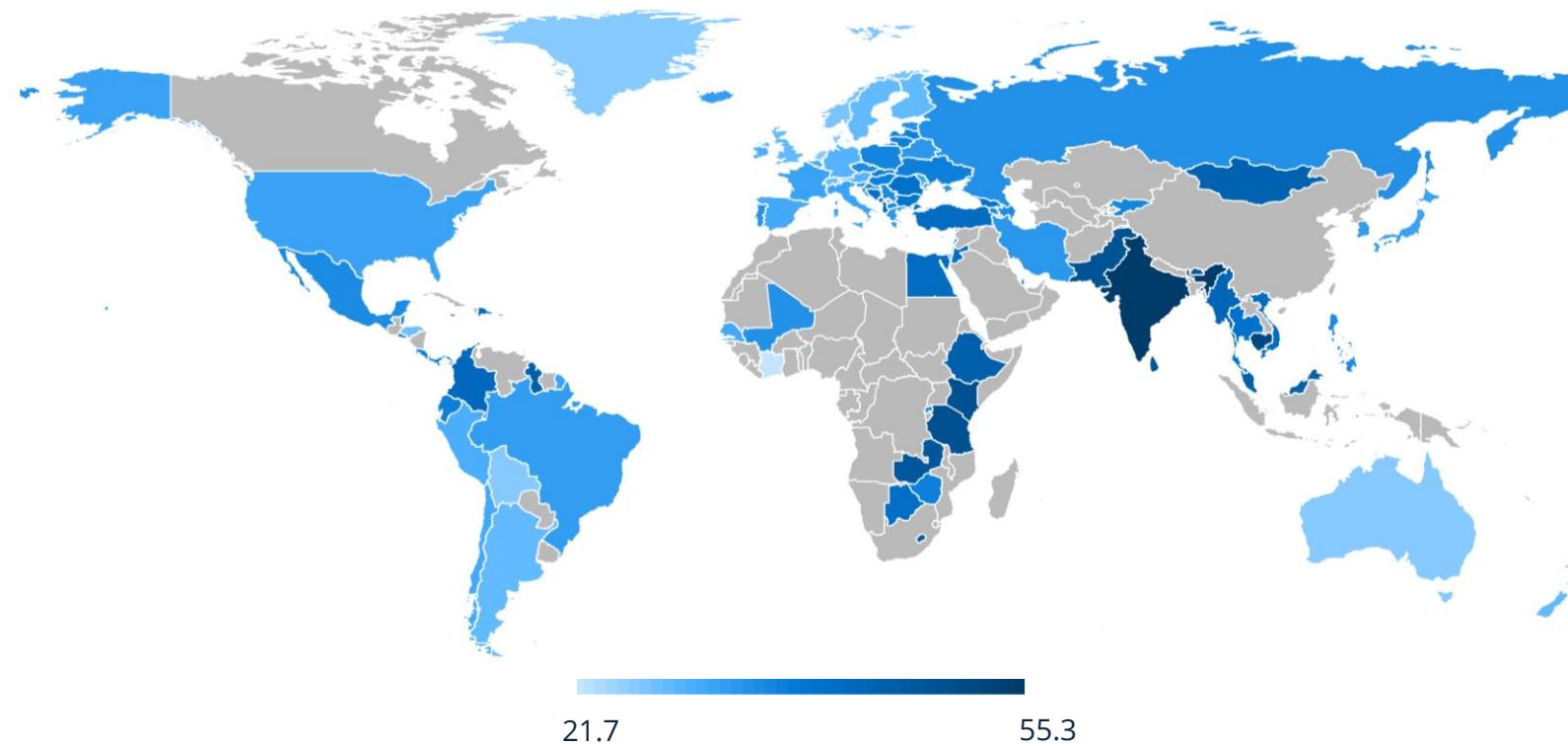
Total number of employees in thousands



In the "Arts, entertainment and recreation" industry, India has the highest average weekly hours worked per employee

Employment: Weekly Hours Worked

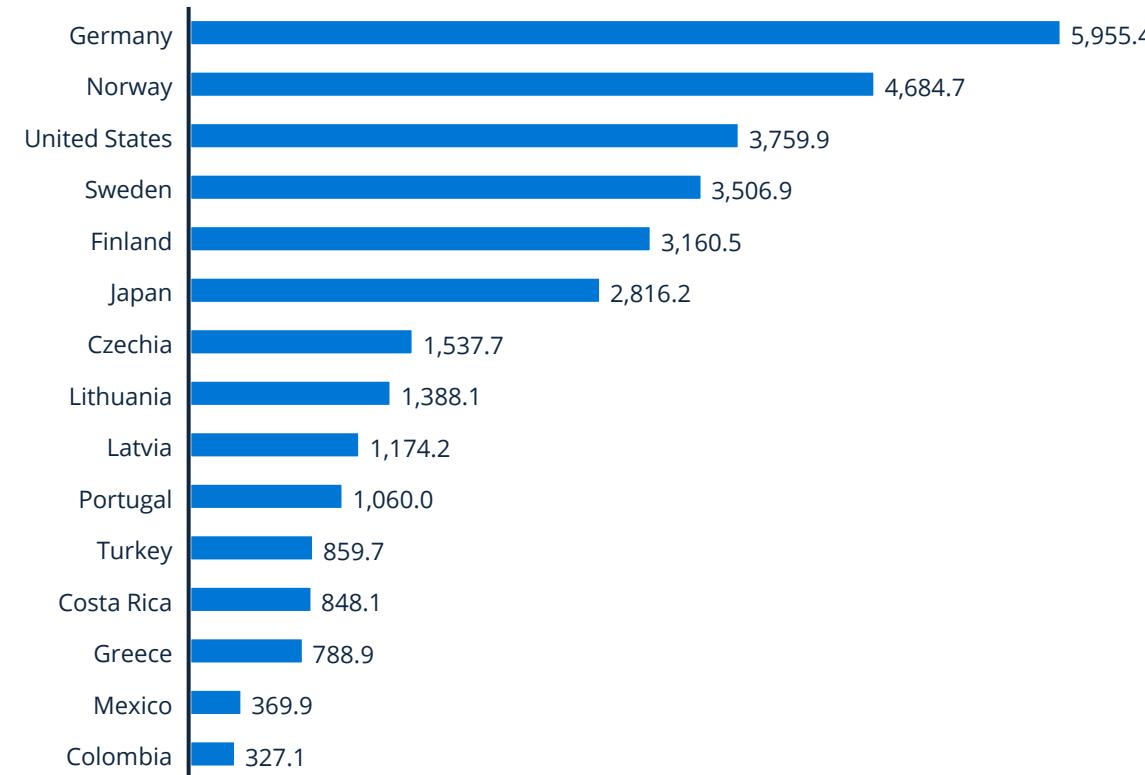
Average weekly hours worked per employee



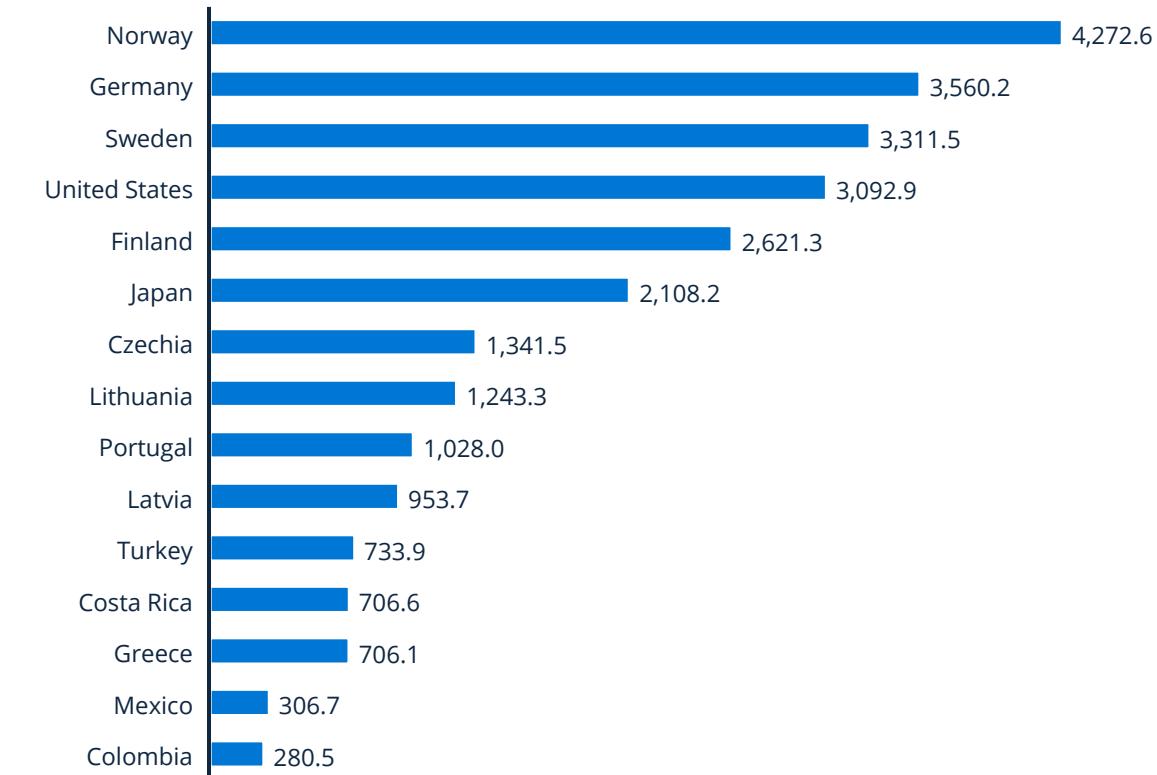
With regard to earnings, there are significant differences between countries in the "Arts, entertainment and recreation" industry

Wages: Earnings in OECD countries

Average nominal monthly earnings in US\$ in 2021 for male employees



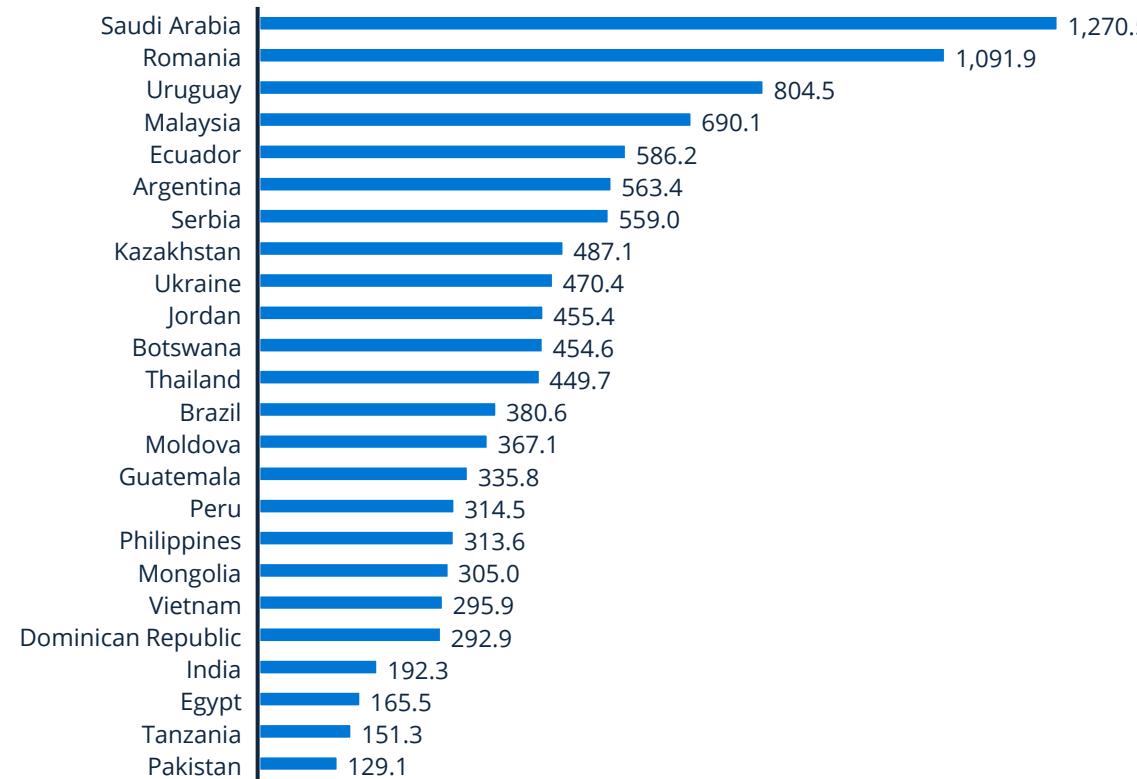
Average nominal monthly earnings in US\$ in 2021 for female employees



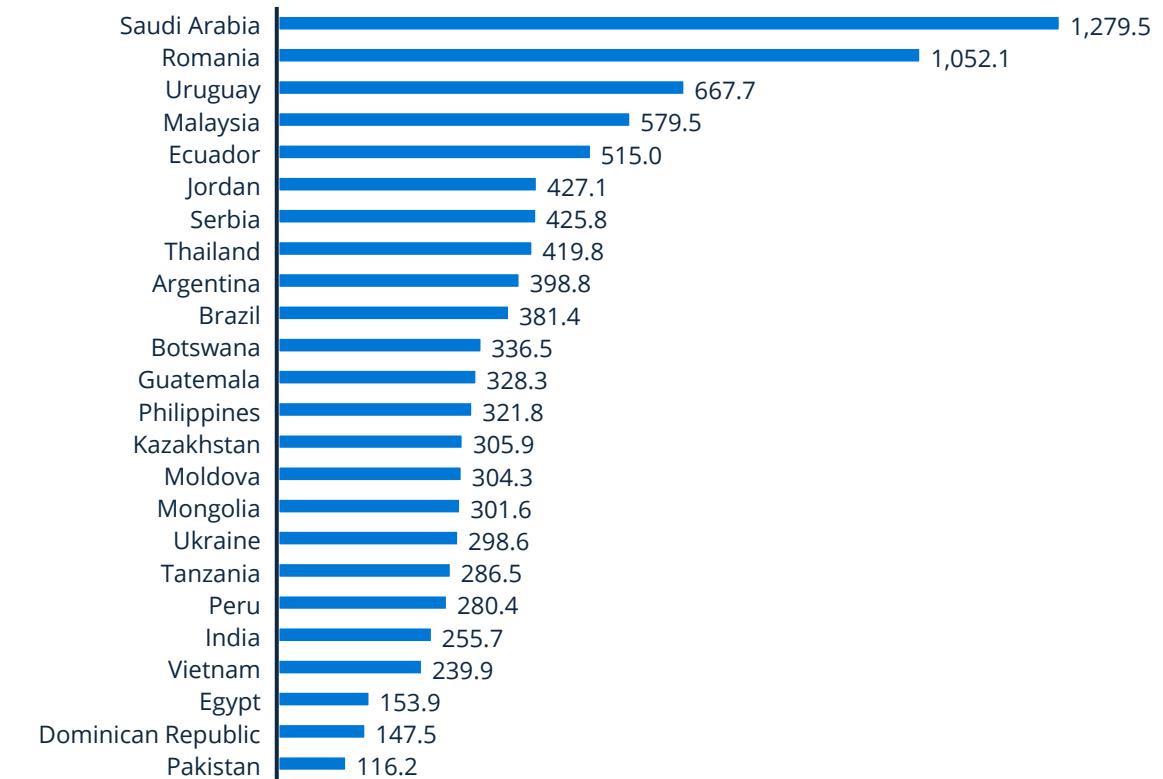
With regard to earnings, there are significant differences between male and female employees in the "Arts, entertainment and recreation" industry

Wages: Earnings in non-OECD countries

Average nominal monthly earnings in US\$ in 2021 for male employees



Average nominal monthly earnings in US\$ in 2021 for female employees



CHAPTER 6

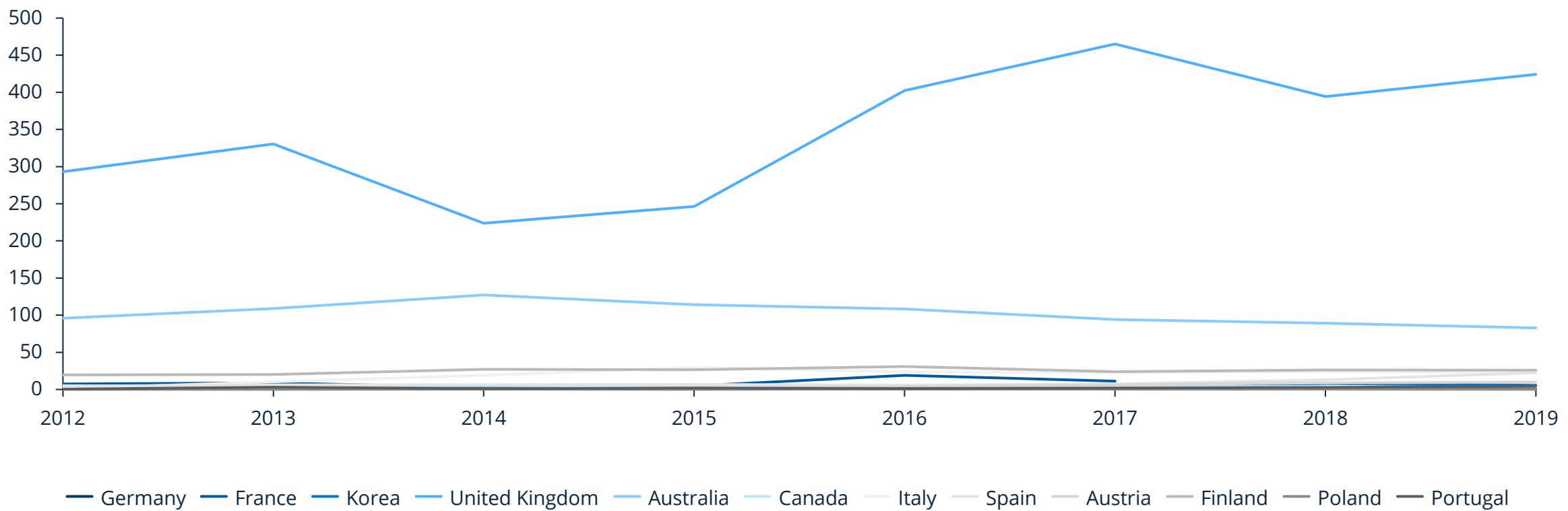
Research and Development



R&D spendings in this industry had changed significantly over the last decade

Spending

Total R&D spending in selected countries in million US\$



In 2018-2019, the United Kingdom had the highest amount of R&D personnel in the "Arts, entertainment and recreation" industry

Personnel

Number of R&D personnel in the business enterprise section in selected countries, average 2018-2019



Appendix



Authors



Leonie Senn-Kalb

Team Lead Reports

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As Team Lead for the Industry, Country, Global Business City, and In-Depth Reports since 2022, Leonie Senn-Kalb specializes in economic and societal topics as well as market and industry insights. Additionally, she continues to carry out the tasks of her previous role at Statista as Senior Project Manager, leading department-wide projects. Before that, she worked as a consultant at EY for Transaction Advisory Services with a focus on large carve-out and integration projects.



Tam Huu Nguyen

Analyst

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Tam Huu Nguyen studied Economics, Law, and Politics in Hanoi, Hamburg, Hagen, and Lüneburg. Before joining Statista, he conducted research in international macroeconomics, finance, and politics in various research institutes in Vietnam and Germany.

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 numerous private and public sources of information. These sources include the International Monetary Fund, the United Nations, the OECD, the International Labour Organization, the World Trade Organization, the International Trade Centre, and Statista itself. The data sources are indicated in footnotes throughout the report.

Classification of economic activities (ISIC Classification)

The classification of the economic activities in this report is based on the fourth revision of the International Standard Industrial Classification (ISIC, Rev.4) of the United Nations.

Forecasts and estimates

Some data used within this industry report include estimates and forecast values. The original data sources used as the basis for estimations and forecasts are provided throughout the report.

OECD countries

Austria, Australia, Belgium, Canada, Chile, Colombia, Costa Rica, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Israel, Italy, Japan, Korea, Latvia, Lithuania, Luxembourg, Mexico, the Netherlands, New Zealand, Norway, Poland, Portugal, Slovak Republic, Slovenia, Spain, Sweden, Switzerland, Turkey, the United Kingdom, and the United States.

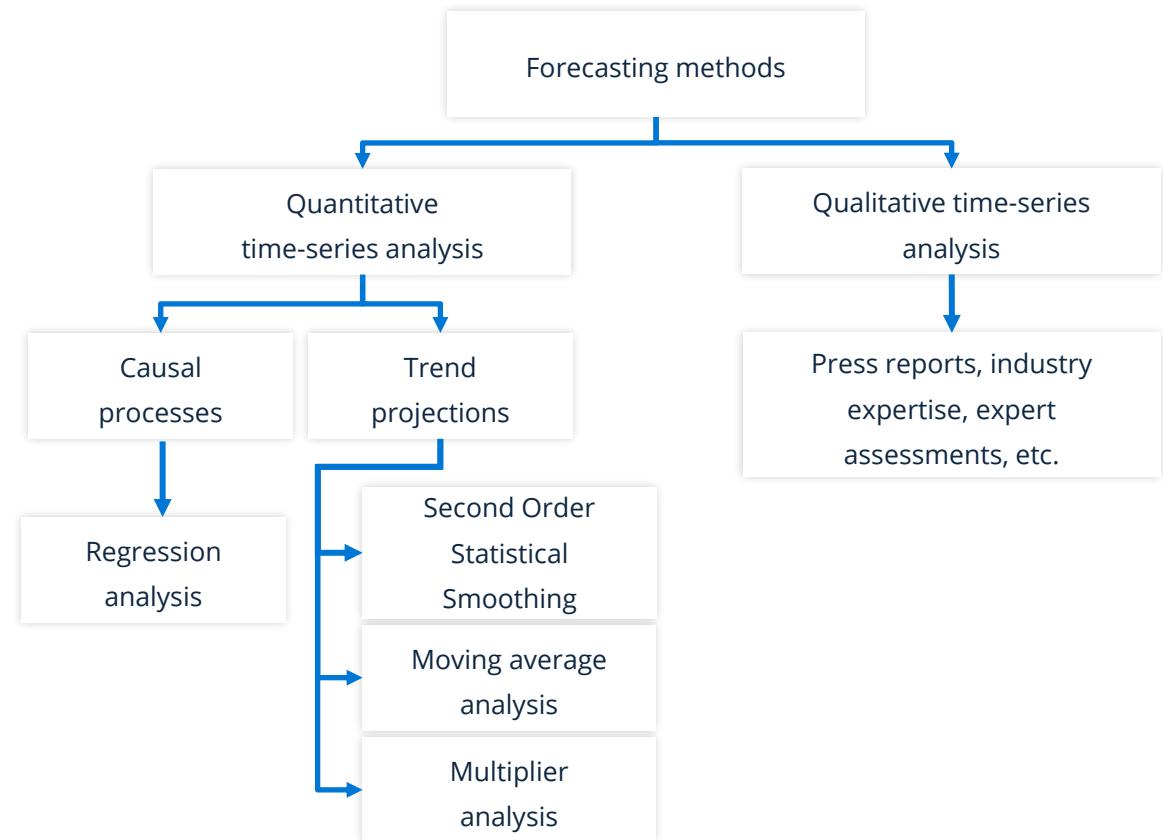
About the forecasting methods

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)
- Foreign trade developments (import and export numbers)



INDUSTRY REPORTS

Gain valuable insights into your industry

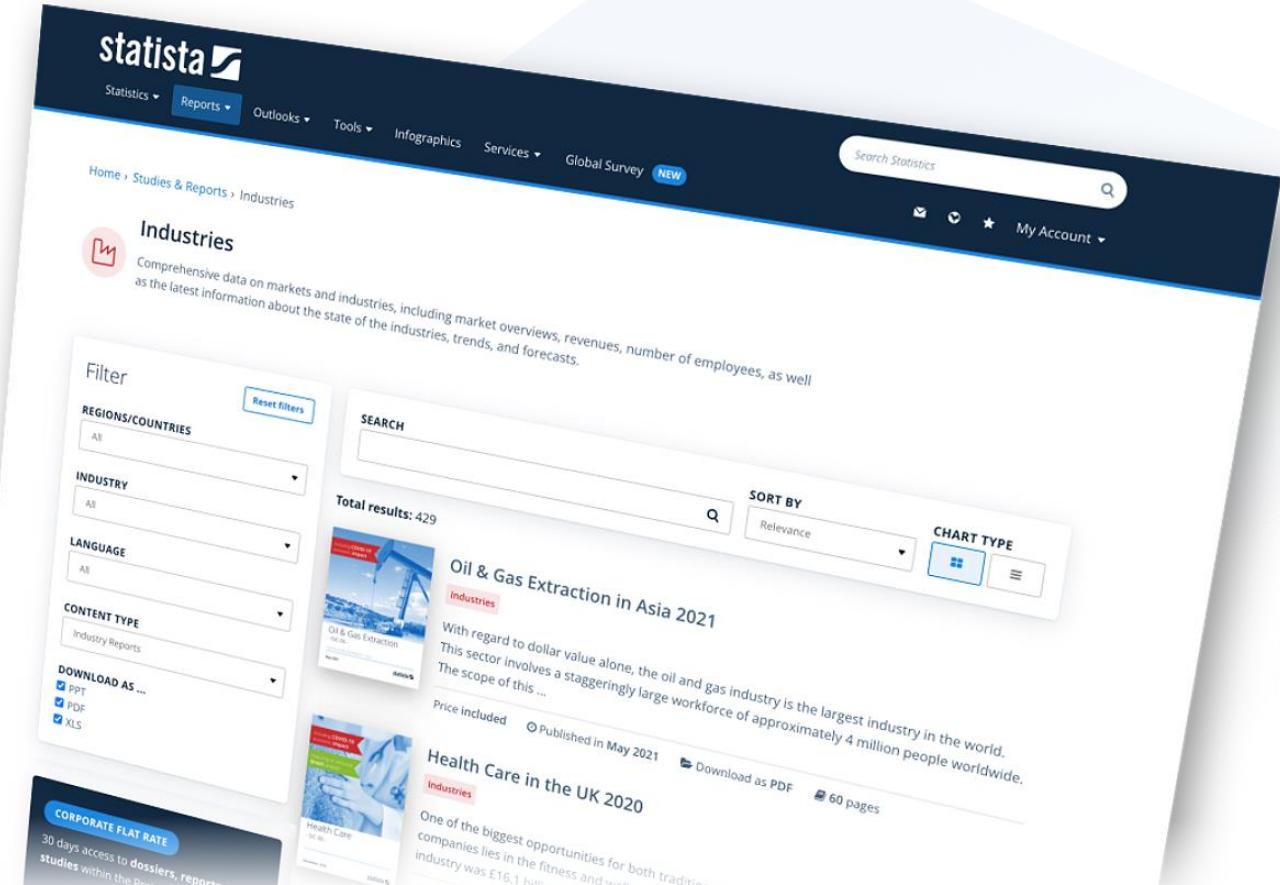
Looking to discover new sectors for your business or in need of the most important key figures in your industry? The Industry Reports provide a comprehensive overview of the most important key figures of your industry with just a few clicks.

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The screenshot shows the Statista website's 'Industries' section. At the top, there's a navigation bar with links like 'Statistics', 'Reports' (which is currently selected), 'Outlooks', 'Tools', 'Infographics', 'Services', and 'Global Survey'. A search bar is located at the top right. Below the navigation, a sub-navigation bar shows 'Home', 'Studies & Reports', and 'Industries'. The main content area is titled 'Industries' and contains a brief description: 'Comprehensive data on markets and industries, including market overviews, revenues, number of employees, as well as the latest information about the state of the industries, trends, and forecasts.' On the left, there's a 'Filter' sidebar with dropdowns for 'REGIONS/COUNTRIES', 'INDUSTRY', 'LANGUAGE', and 'CONTENT TYPE' (set to 'Industry Reports'). Below these are download options: 'DOWNLOAD AS...' with checkboxes for PPT, PDF, and XLS. To the right, a search bar is followed by a results summary: 'Total results: 429'. A large thumbnail for 'Oil & Gas Extraction in Asia 2021' is shown, along with its description: 'With regard to dollar value alone, the oil and gas industry is the largest industry in the world. This sector involves a staggeringly large workforce of approximately 4 million people worldwide. The scope of this ...'. Another report, 'Health Care in the UK 2020', is also listed with its own thumbnail and description.



Global



Europe



Asia



Germany



United States



United Kingdom

COUNTRY REPORTS

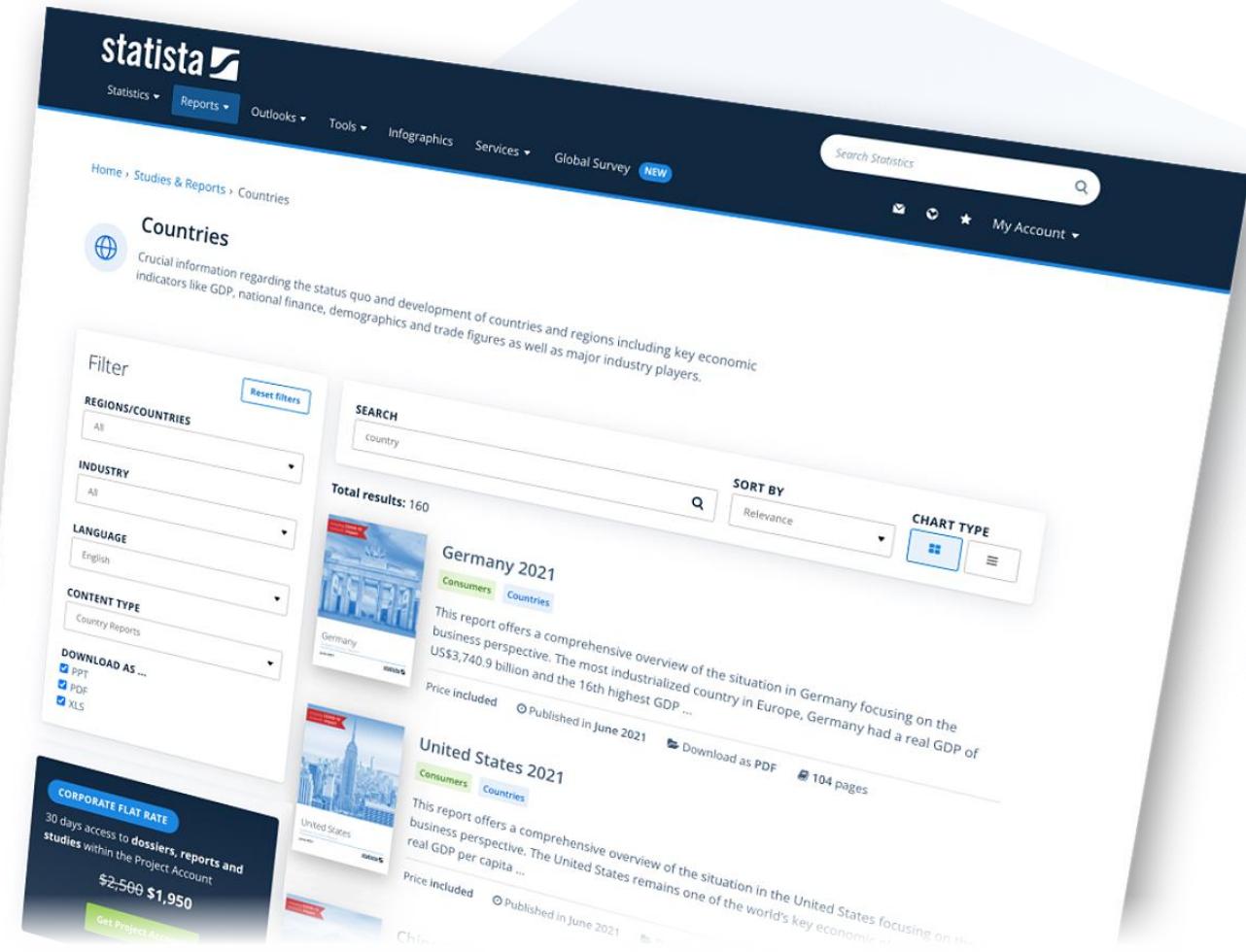
Gain country-specific insights for your future business decisions

The Country Reports provide in-depth information about the most relevant trends, opportunities, and risks concerning your international businesses and can help you to analyze them quickly and clearly. The Country Reports feature statistics, forecasts, survey results, and analyses regarding the respective country or territory.

- Up to 160 countries and territories
- 75+ of the most relevant KPIs
- Regional and global comparisons

Go to Reports

Find out more on:
[statista.com/studies-and-reports](https://www.statista.com/studies-and-reports)



GLOBAL BUSINESS CITY REPORTS

Take an extraordinary trip to **Global Business Cities around the world**

Urbanization is a megatrend that is changing the economic landscape on a global scale. Cities are central market places and operational hubs. The Global Business Cities Reports rank 200 of the world's most important business cities based on their potential as a business hub for companies.

- Up to 200 cities worldwide in 70+ countries and territories
- Global rankings and regional comparisons
- Detailed city profiles

Go to Reports

Find out more on:
statista.com/studies-and-reports

The screenshot shows the Statista website's 'Countries' section. At the top, there's a navigation bar with links for Statistics, Reports (which is currently selected), Outlooks, Tools, Infographics, Services, and Global Survey (NEW). A search bar is located at the top right. Below the navigation, a sub-navigation bar shows 'Home', 'Studies & Reports', and 'Countries'. A sidebar on the left contains a 'Filter' section with dropdown menus for 'REGIONS/COUNTRIES' (set to 'All'), 'INDUSTRY' (set to 'All'), 'LANGUAGE' (set to 'All'), 'CONTENT TYPE' (set to 'City Reports'), and a 'DOWNLOAD AS...' button with checkboxes for PPT, PDF, and XLS. To the right, there's a 'SEARCH' bar with a placeholder 'Total results: 402'. Below the search bar, there are three main card-like results: 'New York 2021' (Consumers, Countries), 'Boston 2021' (Consumers, Countries), and 'Singapore' (Consumers, Countries). Each result includes a small thumbnail image, a title, a brief description, a 'Price included' link, a 'Published in January 2020' link, a 'Download as PDF' link, and a '72 pages' link.

INDUSTRY OUTLOOK

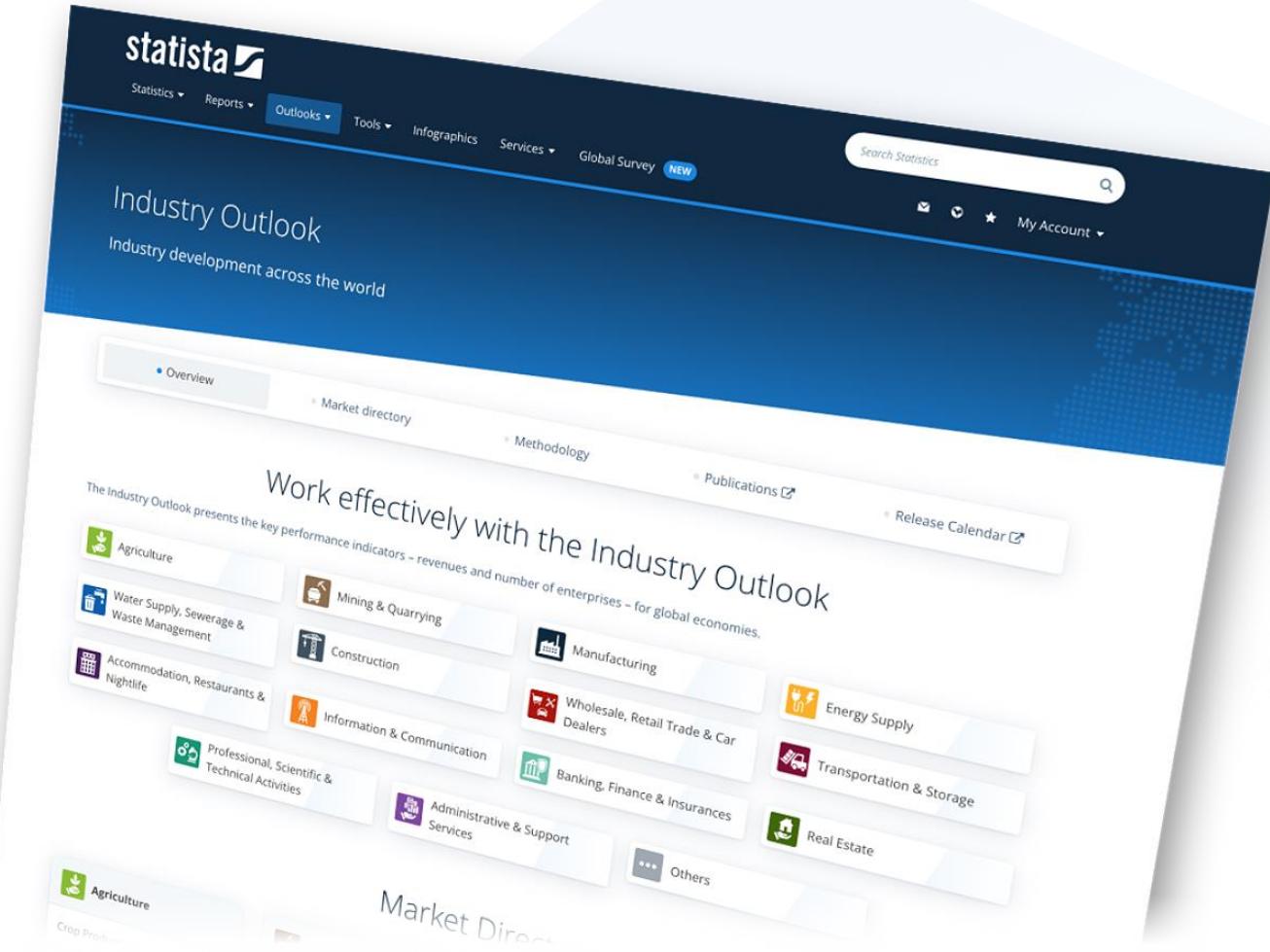
Industry development across the world

The Industry Outlook features industry forecasts and market information based on data from national statistical offices. With its time-series analyses, the Industry Outlook provides a comprehensive and reliable basis for decision-making.

- Industry forecasts for your business case
- Adherence to International Standard Industrial Classification (ISIC)
- Up to 100 industries per country
- Data for 40+ countries and territories

Go to Outlook

Find out more on:
[statista.com/outlook/industry-outlook](https://www.statista.com/outlook/industry-outlook)



CONSUMER MARKET OUTLOOK

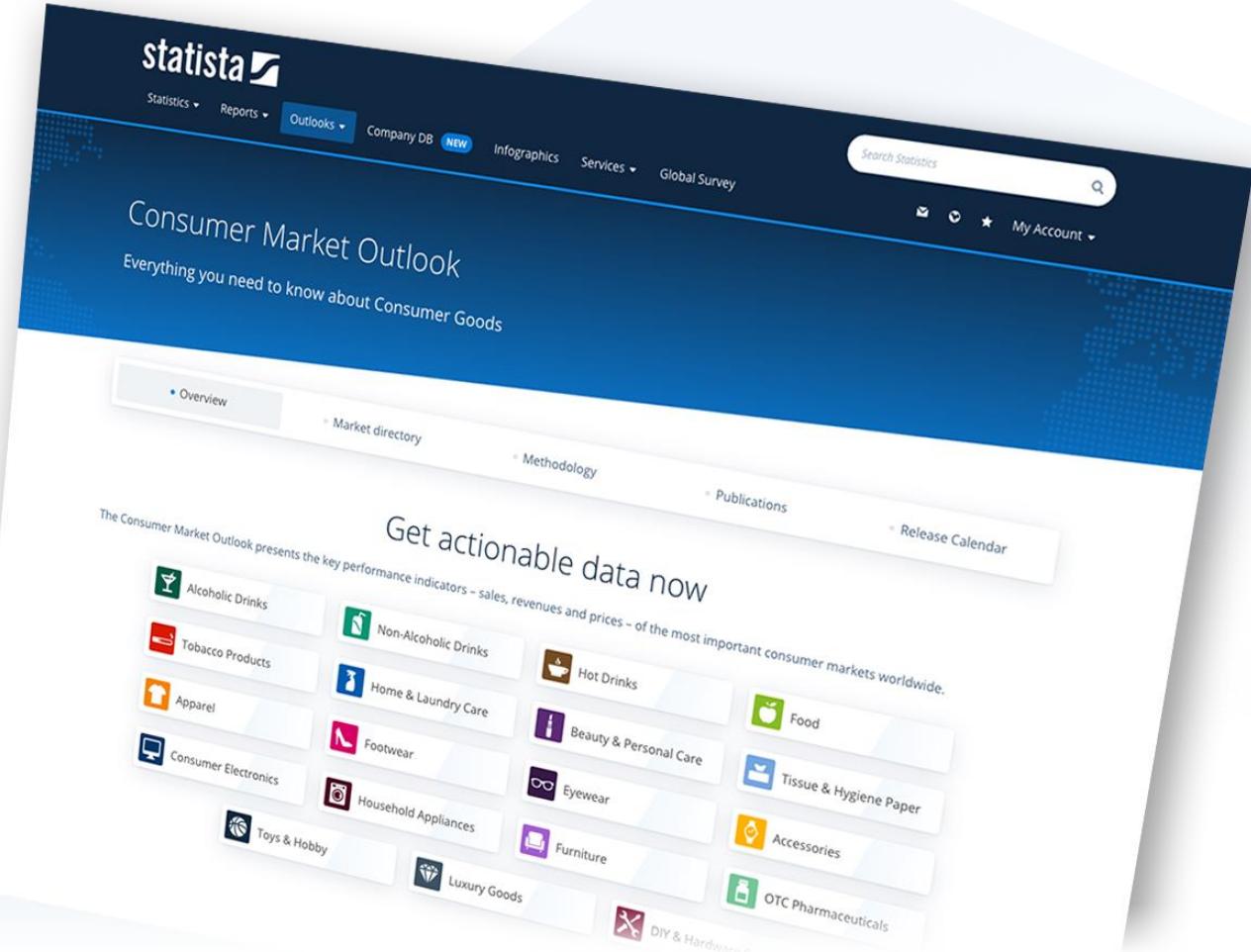
Everything you need to know about consumer goods

The Consumer Market Outlook presents the key performance indicators – sales, revenues, and prices – of the most important consumer markets worldwide. Our market calculations made by our in-house analysts are based on data from validated sources.

- Revenues, volumes , prices, COVID-19 impact, and forecasts
- More than 250 product categories in 150+ countries and territories as well as 37 regions
- Covering the period 2012 to 2026

Go to Outlook

Find out more on:
[statista.com/outlook/consumer-markets](https://www.statista.com/outlook/consumer-markets)



DIGITAL MARKET OUTLOOK

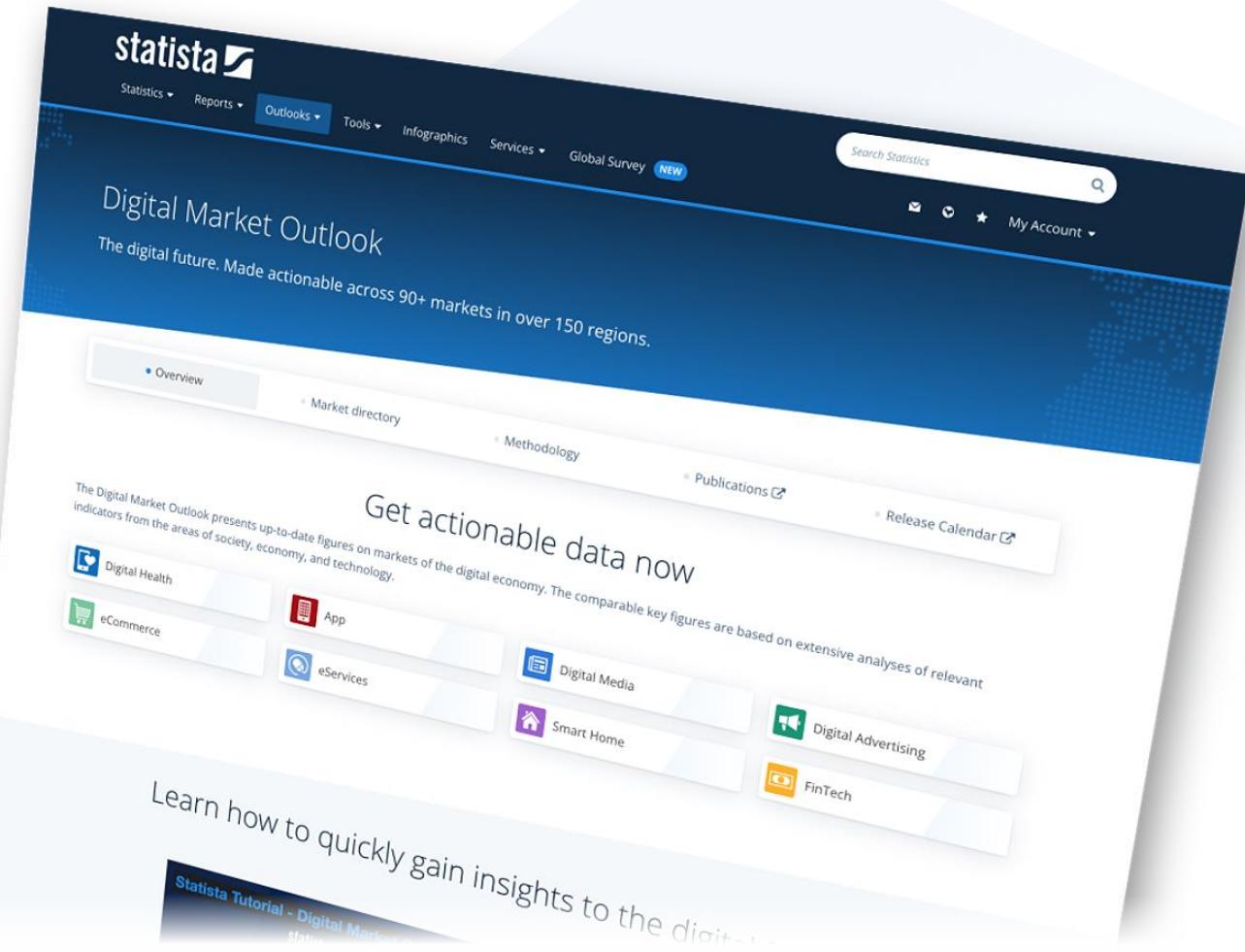
The digital future of 90+ markets in over 150 locations

The Digital Market Outlook presents up-to-date figures on markets of the digital economy. The comparable key figures are based on extensive analyses of relevant indicators from the areas of society, economy, and technology.

- Eight digital verticals: eCommerce, Smart Home, Digital Media, eServices, FinTech, Digital Advertising, Digital Health, and App
- Covering the period 2017 to 2026

Go to Outlook

Find out more on:
statista.com/outlook/digital-markets



MOBILITY MARKET OUTLOOK

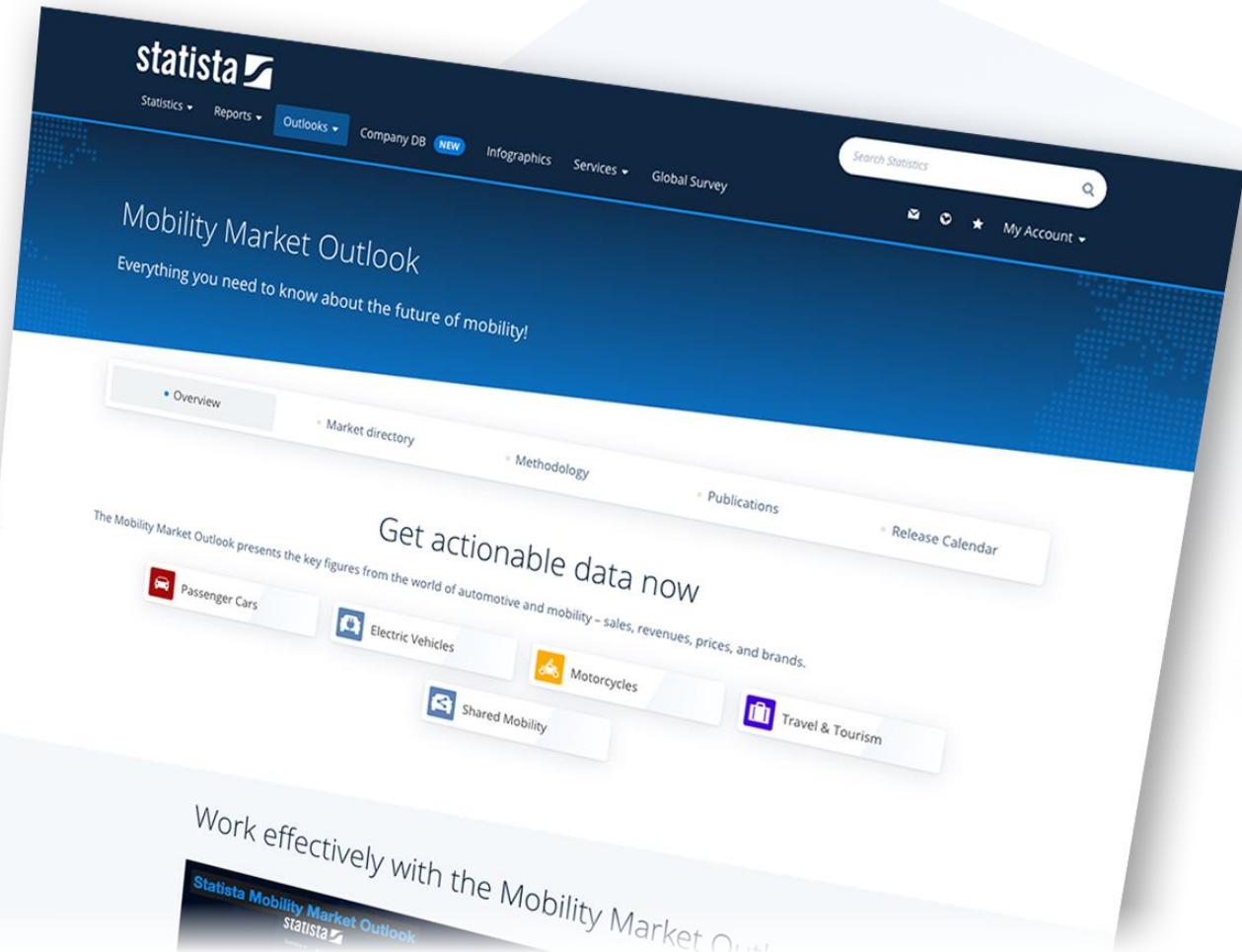
Everything you need to know about the **future of mobility**

The Mobility Market Outlook combines key mobility topics and provides relevant figures and forecasts about the automotive market and mobility services on a global scale. We analyze, measure, and predict market behavior and share the results with you.

- Mobility-related market insights, forecasts, and indicators
- Passenger cars in 12 car classes, 140+ makes, and 150+ countries and territories as well as 37 regions
- Insights into electric mobility and motorcycles
- 9 markets about shared mobility and in-depth data on tourism

Go to Outlook

Find out more on:
[statista.com/outlook/mobility-markets](https://www.statista.com/outlook/mobility-markets)



COMPANY DB

Gain insights into over 60 million companies

The Company Database provides information on more than 60 million listed and privately held companies and contains the most important company key figures as well as in-depth analyses. Additionally, we offer a wide range of extra KPIs for listed companies.

- Company information and key company metrics for 60+ million companies worldwide
- Tailored rankings in 200+ countries and territories as well as 100+ industries
- In-depth information for 50,000+ stock-listed companies

[Go to Company DB](#)

Find out more on:
statista.com/companydb/about

The screenshot shows the Statista Company DB homepage. At the top, there's a navigation bar with links for 'Prices & Access', 'Statistics', 'Reports', 'Outlooks', 'Company DB' (which is highlighted in blue), 'Infographics', 'Services', 'Global Survey', and a search bar. Below the navigation, a large banner features the text 'Gain insights into over 60 million companies'. It includes a search bar labeled 'Search by company name' and a 'Search' button. Below the search bar are several company names in blue bubbles: Amazon.com Inc., Volkswagen AG, Apple Inc., Walmart Inc., Tesla Inc., Airbus SE, Uber Technologies Inc., Mercedes-Benz Group, Toyota Motor Corp., and others. To the left of these bubbles are four boxes with statistics: '60m +' privately held companies, '50,000 +' publicly listed companies, '20 +' financial KPIs, and '200 +' countries & territories. To the right is a box for '100 +' industries. A blue button labeled 'Start your research' is positioned between the industry box and the country/territory box. Below these boxes, a large text block reads 'The starting point for your market assessment' followed by a smaller explanatory text: 'Find relevant information on more than 60 million privately held and over 50,000 stock-listed companies worldwide. See the most important business information at a glance and ... industries.' At the bottom left, there's a link 'Explore COMPANY PROFILES'.

Your Partner for data related questions

Statista Q is a division of Statista and offers individual and data-based research and analysis services for companies. This includes quantitative and qualitative market research projects. Our Team now comprises over 100 analysts, market researchers, and industry experts, who try to answer your questions from the following six topics:



Market Research



Data Analytics

Market &
Competitor AnalysisData Insights
Management

Forecasts & Modelling



Data Visualisation

Visit Statista QFind out more on:
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The screenshot shows the Statista Q website's homepage. At the top, there's a navigation bar with links for Solutions, Industries, Portfolio, About us, Contact, and a Whitepaper Configurator button. The main visual is a large white magnifying glass focusing on the word "Consumer" in a purple circle, with the text "Consumer Insights" inside. Below the magnifying glass, the text "... Insights Driven by Data" is visible. The bottom section shows logos of clients: The Pokemon Company International, PwC, Microsoft, Mercedes-Benz, McAfee, and New Zealand Foreign Affairs & Trade.

CONTENT & INFORMATION DESIGN

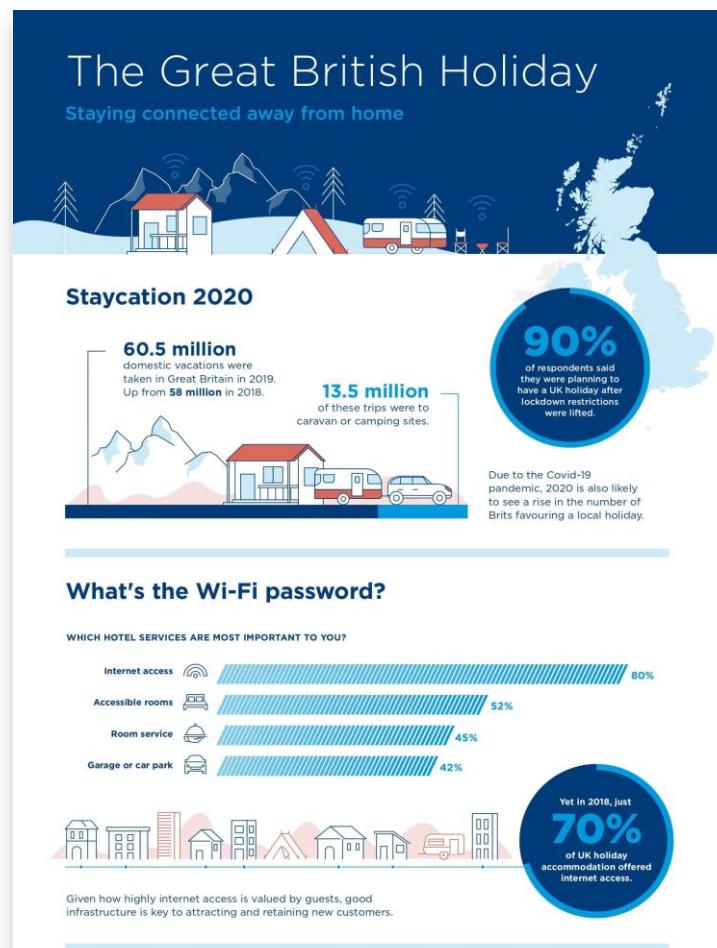
Experts for your project's success

We at Statista Content & Information Design have been working with data, facts, and analyses for years and for this reason especially understand how these can be visually processed in the best way possible. Our experienced team of consultants, editors, designers, and digital marketing experts conduct research, analyze, and filter data or process your content. From concept all the way to dissemination – we are your partners for content & information design.

We turn data into brand experiences – in an understandable and detailed manner. With our individual graphics, animated videos, presentations, as well as white papers and interactive microsites.

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Why it pays to connect your guests

- Improved customer experience
- Increase in positive customer reviews.
- Longer customer visits and repeat purchases
- Potential of additional revenue
- Increased marketing opportunities using customer review media

