

Add-on – Global Consumer Survey

The **Statista Global Consumer Survey** offers a global perspective on consumption and media usage, covering online and offline consumer activities. Use data from a survey comprising **over 1 million**

interviews in 56 countries and regions. With the **online analysis tool**, you can **create your own target groups and analyses** with just a few clicks.

Key figures at a glance



56 countries and regions



50+ industries and topics



11,500+ brands



1,000,000+ interviews

Your benefits



Individual analyses

Save time on With the DIY analysis tool, you can conduct your own analyses online in just a few clicks. The tool was developed by market and social researchers and constitutes a representative survey of internet users worldwide.



Customized target groups

Combine any number of dimensions, such as demographic characteristics, values and attitudes, as well as consumption and media usage, to precisely define your target group. The results can then be exported as a PowerPoint or CSV file.



Country and trend comparisons

Switch at will between different time frames and countries and create country and trend comparisons regarding attitudes, user behavior, and brand preferences. All data is continuously updated.

Overview – Industries & Topics

Marketing & social media ■ Internet & devices ■ Health ■ eCommerce & retail ■ Mobility
Travel ■ Food & nutrition ■ Finance & insurance ■ Services & eServices ■ Media & digital media
Housing & household equipment ■ Characteristics & demographics

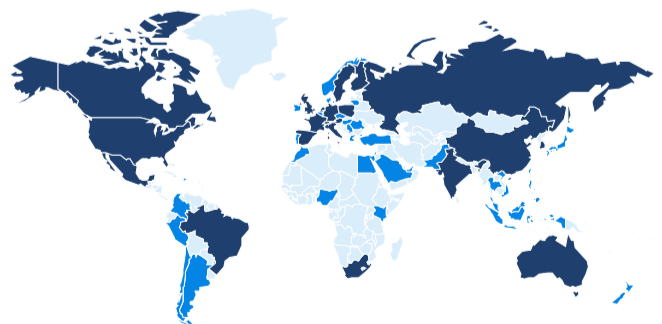
Market coverage

Extended survey

A total of 21 countries are included in the extended version of the survey. For each country, up to 40,000 consumers will be interviewed in four waves in 2021.

Basic survey

The basic version of the survey will be conducted in a total of 35 countries in 2021. In each country, more than 2,000 people will be interviewed.



Discover the Global Consumer Survey now
www.statista.com/global-consumer-survey