# OUR SERVICES

Product Overview

What is the Consumer Market Outlook?

The Statista Consumer Market Outlook provides data on market sizes and forecasts for **more than 150 consumer products** and **passenger cars**. The service currently covers 16 key categories of consumer goods as well as 10 classes of cars along the 70 most relevant makes.

The data is based on market models that allow the quick identification of market segments and growth opportunities with a global perspective.
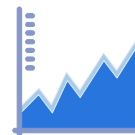
Our goal

With the Consumer Market Outlook, we provide intuitive access to **reliable, comparable and immediately process able information** on the most important consumer markets in North America, Europe, Asia and other regions.
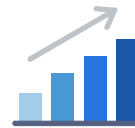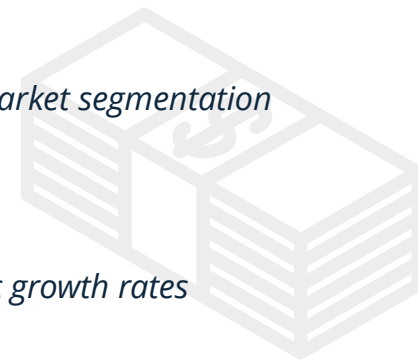
Revenue performance forecast

Clear market segmentation

Realistic growth rates

Direct comparability of all countries and markets

MORE THAN 150 SEGMENTS IN 16 CATEGORIES

Product Overview

Alcoholic Drinks

Non-Alcoholic Drinks

Hot Drinks

Tobacco

Food

Home and Laundry Care

Cosmetics and Personal Care

Tissue and Hygiene Paper

Clothes

Shoes

Eyewear

Accessories

Toys and Games

Consumer Electronics

Household Appliances

Furniture

Passenger Cars – NEW!

Value and volume forecasts, **market shares** and **industry KPIs**, market and segment-specific **reports** as well as **a total of more than 150 product segments.**

GLOBAL CAR SALES DATA - ALL IN ONE PLACE

Product Overview -Automotive

Explore Car Sales on a Global Scale

The automotive category within the Statista Consumer Market Outlook (CMO) offers data on worldwide new car sales of passenger cars, starting with EU and the USA. Countries to follow: China, Japan, S. Korea, India, Brazil, Canada, Switzerland, Mexico and others.

Drill down by Car Segment and Make

10 international car segments

Mini Cars	Executive Cars	Small SUVs
Small Cars	Luxury Cars	Large SUVs
Medium Cars	Sports Cars	
Large Cars	Minivans	

70 major makes, including: Audi, BMW, Citroën, Fiat, Ford, GMC, Great Wall, Hyundai, Jaguar, Jeep, Kia, Land Rover, Mazda, Mercedes-Benz, Nissan, Opel, Peugeot, Renault, Saab, Škoda, SsangYong, Subaru, Tesla, Toyota, Volkswagen, Volvo and many more

Revenue, Volume and Prices

Interactive statistics let you view cross-sections of make and segment by country, providing you with information on Revenue, Volume Sales, Price per Unit, Key Market Indicators.

COMPARABLE INTERNATIONAL CLASSIFICATION

Product Overview -Automotive

Statista Segment	US Car Segment	European Car Segment	Alternative name	Example Models
Mini Cars	Minicompact Cars	A - Mini Cars	City Cars, Microcars	Fiat 500, Hyundai i10, Peugeot 107
Small Cars	Subcompact Cars	B - Small Cars	Light Cars, Superminis	Citroën C3, Ford Fiesta, Volkswagen Polo
Medium Cars	Compact Cars	C - Medium Cars	Small Family Cars	BMW 1 Series, Seat León, Volkswagen Golf
Large Cars	Mid-size Cars	D - Large Cars	Large Family Cars, Compact Executive Cars, Entry-level Luxury Cars	Honda Accord, Peugeot 407, Škoda Superb
Executive Cars	Large Cars	E - Executive Cars	Full-size Cars, Mid-size Luxury Cars	Audi A6, Jaguar XF, Mercedes-Benz E-Class
Luxury Cars	Large Cars	F - Luxury Cars	Full-size Luxury Cars, High-end Luxury Cars, Oberklasse	Audi A8, Jaguar XJ, Mercedes-Benz S-Class
Sports Cars	Sports Cars	S - Sports Coupes	Two-seaters	Aston Martin DB9, Jaguar XK, Mercedes-Benz CLK
Minivans	MPV, Minivan	M - Multi-Purpose Cars	MPV, Multi-Purpose Cars, People Carrier	Citroën C3 Picasso, Mazda 5, Toyota Verso
Small SUVs	Small SUVs	J - Sport Utility Cars	Mini SUVs, Compact SUVs, Mini 4x4	Daihatsu Terios, Kia Sorento, Peugeot 4007
Large SUVs	Large SUVs	J - Sport Utility Cars	Mid-size SUVs, Full-size SUVs, Large 4x4	BMW X5, Land Rover Discovery, Volvo XC90

For the complete classification, please check our table.

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EASILY ACCESSIBLE CONSUMER INSIGHTS

Product Overview - Automotive

Price research and modelling

Revenue estimates and forecasts in the automotive category are based on Volume Weighted Average Prices (VWAP) of the base models. This consumer oriented approach takes into account the Manufacturer Suggest Retail Price (MSRP) including taxes for each vehicle in the basic configuration. Thus it represents a theoretical value – actual revenue is influenced by various factors including different drivetrain technologies and motorizations, exterior and exterior design elements, equipment etc. as well as financing options. But: The VWAP model provides a comparable value for the economic performance of each manufacturer across all markets from a consumer centric point of view.

Forecasting

The forecasting model in the automotive category of the CMO takes into account the historic data on brand, segment and country level as well as product properties, aiming at forecasting consumer demand rather than manufacturer output. New releases, model facelifts or environmental policy changes are currently not taken into account.

MORE THAN 70 AUTOMOTIVE MAKES

Product Overview - Automotive

A Abarth
Acura
Alfa Romeo
Aston Martin
Audi
B Bentley
BMW
Bolloré
Buick
C Cadillac
Caterham Cars
Chevrolet
Chrysler
Citroën
D Dacia

Daewoo
Daihatsu
Dodge
DR Motor Company
F Ferrari
Fiat
Fisker
Ford
G GMC
Great Wall
H Honda
Hummer
Hyundai
I Infiniti
J Jaguar

Jeep
K Kia
L Lada
Lamborghini
Lancia
Land Rover
Lexus
Lincoln
Lotus
LTI
M Mahindra
Maserati
Maybach
Mazda
McLaren

Mercedes-Benz
MG
Mia
Mini
Mitsubishi
Morgan
N Nissan
O Opel
P Perodua
Peugeot
Porsche
Proton
R Ram
Renault
Rolls-Royce

S Saab
SEAT
Škoda
Smart
SSangYong
Subaru
Suzuki
T Tata
Tesla
TH!NK
Toyota
V Vauxhall
Volkswagen
Volvo

COVERAGE – 40 COUNTRIES WORLDWIDE

Product Overview

40 countries[1]
About **1.2 billion households** with more than **4.3 billion consumers**
Roughly **79% of global GDP**

Europe:
- Belgium
- Bulgaria
- Denmark
- Germany
- Estonia
- Finland
- France
- United Kingdom
- Ireland
- Italy
- Croatia
- Latvia
- Lithuania
- Netherlands
- Norway
- Austria
- Poland
- Portugal
- Romania
- Sweden
- Switzerland
- Slovakia
- Slovenia
- Spain
- Czech Republic
- Hungary

North America:
- Canada
- USA

From May 2017

Asia:
- China
- Hong Kong
- India
- Indonesia
- Japan
- Malaysia
- Philippine
- Singapore
- South Korea
- Thailand
- Vietnam