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 processable information on the most important consumer markets in North America, Europe, Asia and other regions.
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.
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
- Small Cars
- Medium Cars
- Large Cars
- Executive Cars
- Luxury Cars
- Sports Cars
- Minivans
- Small SUVs
- Large SUVs

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.

2017, Statista GmbH, Strategic Market Insights
## COMPARABLE INTERNATIONAL CLASSIFICATION

### Product Overview - Automotive

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

*For the complete classification, please check our table.*

2016, Statista GmbH, Strategic Market Insights
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.
### Product Overview - Automotive

<table>
<thead>
<tr>
<th>A</th>
<th>Abarth</th>
<th>Daewoo</th>
<th>Jeep</th>
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</table>
Coverage – 40 Countries Worldwide

Product Overview

40 countries

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

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

From May 2017

Due to data availability not all markets are available in all countries

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