DIGITAL MARKET OUTLOOK

Service

What is the Digital Market Outlook?
Statista’s Digital Market Outlook provides forecasts, detailed market insights and key indicators for the most relevant topics of the digital economy. This includes a broad range of products and services based on a digital distribution model.

All data is derived from reliable bottom-up market modeling, which makes it possible to take comprehensive statistical data from the Statista platform as well as market-related and regional trends and developments into account.

Our Claim
The Digital Market Outlook is a solution which gives you instant access to reliable, comparable and easy-to-use information about the most recent developments of digitalization on an international scale.

Predicted revenue development
Distinct market segmentation & scope
Realistic growth rates
Predicted user development
Segment-specific penetration rates
Demographic profiles
DIGITAL MARKET OUTLOOK

Your questions, our solution – convenient, fast and comprehensive

«What’s the size of the [...] market?»

«Which country has the highest number of [...] users?»

«What’s the projected development of the [...] market?»

«Which are the top 5 fastest growing [...] markets?»

«How long [...] will remain double digit growth?»

«What’s the potential of [...] by 2020?»

«When will [...] reach mass market adoption?»

«What’s the average customer value in [...]?»
DIGITAL MARKET OUTLOOK

Full access to the Digital Market Outlook webtool

+30,000 interactive statistics
- Direct downloads
- Fully integrated into the Statista database

32 Outlook Reports included
- Qualitative and quantitative analysis
- Trends & top companies
- Deep Dive: Europe, USA, China
## DIGITAL MARKET OUTLOOK

*Topics – Nine digital verticals with 36 segments*

<table>
<thead>
<tr>
<th>Digital Media</th>
<th>Connected Car</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video-on-Demand, Digital Music, Video Games, ePublishing</td>
<td>Content &amp; Services, Safety &amp; Driving Assistance, Navigation Services, Diagnostics &amp; Maintenance, Connectivity</td>
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<tr>
<td><strong>FinTech</strong></td>
<td><strong>Smart Home</strong></td>
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<td><strong>eTravel</strong></td>
<td><strong>e-Commerce</strong></td>
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<tr>
<td>Online Travel Booking, Mobility Services</td>
<td>Fashion, Electronics &amp; Media, Food &amp; Personal Care, Furniture &amp; Appliances, Toys, Hobby &amp; DIY</td>
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<tr>
<td><strong>eServices</strong></td>
<td><strong>Digital Advertising</strong></td>
</tr>
<tr>
<td>Event Tickets, Fitness, Dating Services, Food Delivery</td>
<td>Banner Ads, Video Ads, Search Ads, Social Media Ads, Classifieds</td>
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<tr>
<td><strong>eHealth</strong></td>
<td></td>
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<tr>
<td>Diabetes, Hypertension, Heart Failure</td>
<td></td>
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</tbody>
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**Revenue forecasts** and **user development**, ad-hoc **market research**, segment-specific **trend-reports** as well as an additional breakdown into **92 different categories**
DIGITAL MARKET OUTLOOK

Coverage – 50+ international countries & regions

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

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

Africa & Middle East:
- Israel
- Saudi Arabia
- South Africa
- Turkey

Australia:
- Australia

North America:
- Canada
- United States

Latin America:
- Argentina
- Brazil
- Mexico

50 countries across all continents
~ 90% of worldwide economic power
~ 78% of global internet population

1 based on the global gross domestic product
DIGITAL MARKET OUTLOOK

Statista – Your single source supplier for digital market data

What makes us unique

Statista combines the powerful insights of market research and trend scouting and puts results in the context of regional and structural characteristics of different markets. The resulting outcome is an independent and unique forecast of market development in various areas of digitalization.

The foundation for the Digital Market Outlook is the vast number of sources and research knowledge which is part of our renowned statistics platform. By using complex techniques of data modeling and statistical forecasting, we are able to derive reliable predictions for dynamic evolving markets which have a high level of uncertainty.

Digital market data is often available in many different forms, scopes and segmentations, which makes it almost impossible to get reliable comparisons between two or more data sets. Consistent data on an international scale with unified definitions of what exactly is in-scope and what is out-of-scope is the key for realistic and successful business analysis and planning.

Therefore Statista’s Digital Market Outlook provides unique value in the area of digital market data. Our goal is to bring as much information as possible together, normalize data sets, separate the relevant parts and derive a consistent view on the market dynamics and rising trends of the global digital economy.

Current state analysis

▸ How is economic value currently generated in the market?
▸ How many current users/customers are there?
▸ How does an appropriate segmentation of users look like?
▸ Which players are market and innovation leaders?
▸ How does the price of various products and services evolve?

Trend scouting

▸ How will economic value be generated in the future?
▸ Are there analogies to the old economy or similar markets?
▸ Which kinds of products or business model innovations stand out as the most successful?
▸ Which areas of business will see rising venture capital investments?
▸ How is technological progress expected to develop in terms of performance, availability and pricing?
▸ When and where is market growth expected to reach its limit?