

Your essential academic research tool

Professors, students, and researchers can use Statista Consumer Insights in their daily work to enhance academic research and foster data-driven decision-

making across various disciplines. This powerful tool is designed to offer valuable insights into consumer behavior, preferences, and trends.



Use our Consumer Insights to inspire teaching and research

Your challenge

Academic instructors and researchers require reliable, up-to-date consumer insights and survey data but often find it difficult to obtain global perspectives and access customizable datasets. These obstacles impact the quality and relevance of their research findings and impede academic growth.

Our solution

By providing access to extensive, up-to-date consumer data, Statista Consumer Insights streamlines data extraction and analysis. Researchers can start their own exploratory analyses and obtain global perspectives on consumer behavior. Statista Consumer Insights **enhances the quality and relevance of academic research across various disciplines.**

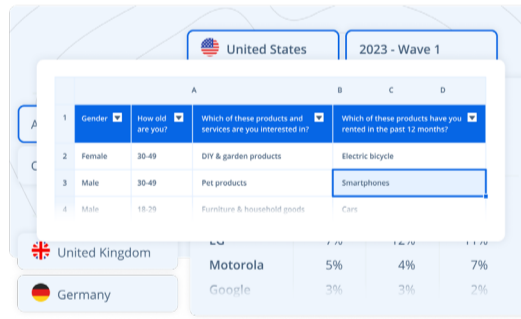


Explorative data analysis

Conduct explorative data analyses and quickly test hypotheses across a wide range of topics with our Consumer Insights tool. Customizable data filters make it possible for students and researchers to identify patterns, uncover relationships, and generate new research questions.

Consumer behavior and public opinion

Consumer Insights is a versatile resource for investigating a wide array of topics and covers not only consumer behavior, attitudes, and trends but also public opinion on various social, economic, and political matters.



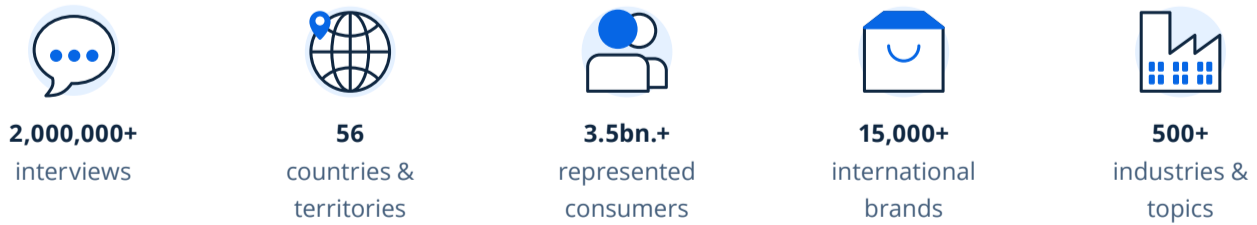
Raw data available

For those looking to conduct advanced statistical analyses or develop custom models, Statista Consumer Insights offers respondent-level data sets on request.

Your benefits

- Access to **comprehensive, up-to-date consumer data**
- Customizable data filters for **targeted research**
- **Visually appealing** charts, graphs, and tables for easy interpretation
- **Regular updates** to stay current with the most recent consumer trends

Key figures at a glance



Why choose Consumer Insights

- Scientific standards**
All data we provide is transparent, verified and carefully prepared in compliance with scientific standards. Information from the original source is always available.
- Quarterly updates**
With our regular updates, you'll always have access to the most current consumer trends and preferences, ensuring your research remains relevant and timely.
- Comprehensive coverage**
Our surveys cover more than 500 industries and topics from the online and offline world. From eCommerce to nutrition and smart home to inflation and consumer sentiment, plus many more.

Discover **Consumer Insights** now
[→ Click here for further information](#)