Statista Consumer Market Outlook

Product & Methodology

September 2021

statista

The Statista Consumer Market Outlook provides data for 18 markets in 152 countries & territories

About the Statista Consumer Market Outlook (1/2)

What is the Statista Consumer Market Outlook?

The Statista Consumer Market Outlook is a tool that provides key market indicators, independent forecasts, and detailed market insights for the most relevant consumer markets. Consumer market data is often available in inconsistent forms, scopes, and segmentations, which makes it impossible to get reliable comparisons between two or more data sets. Our goal is to simplify your research and planning by providing all the necessary data for 18 consumer markets in 152 countries and territories with a clearly defined market scope.

The Statista Consumer Market Outlook is built on resources from the Statista platform as well as on in-house market research, national statistical offices, international institutions, trade associations, companies, the trade press, and the experience of our analysts. We evaluate the status quo of the markets, monitor trends, and create an independent forecast regarding market developments of the global consumer goods industry.

The tool provides data on financial operating figures (total and per-capita revenue and volume sales as well as prices) – on the platform and in multiple download formats.

The data for each market is updated twice a year and our analysts create Outlook Reports for all markets and segments, giving an extensive overview of the current state of the market and its latest trends.

|	
Alcoholic Drinks	Footwear
Non-Alcoholic Drinks	Eyewear
Hot Drinks	Accessories
Food	Consumer Electronics
Tobacco Products	Household Appliances
Home & Laundry Care	Furniture
Beauty & Personal Care	OTC Pharmaceuticals
Tissue & Hygiene Paper	Toys & Hobby
Apparel	Luxury Goods

The key to our data is independent market modeling and various market and macroeconomic indicators

About the Statista Consumer Market Outlook (2/2)

The data of the Statista Consumer Market Outlook is composed of countless pieces of information. Our analysts build on Statista's primary research, relevant market data taken from independent databases, various market and macroeconomic indicators, historical developments, current trends, reported performance indicators from key market players, and interviews with market experts conducted by Statista. Continuous market monitoring allows us to take into consideration relevant changes along the value chain of the consumer goods industry.

The market estimates for our 46 core countries and territories – the world's largest economies, such as the United States, China, and Germany – are derived from bottom-up market modeling based on data from a broad range of industry-specific and national sources, statistics on industrial production, international trade, prices, and consumption, the Statista Global Consumer Survey, and our industry knowledge.

For the 106 non-core countries and territories, we apply algorithmic data analysis, based on macroeconomic indicators and market drivers. Normalized indicators allow realistic assumptions and comparisons (per-capita spending, penetration rates, etc.), even for countries and territories with low data availability.

Sources: Statista Consumer Market Outlook 2021
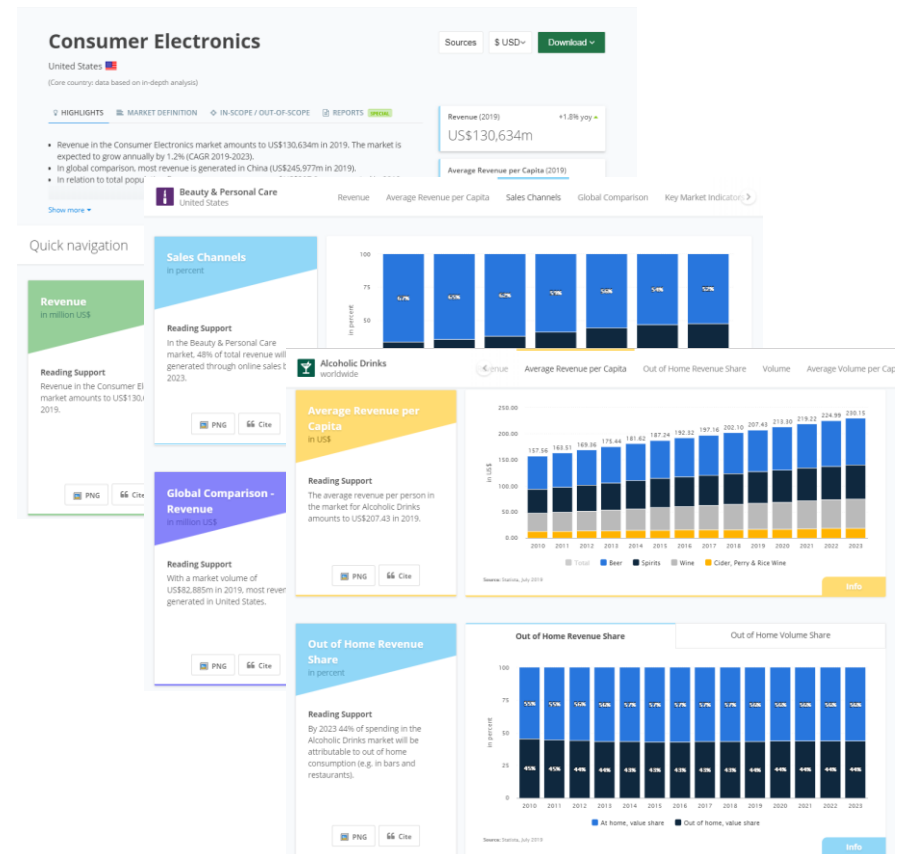
The Statista Consumer Market Outlook covers 152 countries & territories and 24 geographical regions

Country and territory coverage (1/2)

Full list of countries & territories and geographical regions covered in the Statista Consumer Market Outlook

Europe

Southern Europe
Albania
Bosnia and Herzeg.
Croatia
Cyprus
Greece
Italy
North Macedonia
Malta
Montenegro
Portugal
Serbia
Slovenia
Spain
Turkey

Eastern Europe
Armenia
Azerbaijan
Belarus
Bulgaria
Georgia
Moldova
Romania
Russia
Ukraine

Central & Western Europe
Austria
Belgium
Czechia
France
Germany
Hungary
Ireland
Luxembourg
Netherlands
Poland
Slovakia
Switzerland
United Kingdom

Northern Europe
Denmark
Estonia
Finland
Iceland
Latvia
Lithuania
Norway
Sweden

Americas

South America
Argentina
Bolivia
Brazil
Chile
Colombia
Ecuador
Guyana
Paraguay
Peru
Suriname
Uruguay

Central America
Belize
Costa Rica
El Salvador
Guatemala
Honduras
Nicaragua
Panama

North America
Canada
Mexico
United States

Caribbean
Cuba
Dominican Republic
Haiti
Jamaica
Puerto Rico

Asia

South Asia
Bangladesh
Bhutan
India
Nepal
Pakistan
Sri Lanka

West Asia
Bahrain
Iran
Iraq
Israel
Jordan
Kuwait
Lebanon
Oman
Qatar
Saudi Arabia
United Arab Emirates

Southeast Asia
Brunei Darussalam
Cambodia
Indonesia
Laos
Malaysia
Myanmar
Philippines
Singapore
Thailand
Timor-Leste
Vietnam

East Asia
China
Hong Kong
Japan
Mongolia
South Korea
Taiwan

Central Asia
Kazakhstan
Kyrgyzstan
Tajikistan
Turkmenistan
Uzbekistan

Australia & Oceania
Australia
Fiji
New Zealand
Papua New Guinea

Africa

North Africa
Algeria
Egypt
Morocco
Sudan
Tunisia

Central Africa
Angola
Cameroon
Chad
Equatorial Guinea
Gabon
Republic of the Congo

West Africa
Benin
Burkina Faso
Gambia
Ghana
Guinea
Ivory Coast
Niger
Nigeria
Senegal
Sierra Leone
Togo

Southern Africa
Botswana
Lesotho
Mauritius
Namibia
South Africa

East Africa
Burundi
Ethiopia
Kenya
Madagascar
Malawi
Mozambique
Rwanda
Seychelles
Tanzania
Uganda
Zambia
Zimbabwe

Sources: Statista Consumer Market Outlook 2021

The Statista Consumer Market Outlook data can be combined to form 13 political regions

Country and territory coverage (2/2)

Full list of political regions covered in the Statista Consumer Market Outlook

ASEAN

Brunei Darussalam
Cambodia
Indonesia
Japan
Laos
Myanmar
Philippines
Singapore
Thailand
Vietnam

Baltics

Estonia
Latvia
Lithuania

Benelux

Belgium
Luxembourg
Netherlands

BRICS

Brazil
China

India
Russia
South Africa

CIS

Armenia
Azerbaijan
Belarus
Kazakhstan
Kyrgyzstan
Moldova
Russia
Tajikistan
Uzbekistan

D-A-CH

Austria
Germany
Switzerland

EAEU

Armenia
Belarus
Kazakhstan
Kyrgyzstan
Russia

EU-27

Austria
Belgium
Bulgaria
Croatia
Cyprus
Czechia
Denmark
Estonia
Finland
France
Germany
Greece
Hungary
Ireland
Italy
Latvia
Lithuania
Luxembourg
Malta
Netherlands
Poland
Portugal
Romania
Slovakia

Slovenia
Spain
Sweden

G7

Canada
France
Germany
Italy
Japan
United Kingdom
United States

G20

Argentina
Australia
Austria
Belgium
Brazil
Bulgaria
Canada
China
Croatia
Cyprus
Czechia
Denmark

Estonia
Finland
France
Germany
Greece
Hungary
India
Indonesia
Ireland
Italy
Japan
Latvia
Lithuania
Luxembourg
Malta
Mexico
Netherlands
Poland
Portugal
Romania
Russia
Saudi Arabia
Slovakia
Slovenia
South Africa

South Korea
Spain
Sweden
Turkey
United Kingdom
United States

GCC

Bahrain
Kuwait
Oman
Qatar
United Arab Emirates

NAFTA

Canada
Mexico
United States

Nordics

Denmark
Finland
Iceland
Norway
Sweden

We use a bottom-up approach for our sizing of the markets' status quo

Market sizing (1/3)

Detailed analysis of the status quo in selected core countries

We obtain the data from the Statista Consumer Market Outlook for our 46 core economies, such as the United States, China, and Germany, through an in-depth analysis of each market. To evaluate the markets, we use the latest data from various country-specific sources and industry associations, survey results from our primary research (e.g., the Statista Global Consumer Survey), third-party studies and reports, as well as our industry knowledge. Because of the considerable amount of information that is incorporated in the Statista Consumer Market Outlook and all the interpretation and analysis involved in the process, a detailed representation of the data sources for each data point is not possible.

Market sizes are determined using a bottom-up approach based on an individual logic for each market segment. Demand-side factors, such as per-capita consumption, are linked to various performance factors, such as at-home and out-of-home consumption or average customer turnover. This data is calculated from market-specific input, such as product prices, purchase/usage frequency, and customer churn rates.

Domestic supply is the basis for our modeling, where consumption is estimated bottom-up using the available supply of any given product in a certain year. It is calculated with data on industrial production and international trade. All markets are assessed at retail prices including country- and product-specific sales taxes and excise duties. Other sources, such as household budget surveys on national levels, complement the demand-side estimates.

Underlying data

Macroeconomic indicators

- Country-specific statistical offices and census data
- International organizations and associations

Market research

- Consumer profiling – the Statista Global Consumer Survey
- Exclusive representative ad hoc surveys in selected countries on specific current topics

Key player analysis & monitoring

- Company profiles and key performance indicators
- Product and price monitoring
- News and trends

Studies & third-party data

- Market analyses and analyst opinions
- Annual reports and industry analyses
- Academic studies

Sources: Statista Consumer Market Outlook 2021

The Beauty & Personal Care market as an example of a combined bottom-up and top-down approach

Market sizing (2/3)

Beauty & Personal Care

Sources and benchmark:

Market sizing

Fragrances

+

Personal Care

+

Skin Care

+

Validation through third-party studies

Cosmetics

National statistics on industrial production, international trade, prices and consumption

Revenue distribution within sub-segments

Face ✂

Lips ✂

Eyes ✂

Nails ✂

Natural Cosmetics ✂

National statistics, primary research, third-party studies, company data, market and macroeconomic indicators

We estimate the potential of non-core countries with the help of macroeconomic and infrastructural drivers

Market sizing (3/3)

Driver-based transfer of market data to non-core countries

The market data for non-core countries is generated using algorithmic models. To compensate for the lack of available data and to evaluate a country's potential, we use the performance ratios of core countries with a similar infrastructure and similar development conditions as benchmark values. Then we apply an algorithm-based calculation to create market KPI estimations, using the country's key market indicators as drivers.

Over 100 driver data sets for 152 countries and territories have been collected from a variety of sources, including the International Monetary Fund (IMF), the International Telecommunication Union (ITU), the World Bank, and many others. The data sets either include a forecast from the source or are forecast by Statista using trend analyses and prediction techniques based on historical data from 2000 onwards. The drivers are categorized and assigned to the markets so that the top three correlating drivers can then be selected for each market segment.

The chosen drivers do not only have the best mathematical fit, but they must also have an actual influence on the performance of the markets. If specific drivers are not available for one country, they can be replaced with a set of backup economic development drivers of more general nature.

Non-core country market sizing exemplified by[1] the Hungarian Cosmetics market in 2018

Step 1: Choose reference core country[2]

	Poland (core country)	Hungary (non-core country)

Step 2: Compare key market indicators[3]

	Poland	Hungary
Population	38.1m	9.7m
Consumer spending per capita	US$8,174	US$7,542
GDP per capita	US$14,756	US$15,679
Price level index	44.0	44.8
Human development index	0.865	0.838

Step 3: Apply an algorithm to estimate market KPIs, using data from the core country as base and the country's key market indicators as drivers

Result:

	Poland (benchmark)	Hungary (KPI estimated)
Average revenue per capita	US$14.04	US$13.63

1: Simplified illustration 2: Several core countries are used to get the final results 3: Further key market indicators were used in the final algorithm
Sources: Statista Consumer Market Outlook 2021

Our market growth forecasting is based on three different techniques

Forecasting (1/4)

To create forecasts for up to 5 years, we combine economic developments and trend scouting with statistical and mathematical forecasting techniques. Every market is modeled differently as it is tailored to the respective industry, and this also effects the forecasting method for each market.

In the Consumer Market Outlook, we use three different forecasting techniques: the S-curve function, exponential trend smoothing, and seasonal forecast algorithms.

Certain consumer products, such as smart speakers, are not embraced by all individuals at the same time but in a time sequence. The market maturity can be evaluated according to the Bass diffusion model, which describes how new products penetrate the market. Users can be classified into different categories based on how long it takes until they adopt the new product. This lifecycle of technology penetration can be represented as a graph:

| Innovators | Early adopters | Early majority | Late majority | Laggards |
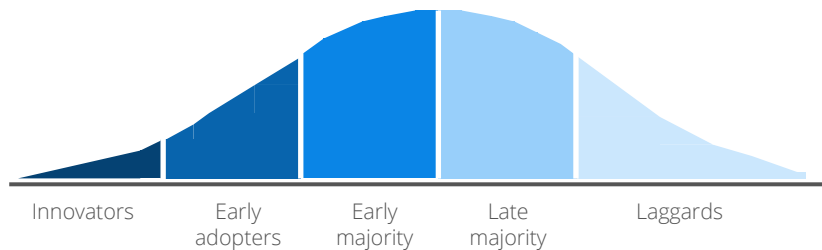
A market growth forecast is generated with the help of our tool, which combines historical market data with predictions regarding the development of key market drivers by creating the most suitable curve for the market. The S-curve constitutes a special case of the logistic function and is well suited to make forecasts regarding electronic and digital devices due to the non-linear growth of technology adoption.

For markets with a projected steady growth, such as Food and Apparel, we use exponential trend smoothing to illustrate the continuous market development. Parameters are adjusted individually depending on the market-country/-territory combination.

In certain industries, seasonality effects and replacement cycles are common, and such sequences are taken into consideration in our forecasts. Where applicable, we use seasonal forecast algorithms to outline this kind of market behavior.

Once the status quo has been established, we assess the recent market growth and the macroeconomic environment of the country or territory in question and its region. Then we move on to trend scouting, looking out for business-critical developments in the industries that provide the basis for the future growth of the markets.

The result is an algorithm-backed forecast based on relevant market drivers and macro-economic indicators. We validate our data through collaboration with other Statista teams, third-party forecasts, regional comparisons, and the analysis of development cycles in different markets.

Sources: Statista Consumer Market Outlook 2021

Parametric forecasts: the S-curve function

Forecasting (2/4)

Parameters that determine the projected market development

$$y = A + \frac{G}{[1 + T \cdot e^{-k \cdot (x-M)}]^{1/T}}$$

T: Symmetry

k: Steepness

G: Jumping height

A: Base level

M: Inflection point

Market maturity metric[1]

Time in years
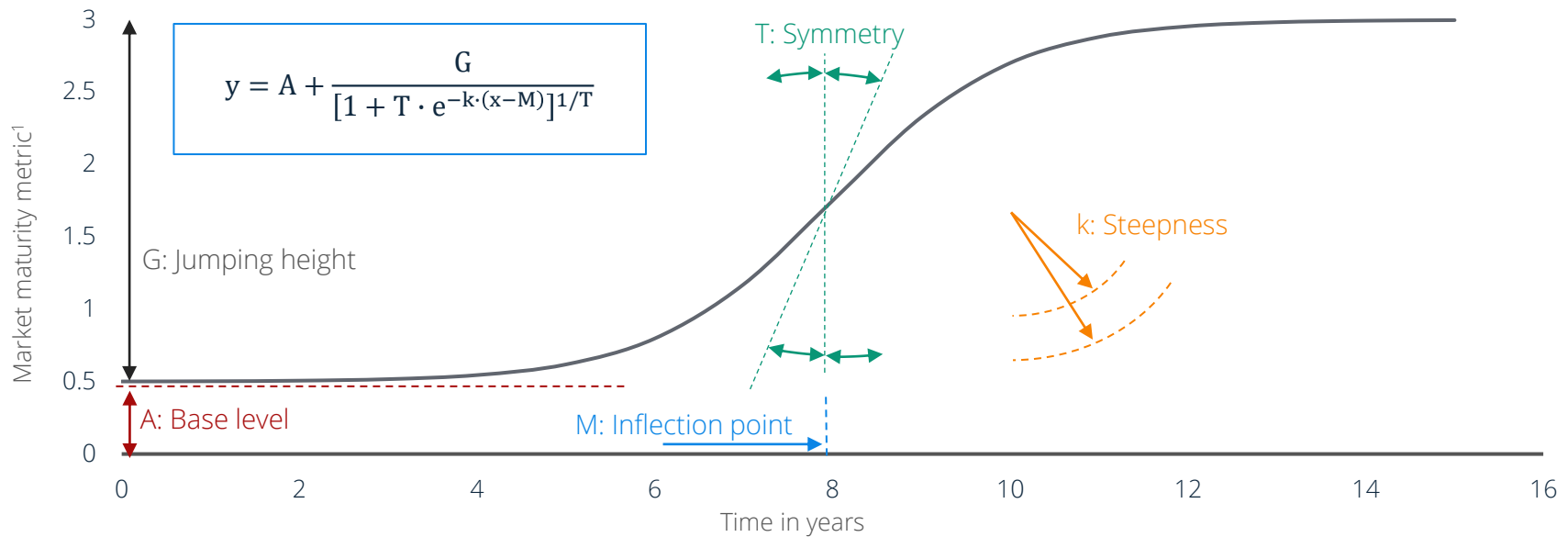
- **A: Base level** – starting point of market development / known threshold
- **G: Jumping height** – remaining potential until maximum market penetration

- **T: Symmetry** – progression of market diffusion
- **k: Steepness** – development speed / intensity of growth
- **M: Inflection point** – point of transition to incipient market saturation

1: Depending on the market for which the forecast is made, a market maturity metric might be user penetration, revenue, saturation, etc.
Sources: Statista Consumer Market Outlook 2021

Parametric forecasts: exponential trend smoothing

Forecasting (3/4)

Parameters that determine the projected market development

Legend: $\hat{y}$(α = 0.3, β = 0.3) — $\hat{y}$(α = 0.9, β = 0.3) — $\hat{y}$(α = 0.9, β = 0.9) — $\hat{y}$(α = 0.3, β = 0.9) — y (target)
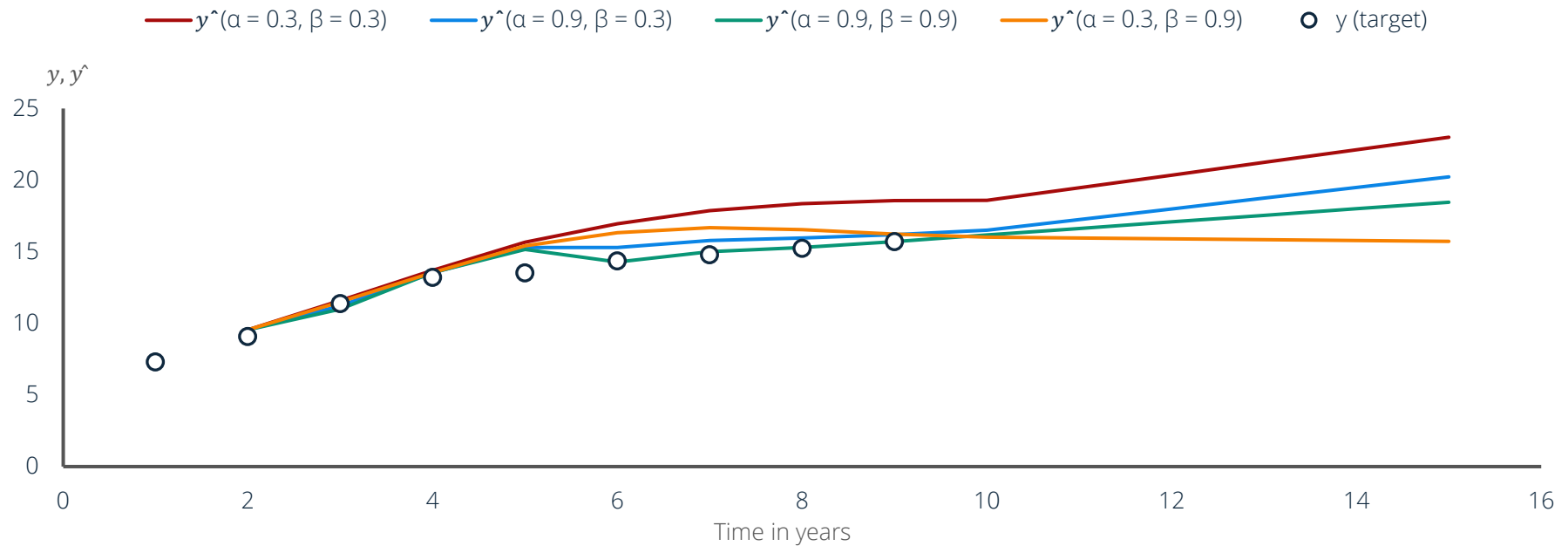
- **h: Forecast horizon** – number of years to be forecast
- **α: Level reactivity** – reactivity of the model towards changes in the level
- **β: Trend reactivity** – reactivity of the model towards changes in the trend

$$\hat{y}_{t+h} = h\hat{a}_{1,t} + \hat{a}_{0,t}$$
$$\hat{a}_{0,t} = \alpha y_t + (1 - \alpha)\hat{y}_t = \alpha y_t + (1 - \alpha)(\hat{a}_{0,t} + \hat{a}_{1,1})$$
$$\hat{a}_{1,t} = \beta(\hat{a}_{0,t} - \hat{a}_{0,t-1}) + (1 - \beta)\hat{a}_{1,t-1}$$

Sources: Statista Consumer Market Outlook 2021

Where applicable, we use seasonal forecast algorithms

Forecasting (4/4)

Pre-processing / model identification

| Seasonal input | Identify base function | Calculate season length | Estimate type of seasonality | Deseasonalize data |

$$y = a \cdot x + b$$
$$y = b \cdot a^x$$
$$y = a \cdot \log x + b$$

$$\gamma = \sum_{n=0}^{N-1} y_n \cdot e^{-i2\pi kn/N}$$

$$y_s = S \cdot S_u$$
$$y_s = S + S_u$$

Parameter estimation / parallel forecasting

| Fit parameters | Calculate seasonless forecast |

$$\alpha = ?$$
$$\beta = ?$$
$$\varphi = ?$$

| Calculate seasonal impact | Normalize seasonality |

$$S_{i,n,+} = S_{i,+} - \mu_s$$
$$S_{i,n,*} = S_{i,*}/\mu_s$$

Finalization / assembly

| Combine |

All forecasts take projected currency effects into account

Exchange rates in the Outlooks (1/2)

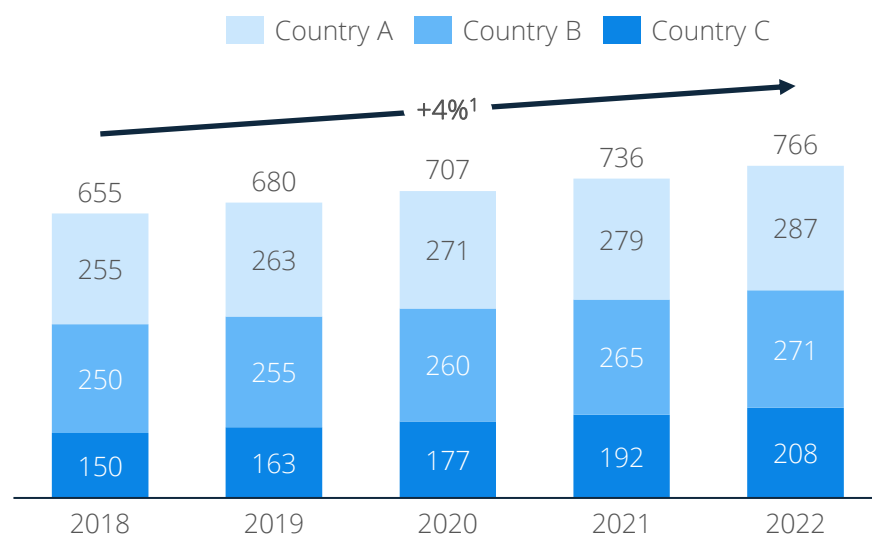- Statista **Outlook data is presented in current, or nominal, prices**, which means it is **not adjusted for inflation** (unless explicitly stated otherwise).

- Correspondingly, the **underlying exchange rates** used to convert market data from local currencies into the reported currencies **refer to the current value in the relevant year**.

- The usage of current exchange rates marks a **change compared to previous releases** of the Market Outlooks (prior to Q4 2021), where the average exchange rates of the year 2017 were applied to all years. This artificial stabilization provided a clear view of the relevant market's underlying growth rates in local currencies but hid currency risks associated with certain regions. Since the Outlooks are mostly used to compare regions, we decided to no longer use constant exchange rates in order to enable a more realistic assessment of market potential from the perspective of international investors, who have to factor in currency risks. In short, **current exchange rates make forecasts more comparable across regions**.

- When looking at markets in a currency other than the local one, the **growth rates** of new market data will be **different and can appear more volatile than before** because currency effects are now visible. The underlying growth rate of the market can still be seen when looking at the data in the respective local currency.

- Statista's exchange rate data is **sourced from international institutions**, such as the International Monetary Fund, the World Bank, or the United Nations, and reflects **official rates** set or reported by a country's, territory's, or region's foreign exchange administration (usually the central bank).

- To take account of potential regional currency risks, we also make **forecasts** of exchange rates. These forecasts are based on the outlook of the relevant region's overall economy as well as on its projected inflation differential relative to other regions. They are **updated twice a year** and **do not take into account sudden and drastic changes** that might result from crises such as wars, natural disasters, or similar events.
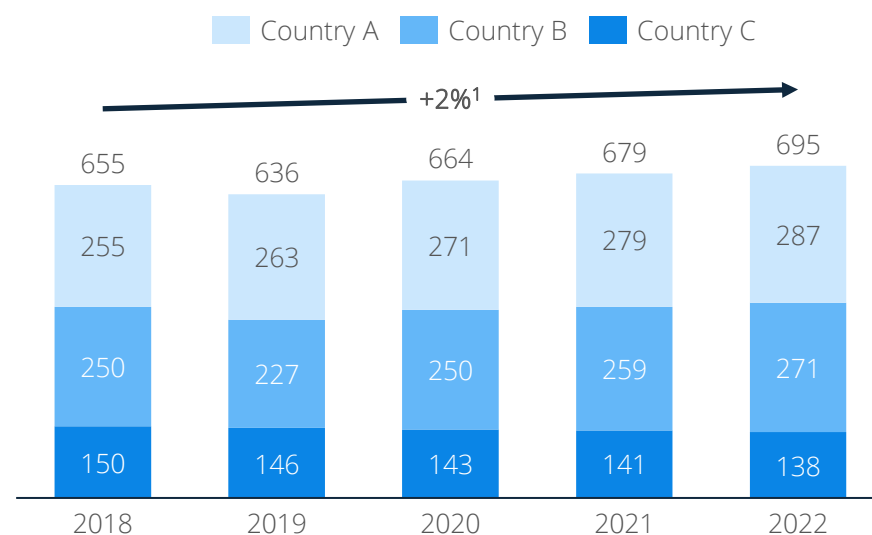
Current exchange rates enable a more realistic assessment of actual market potential and dynamics

Exchange rates in the Outlooks (2/2)

Made-up market value (constant exchange rate)

Country A　Country B　Country C

+4%[1]

Year	2018	2019	2020	2021	2022
Total	655	680	707	736	766
Country A	255	263	271	279	287
Country B	250	255	260	265	271
Country C	150	163	177	192	208

Currency value	2018	2019	2020	2021	2022
Country A	1	1	1	1	1
Country B	0.81	0.72	0.78	0.79	0.81
Country C	0.8	0.72	0.65	0.59	0.53

Made-up market value (current exchange rate)

Country A　Country B　Country C

+2%[1]

Year	2018	2019	2020	2021	2022
Total	655	636	664	679	695
Country A	255	263	271	279	287
Country B	250	227	250	259	271
Country C	150	146	143	141	138

Compared to constant exchange rates (on the left), **current exchange rates put the seemingly high nominal growth rates in country C into perspective**: Due to the country's unstable currency, **international investors must expect diminishing returns from that country**. In contrast, **country B shows some fluctuations** in the value of its currency, but, overall, it remains **fairly stable**, leading to only minor currency effects.

1: CAGR: Compound Annual Growth Rate / average growth rate per year
All values represent made-up numbers for exemplary purposes and are not based on any existing country, market, or currency.
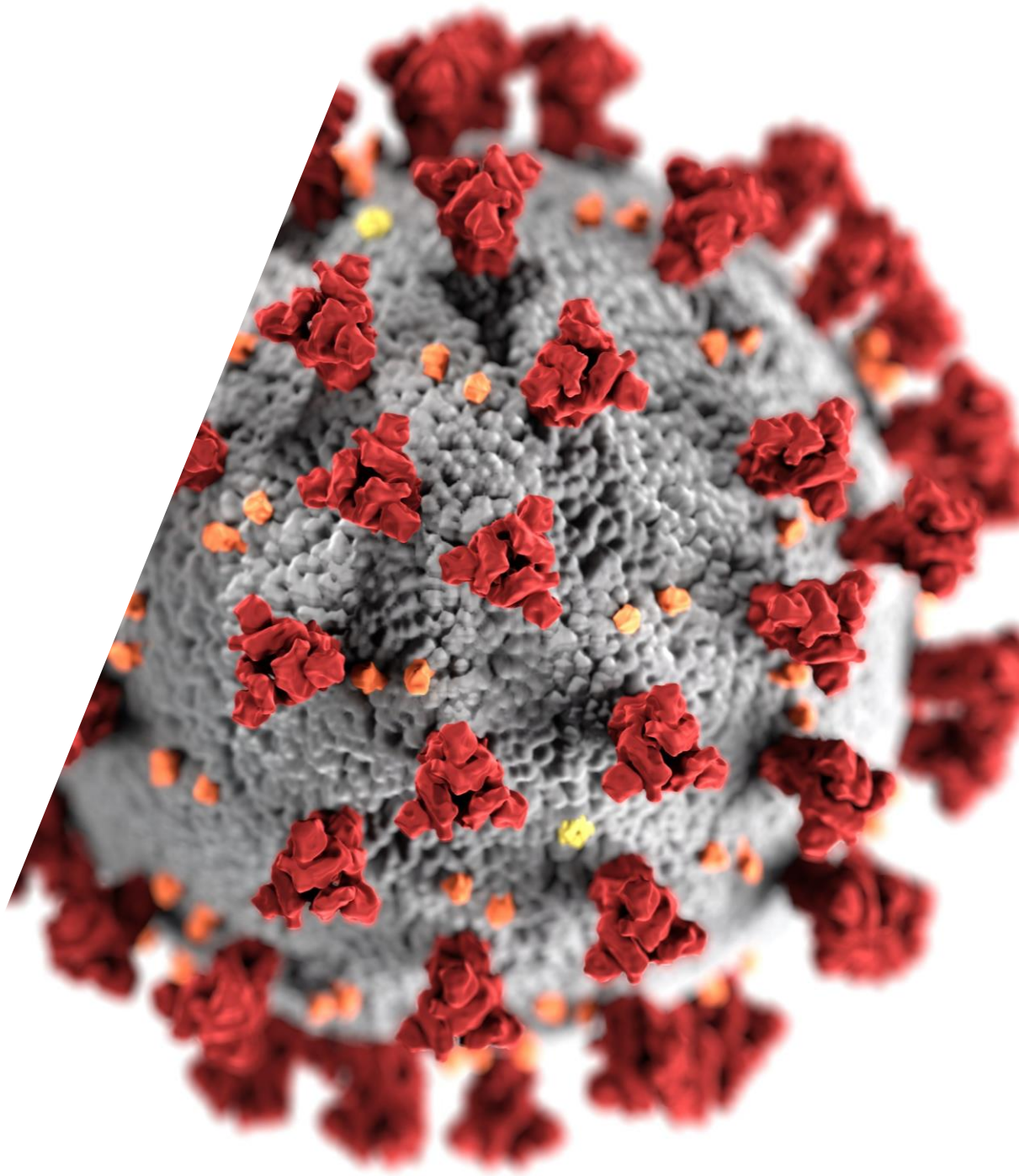
COVID-19 IMPACT

We routinely monitor the economic situation as it unfolds and update our forecasts accordingly

COVID-19 impact (1/2)

Market environment	Market shock	Shock dissipation

Macro-economic outlook

- Updated general economic outlook (GDP, exchange rates, inflation, consumer spending, investments, etc.)
- Gathering of short-term indicators from national statistical offices and international institutions (e.g. IMF, World Bank)

Pandemic outlook

- Monitoring of current and projected case load, government restrictions, and vaccination campaigns

Directly affected markets

- Driven primarily by pandemic outlook (e.g., travel & tourism)
- Recession impact & recovery assessment based on short-term indicators and pandemic outlook

Indirectly affected markets

- Driven primarily by overall macro-economic performance or pandemic-induced shifts in spending (e.g. semiconductors)
- Recession impact and recovery assessment based on short-term indicators, company filings, and analyst assessments

Rebound and recovery

- Markets expected to asymptotically approach long-term trend
- Pace and completeness of recovery dependent on local macro-economic expectations and outlook related to the pandemic

An uneven recovery leads to quick initial gains while some scarring is expected to remain

COVID-19 impact (2/2)

Global[1] constant GDP[2] forecast in trillion US$

— Original forecast   — Adjusted forecast
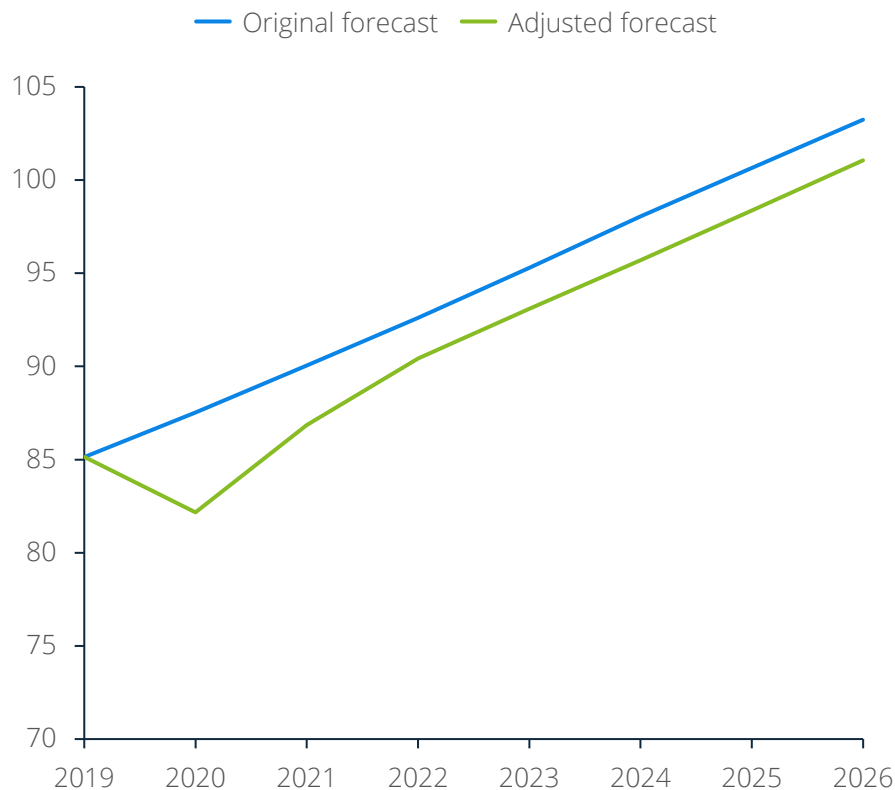
A swift but uneven recovery is underway

- COVID is here to stay, but a combination of vaccination initiatives and quarantine measures will push against the pure pandemic-induced impact in most countries

- Economies have adapted to the situation better than originally feared, e.g., by shifting spending from services to goods and/or by transitioning to remote work options. But other sectors such as in-person services are likely to be subdued for a while

- Recovery in reopening societies will be quick at first but likely not be sufficient to compensate for all lost potential

- Uncertainties remain about herd immunity and if/when it can be achieved and about inflationary pressure that stems from a combination of stimulus measures, reduced spending for services, and supply chain issues

We do not anticipate a reversal of long-term trends but a gradual dissipation of the pandemic-induced shock

We will likely see an intensification of some existing long-term trends (e.g., digitization)

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APPENDIX

This appendix contains answers to frequently asked questions about the general methodology of the Consumer Market Outlook

FAQ: The Statista Consumer Market Outlook

Frequently asked questions (1/2)

What macroeconomic data was used to model the forecast?

You can find the key market indicators used for the forecasting at the bottom of the market and/or segment page.

What currency rates were used to convert the values in local currency into US$?

The underlying exchange rates used to convert market data from local currencies into the reported currencies refer to the current value in the relevant year.

Has the monetary data been adjusted for inflation?

Statista Outlook data is presented in current, or nominal, prices, which means it is not adjusted for inflation (unless explicitly stated otherwise).

Are the markets broken down by brands/companies?

Currently, we provide market shares and brand preferences in several markets and segments. For an idea on user shares, you can refer to the Global Consumer Survey, which covers all consumer and digital markets.

When will you provide a more detailed analysis of certain categories?

Updates and planned releases can be found in the release calendar.

How often do you update the information?

We update data in our Market Outlooks twice a year. The updates are scattered throughout the year. Thus, one market might be updated in January and July, while others are updated later. If something major happens that influences our estimations or if we find inconsistencies, we will update the information immediately.

Is this data comparable from year to year?

Yes, that is the main feature of our Market Outlooks: comparability across markets, countries, and years. If we change market definitions to adapt to the ever-changing business models, we adapt the whole market estimate & forecasts so that all revenue data corresponds again to the new definition and is comparable from year to year.

The figures now differ significantly from those of the previous year. Why has the data changed?

Approaches, assumptions, input data, and scope are improved from update to update. Therefore, data from previous updates might not necessarily be comparable with current data. In addition to that, our own primary research is expanding, and we are replacing third-party data sources with the data from the Statista Global Consumer Survey, which can lead to a one-time significant change in data.

Sources: Statista Consumer Market Outlook 2021

FAQ: The Statista Consumer Market Outlook

Frequently asked questions (2/2)

The data in the download files or in the report differs from the data shown in the tool. Which is correct?

The data in the tool is always updated first. In the reports and in full-page downloads, the new data might be available a little later due to limited IT capacity and time lags.

Can we download the information into Excel/PPT?

The data in our Market Outlooks can be downloaded as an Excel or PDF file. Our reports are available for download as a PDF file only.

How can I ascertain how reliable the data is? Do you have an indicator on how precise these forecasts are?

There is little data we can compare our forecasts to as no statistical office monitors the exact same markets, and most sources differ in methodology. But we certainly compare our estimates with those from other companies, and, in some cases, trade associations, company reports, and press releases serve as a good indicator.

Can I get the raw data or the original file where you modeled the market?

We do not offer our working files for download.

Is the information on countries without in-depth analysis less valuable than the information on countries with in-depth analysis?

To compensate for the lack of available data, we use the performance ratios of core countries with a similar infrastructure and similar development conditions as benchmark values. Then we apply an algorithm-based calculation to create market estimations, using the country's key market indicators as drivers.

How specific are the indicators that you use to generate individual industries, e.g., for food types?

Our forecasts are based on a wide range of secondary data sources, including national and international governmental institutions, trade associations, and the trade press. Core sources are statistics on agricultural and industrial production and on international trade as well as household budget surveys that track the consumption of representative samples of a population over a certain period of time.

Sources: Statista Consumer Market Outlook 2021

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ALCOHOLIC DRINKS

The segment Spirits as an example of combining top-down and bottom-up approaches

Alcoholic Drinks model methodology (1/2)

	Spirits revenue			
Market sizing	Spirits revenue At-Home	+	Spirits revenue OOH	Validation through third-party studies
At-Home and out-of-Home (OOH) consumption	Spirits price At-Home * Spirits volume At-Home		Spirits price OOH * Spirits volume OOH	National statistics, company data, association data
Market volume	Spirits volume			National statistics
Volume distribution within segments	Whisky + Vodka + Rum Gin + Brandy + Liqueurs & Other Spirits			National statistics, trade organization data

Sources and benchmark:

FAQ: Statista Consumer Market Outlook – Alcoholic Drinks

Alcoholic Drinks model methodology (2/2)

Definitions

What is the methodology of the Alcoholic Drinks market?

Our analysts build on Statista primary research (Statista Global Consumer Survey), national statistics, industry research, market data from independent databases and third-party sources, analysis of various key market and macroeconomic indicators, historical developments, current trends, reported performance indicators from the key market players, and Statista interviews with market experts, using a combined approach of bottom-up and top-down modelling.

What is the definition of Alcoholic Drinks market?

The Alcoholic Drinks market includes all alcoholic beverages that are produced by fermentation or distillation. The market is further divided into four main segments for which revenue, volume, price per unit and sales channels are shown: Beer, Spirits, Wine and Cider, Perry and Rice Wine. Beer here encompasses fermented alcoholic beverages from malted cereal grains, hops and water. Also included are beers that have been mixed with soft drinks or with additional flavors. The Spirits segment covers the most important categories: Whisky, Vodka, Rum, Gin, Brandy as well as Liqueurs & Other Spirits (including local spirits like Baijiu in China). Wine includes all fermented juices generated from grapes but excludes fruit wines like cider that are shown separately. The wine segment is also broken down into Still Wine, Sparkling Wine and Fortified Wine.

Specials

What does revenue in the Alcoholic Drinks market stand for?

All shown sales values refer to the retail value and include sales taxes.

The sales channels refer to online and offline, how are they defined?

The distribution channel Online refers to the purchase of physical goods in online retail. In other words, the purchase is concluded via the internet - on a desktop PC, tablet or smartphone. The distribution channel Offline covers all purchases in stationary stores, via telesale or mailorder (e.g. print catalogs). The sales channels can be found on the top level of each market.

The Alcoholic Drinks market is structured into at-home and out-of-home consumption, how are they defined?

The at-home market, also called off-trade market, covers all retail sales via super- and hypermarkets, convenience stores or similar sales channels. The out-of-home market, also called on-trade market, away-from-home market or HORECA encompasses all sales to hotels, restaurants, catering, cafés, bars and similar hospitality service establishments. Both the at-home and the out-of-home market are valued at retail selling prices including all sales and consumption taxes.
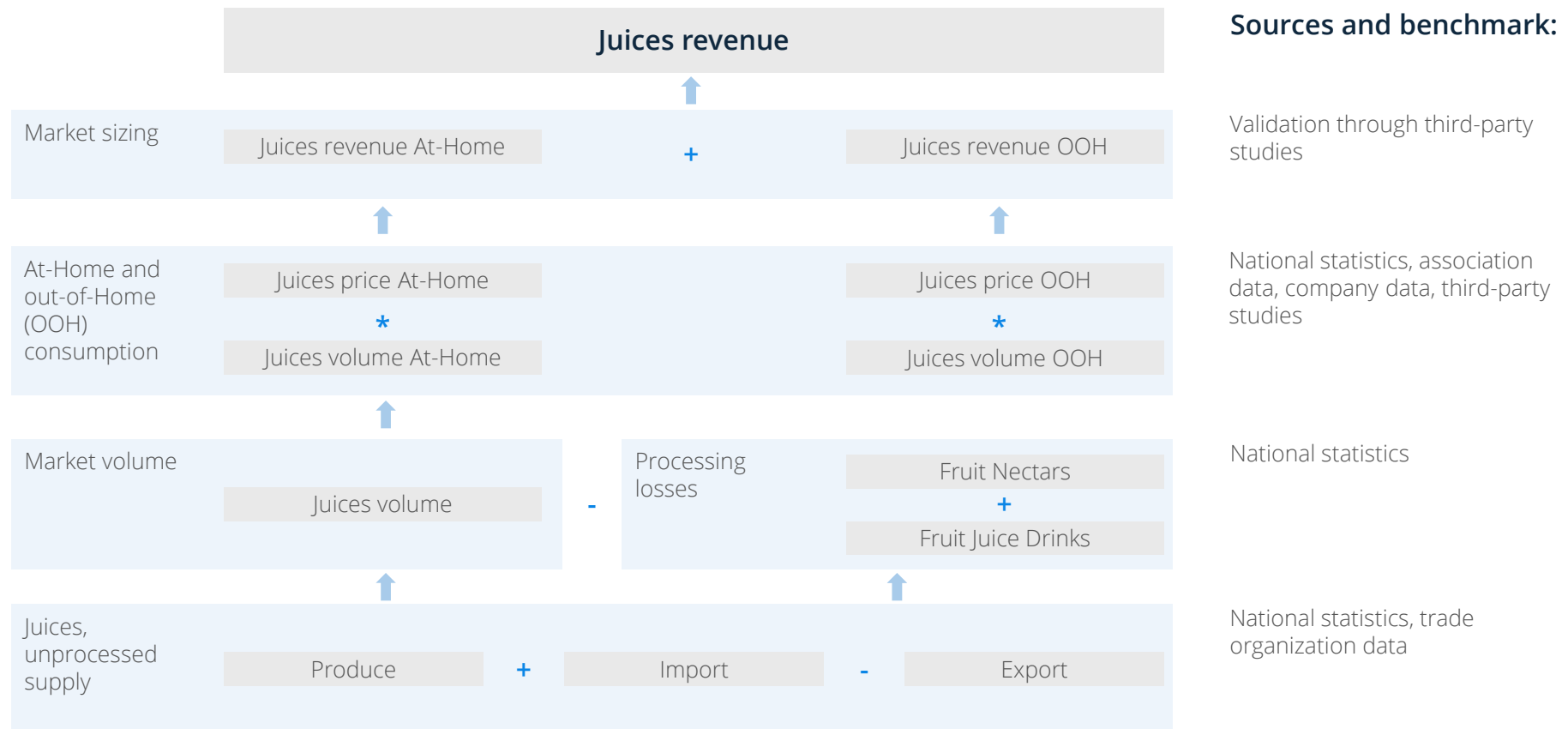
Sources: Statista Consumer Market Outlook 2021

NON-ALCOHOLIC DRINKS

The segment Juices as an example for the Non-Alcoholic Drinks modelling approach

Non-Alcoholic Drinks model methodology (1/2)

	Juices revenue		

Sources and benchmark:

Market sizing	Juices revenue At-Home	+	Juices revenue OOH	Validation through third-party studies
At-Home and out-of-Home (OOH) consumption	Juices price At-Home * Juices volume At-Home		Juices price OOH * Juices volume OOH	National statistics, association data, company data, third-party studies
Market volume	Juices volume	-	Processing losses — Fruit Nectars + Fruit Juice Drinks	National statistics
Juices, unprocessed supply	Produce + Import - Export			National statistics, trade organization data

FAQ: Statista Consumer Market Outlook – Non-Alcoholic Drinks

Non-Alcoholic Drinks model methodology (2/2)

Definitions

What is the methodology of the Non-Alcoholic Drinks market?

Our analysts build on Statista primary research (Statista Global Consumer Survey), national statistics, industry research, market data from independent databases and third-party sources, analysis of various key market and macroeconomic indicators, historical developments, current trends, reported performance indicators from the key market players, and Statista interviews with market experts, using a bottom-up modelling approach.

What is the definition of Non-Alcoholic Drinks market?

The Non-Alcoholic Drinks market includes the segments Bottled Water, Soft Drinks and Juices. Soft Drinks are further broken down into Carbonated Soft Drinks (CSD) like Cola and Energy Drinks as well as Non-Carbonated Soft Drinks like Ready-to-Drink teas and nectars. Juice are further differentiated into the most important types (Orange, Apple, Grapefruit, Pineapple, Grape, all others) and encompass only juices with a juice content of 100%. This market does not include hot beverages that are prepared by consumers from boiling water to which powder or tea leaves are added. These are shown separately in the Hot Drinks section of the Consumer Market Outlook.

Specials

What does revenue in the Non-Alcoholic Drinks market stand for?

All shown sales values refer to the retail value and include sales taxes.

The sales channels refer to online and offline, how are they defined?

The distribution channel Online refers to the purchase of physical goods in online retail. In other words, the purchase is concluded via the internet - on a desktop PC, tablet or smartphone. The distribution channel Offline covers all purchases in stationary stores, via telesale or mailorder (e.g. print catalogs). The sales channels can be found on the top level of each market.

The Non-Alcoholic Drinks market is structured into at-home and out-of-home consumption, how are they defined?

The at-home market, also called off-trade market, covers all retail sales via super- and hypermarkets, convenience stores or similar sales channels. The out-of-home market, also called on-trade market, away-from-home market or HORECA encompasses all sales to hotels, restaurants, catering, cafés, bars and similar hospitality service establishments. Both the at-home and the out-of-home market are valued at retail selling prices including all sales and consumption taxes.
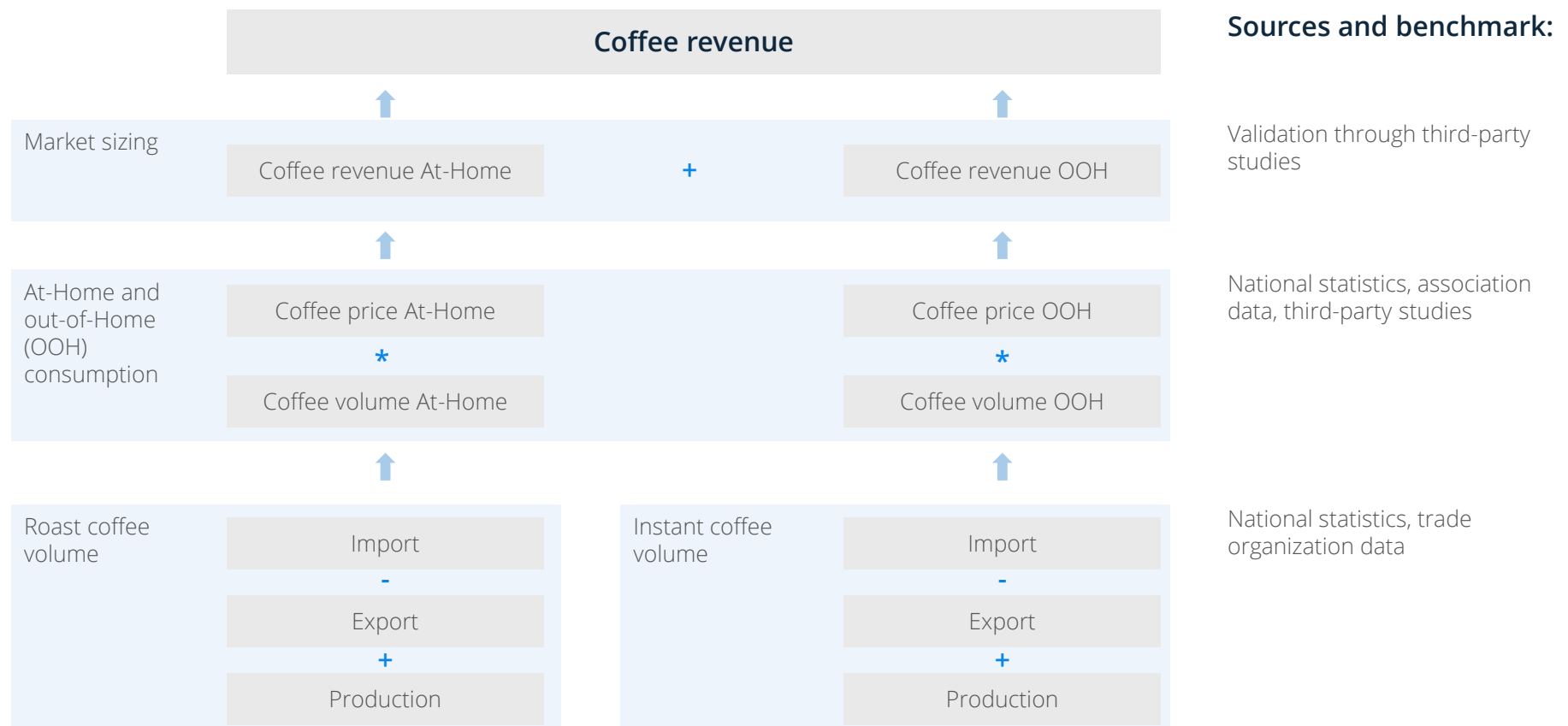
Sources: Statista Consumer Market Outlook 2021

HOT DRINKS

The segment Coffee as an example for the bottom-up modelling approach of Hot Drinks

Hot Drinks model methodology (1/2)

	Coffee revenue			**Sources and benchmark:**
Market sizing	Coffee revenue At-Home	+	Coffee revenue OOH	Validation through third-party studies
At-Home and out-of-Home (OOH) consumption	Coffee price At-Home * Coffee volume At-Home		Coffee price OOH * Coffee volume OOH	National statistics, association data, third-party studies
Roast coffee volume	Import - Export + Production	Instant coffee volume	Import - Export + Production	National statistics, trade organization data

Sources: Statista Consumer Market Outlook 2021

FAQ: Statista Consumer Market Outlook – Hot Drinks

Hot Drinks model methodology (2/2)

Definitions

What is the methodology of the Hot Drinks market?

Our analysts build on Statista primary research (Statista Global Consumer Survey), national statistics, industry research, market data from independent databases and third-party sources, analysis of various key market and macroeconomic indicators, historical developments, current trends, reported performance indicators from the key market players, and Statista interviews with market experts, using a bottom-up modelling approach.

What is the definition of Hot Drinks market?

The Hot Drinks market includes the segments Coffee, Tea and Cocoa. The Coffee segment is further broken down into Roast Coffee and Instant Coffee. Roast Coffee includes roasted, "fresh" coffee in the form of beans, ground powder, pads or pods, while Instant Coffee denotes coffee that that has been processed by freeze-drying or spray drying to generate powder mixes from which coffee beverages can be obtained without further equipment just by adding water. Tea includes fresh leaves, bags, pads or pods of the tea plant Camellia Sinensis and Yerba mate but excludes herbal infusions (mint, rooibos etc.). Cocoa includes ready-made powder-mixes from which cocoa drinks or hot chocolate can be prepared by adding water, milk or similar liquids. Ready-to-Drink beverages based on coffee, tea or cocoa are not included here but aggregated into the Non-Carbonated Soft Drinks segment of the Consumer Market Outlook's Non-Alcoholic Drinks section.

Specials

What does revenue in the Hot Drinks market stand for?

All shown sales values refer to the retail value and include sales taxes.

The sales channels refer to online and offline, how are they defined?

The distribution channel Online refers to the purchase of physical goods in online retail. In other words, the purchase is concluded via the internet - on a desktop PC, tablet or smartphone. The distribution channel Offline covers all purchases in stationary stores, via telesale or mailorder (e.g. print catalogs). The sales channels can be found on the top level of each market.

The Hot Drinks market is structured into at-home and out-of-home consumption, how are they defined?

The at-home market, also called off-trade market, covers all retail sales via super- and hypermarkets, convenience stores or similar sales channels. The out-of-home market, also called on-trade market, away-from-home market or HORECA encompasses all sales to hotels, restaurants, catering, cafés, bars and similar hospitality service establishments. Both the at-home and the out-of-home market are valued at retail selling prices including all sales and consumption taxes.
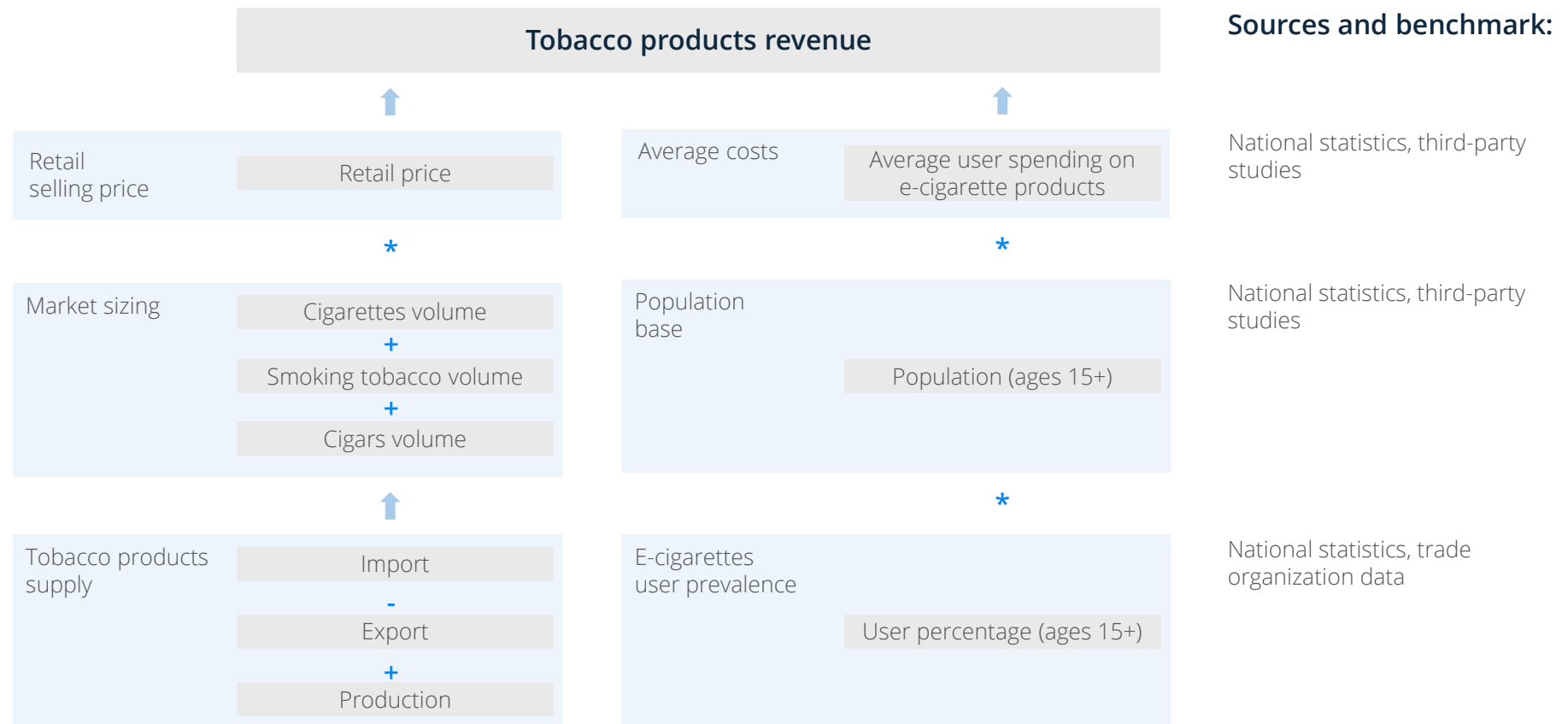
Sources: Statista Consumer Market Outlook 2021

TOBACCO PRODUCTS

The Tobacco Products market model combines two separate bottom-up approaches

Tobacco Products model methodology (1/2)

Tobacco products revenue		**Sources and benchmark:**
Retail selling price — Retail price	**Average costs** — Average user spending on e-cigarette products	National statistics, third-party studies
*	*	
Market sizing — Cigarettes volume + Smoking tobacco volume + Cigars volume	**Population base** — Population (ages 15+)	National statistics, third-party studies
↑	*	
Tobacco products supply — Import - Export + Production	**E-cigarettes user prevalence** — User percentage (ages 15+)	National statistics, trade organization data

FAQ: Statista Consumer Market Outlook – Tobacco Products

Tobacco Products model methodology (2/2)

Definitions

What is the methodology of the Tobacco Products market?

Our analysts build on Statista primary research (Statista Global Consumer Survey), national statistics, industry research, market data from independent databases and third-party sources, analysis of various key market and macroeconomic indicators, historical developments, current trends, reported performance indicators from the key market players, and Statista interviews with market experts, using bottom-up modelling approaches.

What is the definition of Tobacco Products market?

The market for Tobacco Products is constituted here by (filtered) Cigarettes, Smoking Tobacco (fine-cut tobacco, pipe tobacco), Cigars & Cigarillos, and E-Cigarettes. Snuff, chewing tobacco and heat-not-burn products are not included at the moment nor are untaxed tobacco products.

Specials

What does revenue in the Tobacco Products market stand for?

All shown sales values refer to the retail value and include sales taxes.

The sales channels refer to online and offline, how are they defined?

The distribution channel Online refers to the purchase of physical goods in online retail. In other words, the purchase is concluded via the internet - on a desktop PC, tablet or smartphone. The distribution channel Offline covers all purchases in stationary stores, via telesale or mailorder (e.g. print catalogs). The sales channels can be found on the top level of each market.

Why are some countries not shown in the E-Cigarettes segment?

Due to a ban either on the entire segment or on nicotine-containing products, the following countries are excluded: Argentina, Australia, Bahrain, Bhutan, Brazil, Brunei Darussalam, Cambodia, Colombia, Egypt, Gambia, India, Iran, Japan, Jordan, Kuwait, Lebanon, Malaysia, Mauritius, Mexico, Nepal, Nicaragua, Norway, Oman, Panama, Qatar, Saudi Arabia, Seychelles, Singapore, Sri Lanka, Suriname, Tajikistan, Thailand, Timor-Leste, Turkey, Turkmenistan, Uganda, and Uruguay.
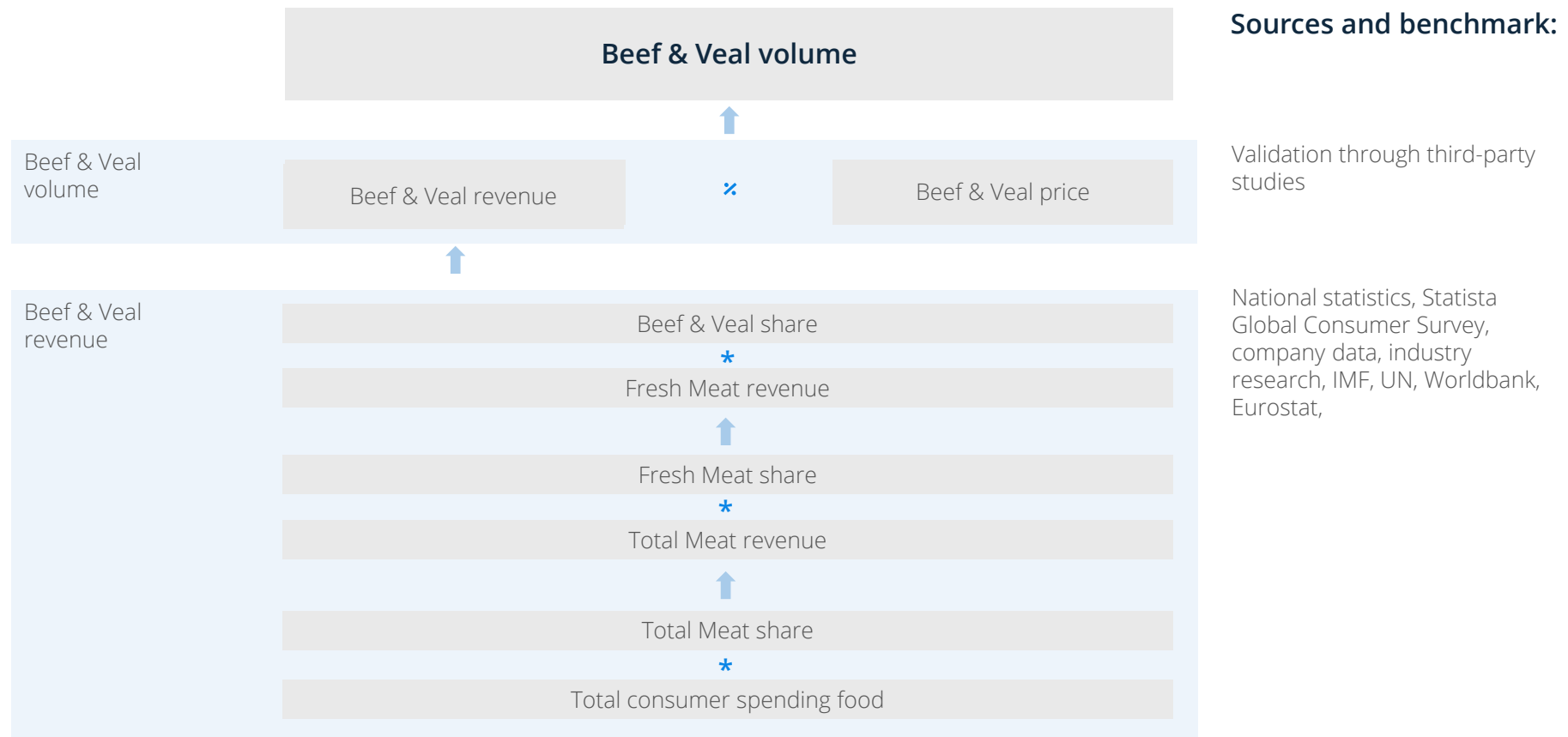
Sources: Statista Consumer Market Outlook 2021

FOOD

The Beef & Veal segment as an example of the Food modelling approach

Food model methodology (1/2)

Beef & Veal volume

Sources and benchmark:

Beef & Veal volume

| Beef & Veal revenue | **%** | Beef & Veal price |

Validation through third-party studies

Beef & Veal revenue

Beef & Veal share

*

Fresh Meat revenue

Fresh Meat share

*

Total Meat revenue

Total Meat share

*

Total consumer spending food

National statistics, Statista Global Consumer Survey, company data, industry research, IMF, UN, Worldbank, Eurostat,

FAQ: Statista Consumer Market Outlook – Food

Food model methodology (2/2)

Definitions

What is the methodology of the Food market?

Our analysts build on Statista primary research (Statista Global Consumer Survey), national statistics, industry research, market data from independent databases and third-party sources, analysis of various key market and macroeconomic indicators, historical developments, current trends, reported performance indicators from the key market players, and Statista interviews with market experts, combining a top-down and bottom-up modelling approach.

What is the definition of the Food market?

The Food market covers all fresh and processed food products based on the COICOP classifications. The market includes 13 segments among which are Dairy Products & Eggs, Meat, Fish & Seafood, Vegetables, Fruits & Nuts, Cereal Products, Oils & Fats, Spreads & Sweeteners, Sauces & Condiments, Convenience Food, Confectionery & Snacks, Baby Food, Pet Food.

Specials

What does revenue in the Food market stand for?

All shown sales values refer to the retail value and include sales taxes.

The sales channels refer to online and offline, how are they defined?

The distribution channel Online refers to the purchase of physical goods in online retail. In other words, the purchase is concluded via the internet - on a desktop PC, tablet or smartphone. The distribution channel Offline covers all purchases in stationary stores, via telesale or mailorder (e.g. print catalogs). The sales channels can be found on the top level of each market.

Is it possible to provide a deeper segmentation into more sub-segments?

We try to provide data on the deepest level possible but for some sub-segments the limited data availability does not make it feasible to offer separate high-quality estimations for these sub-segments. However, with future market updates and additional data sources, it might be possible to split the segments into further sub-segments.
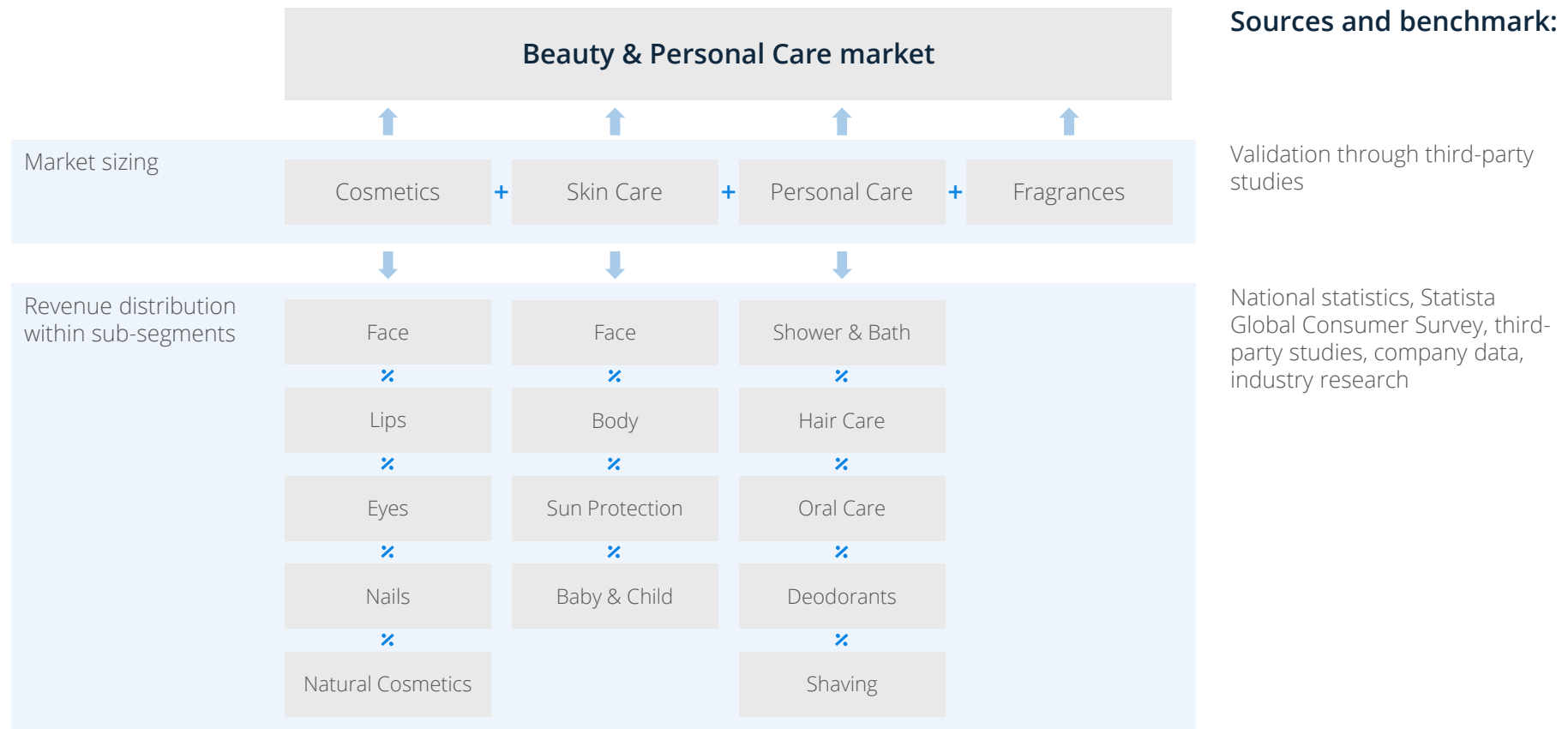
Sources: Statista Consumer Market Outlook 2021

BEAUTY &
PERSONAL
CARE

Beauty & Personal Care market model is a combined bottom-up and top-down approach

Beauty & Personal Care model methodology (1/2)

Beauty & Personal Care market				**Sources and benchmark:**

Market sizing

Cosmetics	+	Skin Care	+	Personal Care	+	Fragrances

Validation through third-party studies

Revenue distribution within sub-segments

Face	Face	Shower & Bath
Lips	Body	Hair Care
Eyes	Sun Protection	Oral Care
Nails	Baby & Child	Deodorants
Natural Cosmetics		Shaving

National statistics, Statista Global Consumer Survey, third-party studies, company data, industry research

FAQ: Statista Consumer Market Outlook – Beauty & Personal Care

Beauty & Personal Care model methodology (2/2)

Definitions

What is the methodology of the Beauty & Personal Care market?

Our analysts build on Statista primary research (Statista Global Consumer Survey), national statistics, industry research, market data from independent databases and third-party sources, analysis of various key market and macroeconomic indicators, historical developments, current trends, reported performance indicators from the key market players, and Statista interviews with market experts, combining a bottom up and top-down modelling approach.

What is the definition of the Beauty & Personal Care market?

The Beauty & Personal Care market is defined as consumer goods for cosmetics and body care. Included are beauty cosmetics for the face, lips, skin care products, fragrances and personal care products such as hair care, deodorants and shaving products. Excluded are beauty services, such as hairdressers, professional products and electric personal care products. Products that primarily serve medical purposes are also excluded here but shown as part of the OTC Pharmaceuticals market.

Specials

What does revenue in the Beauty & Personal Care market stand for?

All shown sales values refer to the retail value and include sales taxes.

The sales channels refer to online and offline, how are they defined?

The distribution channel Online refers to the purchase of physical goods in online retail. In other words, the purchase is concluded via the internet - on a desktop PC, tablet or smartphone. The distribution channel Offline covers all purchases in stationary stores, via telesale or mailorder (e.g. print catalogs). The sales channels can be found on the top level of each market.

What is the definition of the luxury revenue share and where can I find it?

The luxury revenue share shows the percentage of the selected market (market segment, region) that is attributable to sales of personal luxury goods. The corresponding luxury figures can be found in the Luxury Goods market. In the Beauty & Personal Care market the luxury revenue share can be found in the Cosmetic, Skin Care and Fragrances segment which correspond to the Prestige Cosmetics, Prestige Skin Care and Prestige Fragrances segments in the Luxury Goods market.
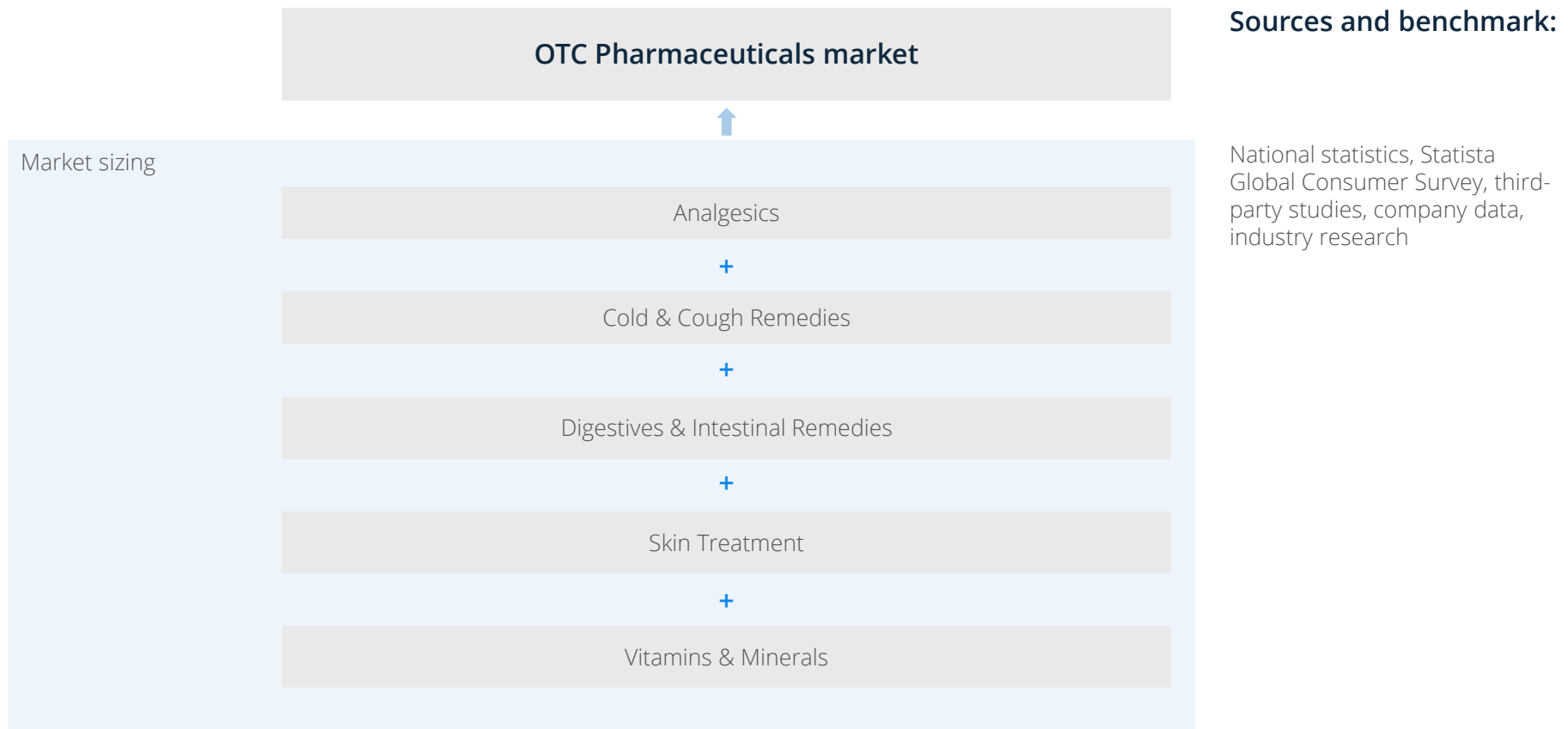
OTC PHARMACEUTICALS

The OTC Pharmaceuticals market is modelled bottom-up, using official statistics

OTC Pharmaceuticals model methodology (1/2)

OTC Pharmaceuticals market

Market sizing

Analgesics

+

Cold & Cough Remedies

+

Digestives & Intestinal Remedies

+

Skin Treatment

+

Vitamins & Minerals

Sources and benchmark:

National statistics, Statista Global Consumer Survey, third-party studies, company data, industry research

FAQ: Statista Consumer Market Outlook – OTC Pharmaceuticals

OTC Pharmaceuticals model methodology (2/2)

Definitions

What is the methodology of the OTC Pharmaceuticals market?

Our analysts build on Statista primary research (Statista Global Consumer Survey), national statistics, industry research, market data from independent databases and third-party sources, analysis of various key market and macroeconomic indicators, historical developments, current trends, reported performance indicators from the key market players, and Statista interviews with market experts, using a bottom up and modelling approach.

What is the definition of the OTC Pharmaceuticals market?

The Over-the-Counter Pharmaceuticals market comprises over-the-counter medicine that can be purchased without a medical prescription. The market is subdivided into Analgesics, Cold and Cough Medication, Digestives and Intestinal Remedies, Skin Treatment products and Vitamins and Minerals. It includes both products which are exclusively sold in pharmacies and products which can be purchased elsewhere. Not included are prescription medicines, homeopathic remedies and preparations that are against the state law.

Specials

What does revenue in the OTC Pharmaceuticals market stand for?

All shown sales values refer to the retail value and include sales taxes, sales by hospitals are not included.

The sales channels refer to online and offline, how are they defined?

The distribution channel Online refers to the purchase of physical goods in online retail. In other words, the purchase is concluded via the internet - on a desktop PC, tablet or smartphone. The distribution channel Offline covers all purchases in stationary stores, via telesale or mailorder (e.g. print catalogs). The sales channels can be found on the top level of each market.

What is the source for the eHealth tracker users by age, gender and income and how are they defined?

The data is based on Statista primary research the Global Consumer Survey. The users by age box shows the age distribution of users of the selected market (market segment, region) in age groups. The Users by gender box shows the gender distribution of users of the selected market (market segment, region). The Users by income box shows the income distribution of users of the selected market (market segment, region) in tertiles.
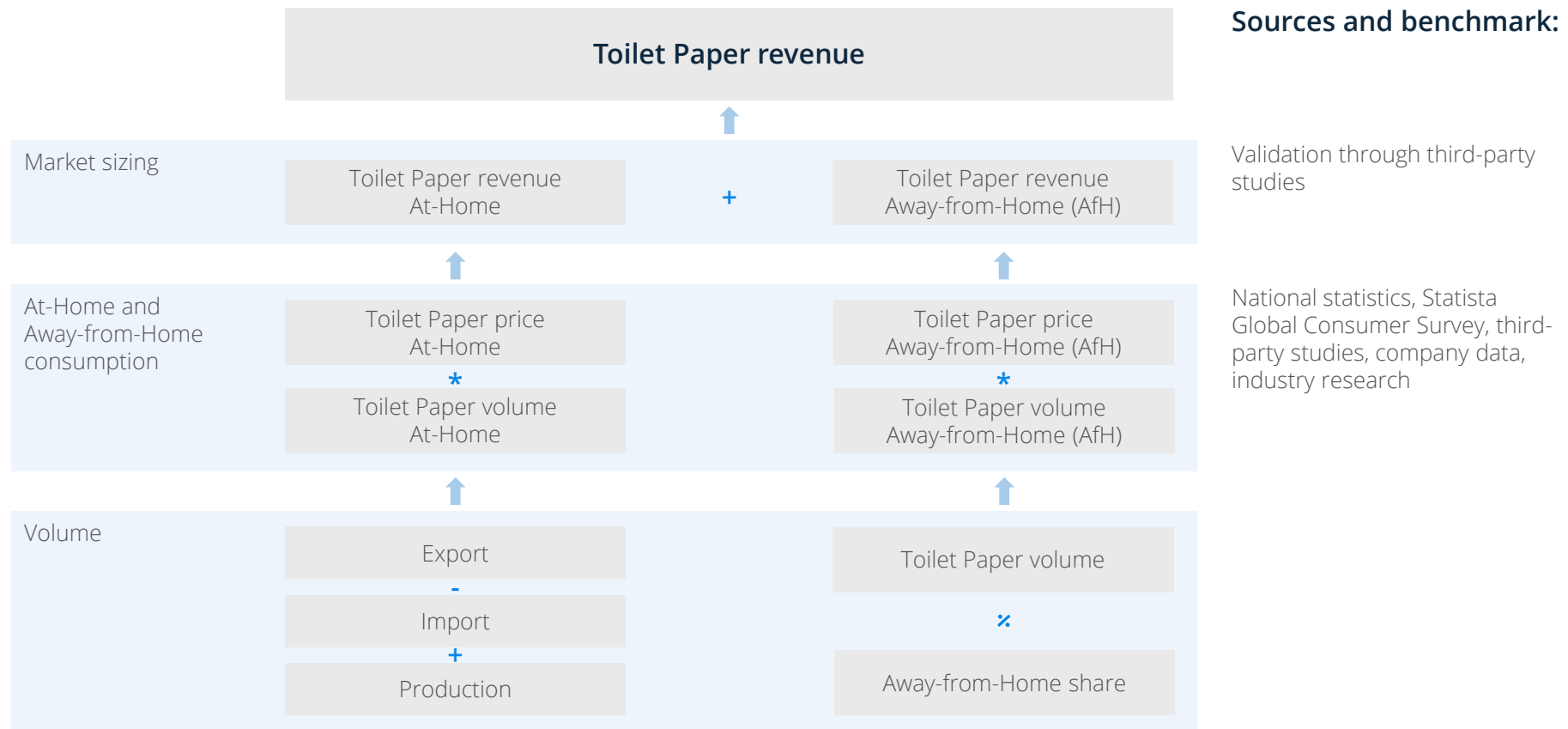
Sources: Statista Consumer Market Outlook 2021

TISSUE & HYGIENE PAPER

The Toilet Paper segment as an example of the Tissue & Hygiene Paper modelling approach

Tissue & Hygiene Paper model methodology (1/2)

Toilet Paper revenue

Sources and benchmark:		

Market sizing

Toilet Paper revenue At-Home + Toilet Paper revenue Away-from-Home (AfH)

Validation through third-party studies

At-Home and Away-from-Home consumption

Toilet Paper price At-Home
*
Toilet Paper volume At-Home

Toilet Paper price Away-from-Home (AfH)
*
Toilet Paper volume Away-from-Home (AfH)

National statistics, Statista Global Consumer Survey, third-party studies, company data, industry research

Volume

Export
-
Import
+
Production

Toilet Paper volume
%
Away-from-Home share

FAQ: Statista Consumer Market Outlook – Tissue & Hygiene Paper

Tissue & Hygiene Paper model methodology (2/2)

Definitions

What is the methodology of the Tissue & Hygiene Paper market?

Our analysts build on Statista primary research (Statista Global Consumer Survey), national statistics, industry research, market data from independent databases and third-party sources, analysis of various key market and macroeconomic indicators, historical developments, current trends, reported performance indicators from the key market players, and Statista interviews with market experts, using a bottom up and modelling approach.

What is the definition of the Tissue & Hygiene Paper market?

The market Tissue and Hygiene Paper is divided into six segments: Toilet Paper, Paper Tissues, Household Paper, Feminine Hygiene, Diapers and Incontinence. The market includes retail sales and whole sales. The consumer share of each segment is valued at retail prices (incl. VAT) whereas the Away-from-Home (AfH) tissue is valued at wholesale prices (excl. VAT). The average price shown is therefore an average of both the retail and whole market. The high capital intensity of the industry and the relative saturation of its markets has led to the consolidation of the field into just a few dominant companies.

Specials

What does revenue in the Tissue & Hygiene Paper market stand for?

The shown sales values refer to the retail and whole sales.

The sales channels refer to online and offline, how are they defined?

The distribution channel Online refers to the purchase of physical goods in online retail. In other words, the purchase is concluded via the internet - on a desktop PC, tablet or smartphone. The distribution channel Offline covers all purchases in stationary stores, via telesale or mailorder (e.g. print catalogs). The sales channels can be found on the top level of each market.
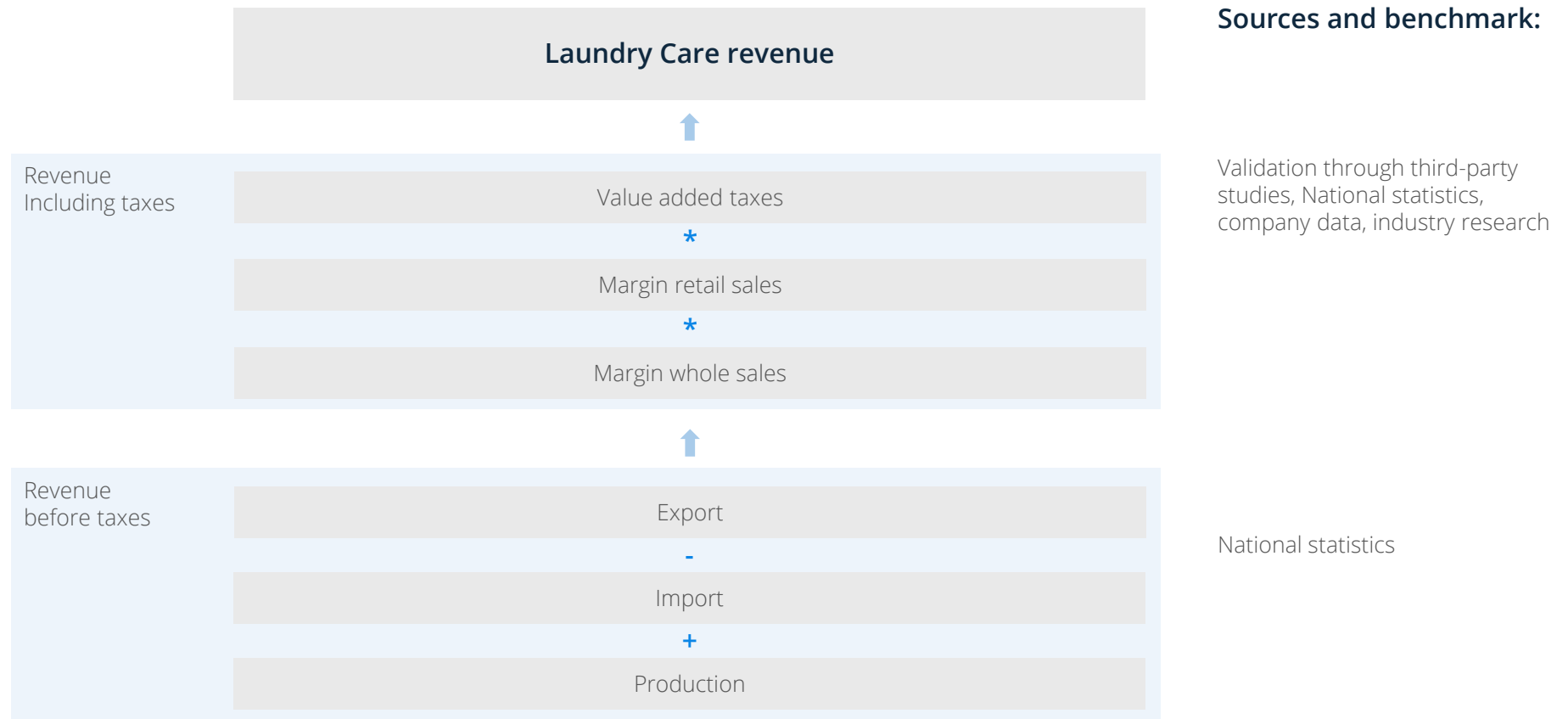
HOME & LAUNDRY CARE

The Laundry Care segment as a modelling example for the Home & Laundry Care methodology

Home & Laundry Care model methodology (1/2)

Laundry Care revenue

↑

Sources and benchmark:

Revenue
Including taxes

Value added taxes

*

Margin retail sales

*

Margin whole sales

Validation through third-party studies, National statistics, company data, industry research

↑

Revenue
before taxes

Export

-

Import

+

Production

National statistics

Sources: Statista Consumer Market Outlook 2021

FAQ: Statista Consumer Market Outlook – Home & Laundry Care

Home & Laundry Care model methodology (2/2)

Definitions

What is the methodology of the Home & Laundry Care market?

Our analysts build on Statista primary research (Statista Global Consumer Survey), national statistics, industry research, market data from independent databases and third-party sources, analysis of various key market and macroeconomic indicators, historical developments, current trends, reported performance indicators from the key market players, and Statista interviews with market experts, using a bottom up and modelling approach.

What is the definition of the Home & Laundry Care market?

The Home and Laundry Care market covers cleaning products for private households. The market is differentiated by application fields: Laundry Care covers detergents for fabric care. Household Cleaners cover household detergents for surface care (incl. bleach and toilet care products). Dishwashing Detergents contains detergents for washing dishes and cutlery, and Polishes, Room Scents and Insecticides cover the remaining specialty products. The market takes into account consumable detergents for use in private households only (B2C). Auxiliary cleaning equipment (e.g. mops and brooms) are not included in the shown sales figures. Also excluded are professional products for industry use or household cleaning services (B2B).

Specials

What does revenue in the Home & Laundry Care market stand for?

All shown sales values refer to the retail value and include sales taxes.

The sales channels refer to online and offline, how are they defined?

The distribution channel Online refers to the purchase of physical goods in online retail. In other words, the purchase is concluded via the internet - on a desktop PC, tablet or smartphone. The distribution channel Offline covers all purchases in stationary stores, via telesale or mailorder (e.g. print catalogs). The sales channels can be found on the top level of each market.
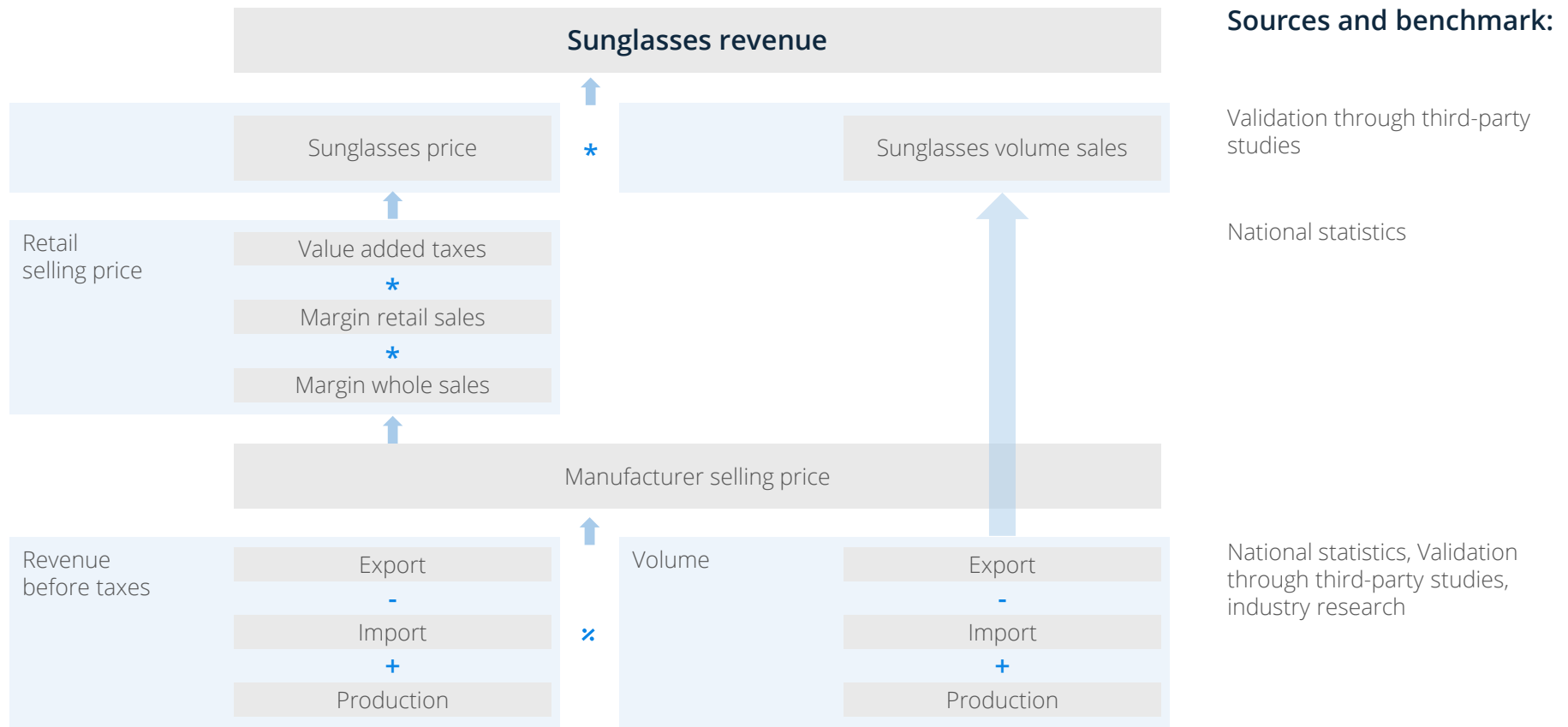
EYEWEAR

The Sunglasses segment as a modelling example for the Eyewear market methodology

Eyewear model methodology (1/2)

Sunglasses revenue

Sources and benchmark:

| Sunglasses price | * | Sunglasses volume sales |

Validation through third-party studies

Retail selling price

| Value added taxes |
| * |
| Margin retail sales |
| * |
| Margin whole sales |

National statistics

Manufacturer selling price

Revenue before taxes

Export
Import
+
Production

%

Volume

Export
Import
+
Production

National statistics, Validation through third-party studies, industry research

FAQ: Statista Consumer Market Outlook – Eyewear

Eyewear model methodology (2/2)

Definitions

What is the methodology of the Eyewear market?

Our analysts build on Statista primary research (Statista Global Consumer Survey), national statistics, industry research, market data from independent databases and third-party sources, analysis of various key market and macroeconomic indicators, historical developments, current trends, reported performance indicators from the key market players, and Statista interviews with market experts, using a bottom up modelling approach.

What is the definition of the Eyewear market?

The Eyewear market covers unmounted Spectacle Lenses, Sunglasses, frames for spectacles, and Contact Lenses for private end consumers, excluding protective eyewear, safety glasses professional devises to determine visual acuity, magnifying glasses and contact lens solutions. The most important brands, especially when it comes to sunglasses, are Ray-Ban, Dior, Gucci, Boss, and Prada. With regard to distribution, there are two major types of brick-and-mortar retail businesses: specialist opticians (Fielmann, Apollo) and stores that are not specialized in selling eyewear (drugstores, supermarkets, fashion stores). This especially applies to the Sunglasses segment. In addition to brick-and-mortar retail stores, online stores for optical goods (Mister Spex, Brille 24) have secured a firm foothold in the market, too, although half of their revenue is generated from the sale of contact lenses and care products.

Specials

What does revenue in the Eyewear market stand for?

All shown sales values refer to the retail value and include sales taxes.

The sales channels refer to online and offline, how are they defined?

The distribution channel Online refers to the purchase of physical goods in online retail. In other words, the purchase is concluded via the internet - on a desktop PC, tablet or smartphone. The distribution channel Offline covers all purchases in stationary stores, via telesale or mailorder (e.g. print catalogs). The sales channels can be found on the top level of each market.

What is the definition of the luxury revenue share and where can I find it?

The luxury revenue share shows the percentage of the selected market (market segment, region) that is attributable to sales of personal luxury goods. The corresponding luxury figures can be found in the Luxury Goods market. In the Eyewear market the luxury revenue share can be found on the top market level and corresponds to the Luxury Eyewear segment in the Luxury Goods market.
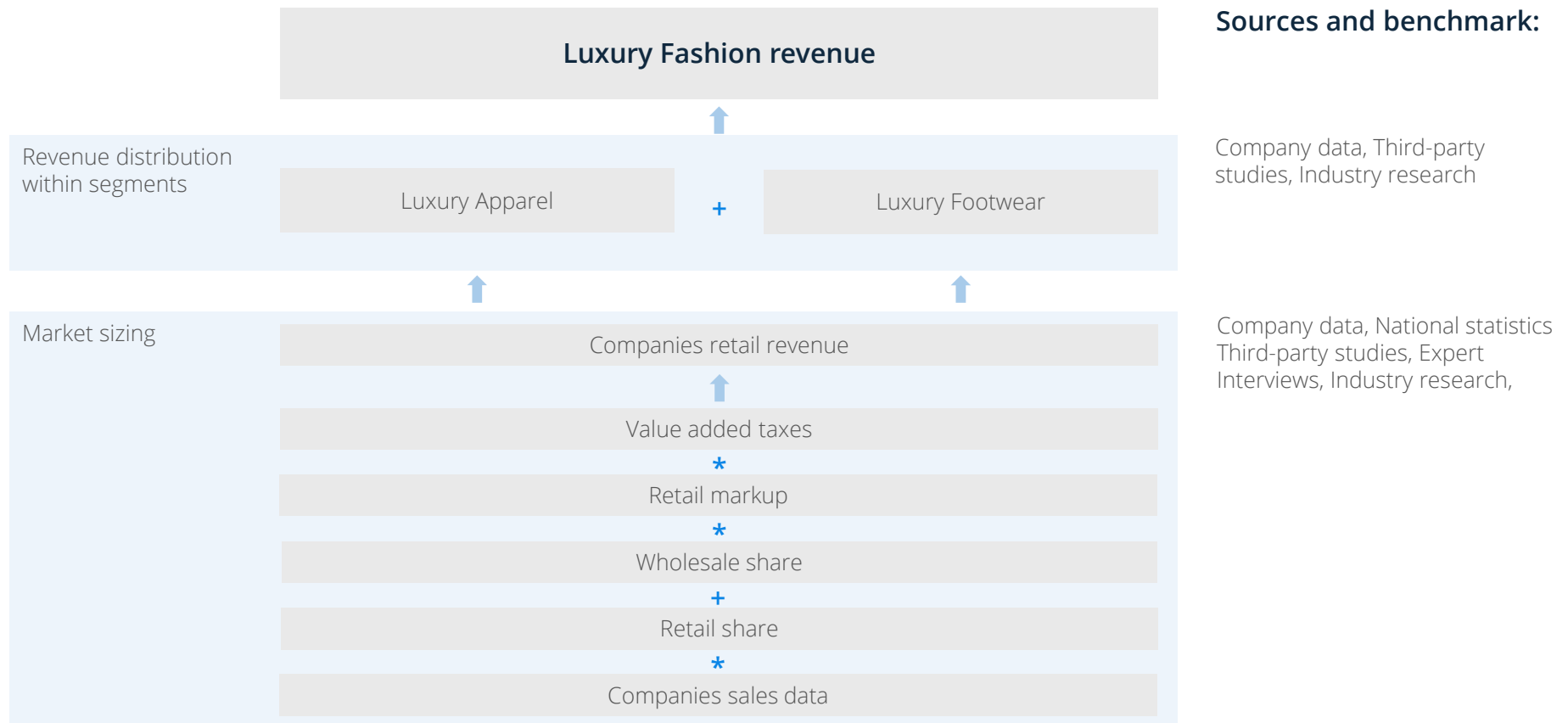
Sources: Statista Consumer Market Outlook 2021

LUXURY GOODS

The Luxury Fashion segment as an example of the Luxury Goods modelling approach

Luxury Goods model methodology (1/2)

Luxury Fashion revenue

↑

Sources and benchmark:

Revenue distribution within segments

| Luxury Apparel | + | Luxury Footwear |

Company data, Third-party studies, Industry research

↑ ↑

Market sizing

Companies retail revenue

↑

Value added taxes

*

Retail markup

*

Wholesale share

+

Retail share

*

Companies sales data

Company data, National statistics Third-party studies, Expert Interviews, Industry research,

FAQ: Statista Consumer Market Outlook – Luxury Goods

Luxury Goods model methodology (2/2)

Definitions

What is the methodology of the Luxury Goods market?

The market data shown in the Luxury Goods market is based on an analysis of the financial filings of more than 120 of the biggest luxury companies in the world that target the luxury segments within the specified categories and considers the years between 2012 and 2019. Sales of licensed brands (especially important in the Eyewear and Cosmetics segments) are attributed to the licensee to avoid double counting. Since reporting standards vary widely between companies, an array of estimation techniques has been employed to harmonize the reported key performance indicators with the market definitions employed here. For example, among other indicators, the resident population of High Net Worth Individuals (people with investible assets exceeding 1 million US-Dollars) has been used in combination with travel patterns (almost half of luxury purchases are made while traveling or in travel retail shops) to allocate sales geographically.

What is the definition of the Luxury Goods market?

When marketing luxury, exclusivity constitutes the conceptual key element. This exclusivity is maintained mainly by a high price point but also by consciously limiting sales volumes and outlets. The Luxury Goods market covers personal luxury goods like Apparel, Footwear, Leather Goods, Eyewear, Watches and Jewelry, as well as Cosmetics and Fragrances. Sales by smaller companies or artisanal production unaffiliated with the companies covered are not included.

Specials

What does revenue in the Luxury Goods market stand for?

All shown market and company share data refer to the retail value including sales taxes.

The sales channels refer to online and offline, how are they defined?

The distribution channel Online refers to the purchase of physical goods in online retail. In other words, the purchase is concluded via the internet - on a desktop PC, tablet or smartphone. The distribution channel Offline covers all purchases in stationary stores, via telesale or mailorder (e.g. print catalogs). The sales channels can be found on the top level of each market.

What are the factors considered in the competitive landscape box?

The competitive landscape box shows the market share of revenues by company for the selection (market segment, region) in the current year. Up to the Top-10 companies for each specific selection are displayed, while companies with lower market shares operating in the market are aggregated in the "Others" category. The box can be found for every country/territory and segment in the market.

Sources: Statista Consumer Market Outlook 2021

Overview of companies and brands included (1/4)

Luxury Goods brand overview (1/4)

	Company	Brands
1	Acne Studios	Acne Studios
2	Aeffe	Moschino, Pollini, Alberta Ferretti, Philosophy, Cédric Charlier[1], Jeremy Scott[1], Blugirl Folies[1]
3	Audemars Piguet	Audemars Piguet
4	Bally	Bally
5	Breitling	Breitling
6	Brunello Cucinelli	Brunello Cucinelli
7	Burberry	Burberry
8	Canali	Canali
9	CFEB Sisley	Sisley
10	Chanel	Chanel
11	Charles Tyrwhitt	Charles Tyrwhitt
12	Chopard	Chopard
13	Chow Sang Sang	Chow Sang Sang
14	Chow Tai Fook	Chow Tai Fook, CHOW TAI FOOK T MARK, Hearts on Fire, Monologue, Soinlove, Artrium, Jewelria, CTF Watch
15	Chow Tai Seng	Chow Tai Seng
16	Clarins	Clarins, My Blend, Mugler, Azzaro
17	Coach	Coach, Stuart Weitzman, Kate Spade
18	Cole Haan	Cole Haan
19	Coty	Philosophy, O.P.I., Wella, Burberry[1], Calvin Klein[1], Gucci[1], Boss[1], Chloé[1], Tiffany & Co[1], Bottega Veneta[1], Lancaster[1], Marc Jacobs[1], Monange[1], miu miu[1], Alexander McQueen[1], Balenciaga[1], Philosophy[1], Lacoste[1], Jil Sander[1], Joop![1], Davidoff[1], Stella McCartney[1], Roberto Cavalli[1], Escada[1]
20	DAMA	Paul & Shark
21	Damiani	Damiani, Salvini, Alfieri & St. John, bliss, Calderoni

	Company	Brands
22	De Rigo	Police[1], Loyya[1], Sting[1], Lozza[1], Blumarine[1], Carolina Herrera[1], Chopard[1], Converse[1], Dunhill[1], Escada[1], Fila[1], Furla[1], John Varvatos[1], Jones[1], Lanvin[1], Lucky Brand[1], Nina Ricci[1], Tous[1], Trussardi[1], Zadig & Voltaire[1]
23	Dolce & Gabbana	Dolce & Gabbana
24	Eastern Gold Jade	Eastern Gold Jade
25	Elizabeth Arden	Elizabeth Arden, Halston[1], Elizabeth Taylor[1], Britney Spears[1], Gant[1], Hilary Duff[1], White Shoulders[1], Daytona 500[1], Danielle Steel[1], Mariah Carey[1], Geoffrey Beene Grey Flannel[1], Badgley Mischka[1], Alfred Sung[1], Hummer[1], Nanette Lepore[1], Cynthia Rowley[1], Lulu Guinness[1], Bob Mackie[1], Liz Claiborne[1], Juicy Couture[1], Usher[1], Lucky Brand[1], Liz[1], Bora Bora[1], Mambo[1], Rocawear[1], Alberta Feretti[1], Kate Spade[1], John Varvatos[1], Ed Hardy[1], True Religion[1], BCBG Max Azria[1], Justin Bieber[1], Nicki Minaj[1]
26	Ermenegildo Zegna	Ermenegildo Zegna, Z Zegna, Zegna Sport
27	Escada	Escada
28	Estee Lauder	Estée Lauder, M.A.C., Aramis, Clinique, Aveda, Jo Malone, Bobbi Brown
29	Euroitalia	Reporter, Naj-Oleari, Versace[1], Moschino[1], Missoni[1]
30	Falke	Falke, Burlington
31	Finos	Trussardi
32	Forall Confezioni	Pal Zileri
33	Franck Muller	Franck Muller
34	Frédérique Constant	Frédérique Constant
35	Furla	Furla
36	Gefin	Etro

Luxury Goods brand overview (2/4)

	Company	Brands
37	Gerhard D. Wempe	Wempe, Wempe Glashütte, By Kim, Niessing
38	Gianni Versace	Versace, Versace Collection, Versus Versace
39	Giorgio Armani	Giorgio Armani, Emporio Armani, Armani, A|X Armani Exchange
40	Graff Diamonds	Graff
41	Hermes	Hermès, John Lobb
42	HSJ Comercial	H. Stern
43	Hugo Boss	BOSS, HUGO
44	Inter Parfums	Abercrombie & Fitch[1], Agent Provocateur[1], Anna Sui[1], Bebe[1], Boucheron[1], Coach[1], Dunhill[1], Guess[1], Hollister[1], Jimmy Choo[1], Karl Lagerfeld[1], Lanvin[1], Montblanc[1], Oscar de la Renta[1], Paul Smith[1], Repetto[1], Rochas[1], St Dupont[1], Van Cleef & Arpels[1]
45	J Barbour & Sons	Barbour
46	Jeanne Lanvin	Lanvin
47	Joyalukkas	Zenina, Veda, Pride, Eleganza
48	K.Mikimoto	Mikimoto
49	Kalyan	Mudhra, Tejasvi, Glo, Sankalp, Candere
50	Kering	Alexander McQueen, Gucci, Bottega Veneta, Boucheron, DoDo, Saint Laurent, Balenciaga, Brioni, Sergio Rossi, Stella McCartney, Pomellato, Girard-Perregaux, Christopher Kane, Ulysse Nardin, Qeelin, Volcom
51	Kosé Corporation	DECORTÉ, SEKKISEI, ADDICTION, JILL STUART, ALBION, Tarte
52	Kurt Geiger	Kurt Geiger London, KG Kurt Geiger, Carvela Kurt Geiger, Miss KG
53	Laboratoire NUXE	Nuxe, BIO-BEAUTÉ by Nuxe
54	Lao Feng Xiang	Lao Feng Xiang
55	Liu.Jo	Liu.Jo
56	L'Occitane	L'Occitane en Provence, Melvita, Erborian, L'Occitane au Brésil

	Company	Brands
57	Longchamp	Longchamp, Le Pliage
58	L'Oreal	Lancôme, Biotherm, Helena Rubinstein, Urban Decay, Kiehl's, Shu Uemura, Giorgio Armani[1], Yves Saint Laurent[1], Ralph Lauren[1], Cacharel[1], Clarisonic[1], Diesel[1], Viktor & Rolf[1], Yue Sai[1], Maison Margiela[1], Guy Laroche[1], Paloma Picasso[1], Atelier Cologne[1], It Cosmetics[1], Proenza Schouler[1]
59	Luk Fook	Luk Fook
60	Luxottica	Ray-Ban, Oakley, Vogue Eyewear, Persol, Oliver Peoples, Alain Mikli[1], Burberry[1], Armani Exchange[1], Arnette[1], Brooks Brothers[1], Bulgari[1], Chanel[1], Coach[1], DKNY[1], Dolce & Gabbana[1], Emporio Armani[1], Giorgio Armani[1], Michael Kors[1], Miu Miu[1], Oliver Peoples[1], Paul Smith[1], Polo Ralph Lauren[1], Prada[1], Starck[1], Tiffany & co[1], Tory Burch[1], Valentino[1], Versace[1]
61	LVMH	Louis Vuitton, Céline, Chaumet, Christian Dior, Fendi, Fenty Beauty by Rihanna, Fred, Fresh, Berluti, Bulgari, Marc Jacobs, Kenzo, Nicholas Kirkwood, Loro Piana, Emilio Pucci, Acqua di Parma, Givenchy, Guerlain, Hublot, Kat von D Beauty, Loewe, Loro Piana, Maison Francis Kurkdjian, Marc Jacobs, Moynat, Thomas Pink, TAG Heuer, Benefit Cosmetics, Zenith
62	Marc Cain	Marc Cain
63	Marc O'Polo	MARC O'POLO
64	Marcolin	Marcolin, Atelier Swarovski[1], Balenciaga[1], Catherine Deneuve[1], Diesel[1], Dsquared2[1], Emilio Pucci[1], Ermenegildo Zegna[1], Gant[1], Guess[1], Harley-Davidson[1], Just Cavalli[1], Marciano[1], Moncler[1], Montblanc[1], Roberto Cavalli[1], Skechers[1], Swarovski[1], Timberland[1], Tod's[1], Tom Ford[1], Web[1]
65	Max Mara	MaxMara, SportMax, Marina Rinaldi, Max & Co, PennyBlack
66	Michael Kors	Michael Kors, MICHAEL Michael Kors, Jimmy Choo, Versace

	Company	Brands
67	Moncler	Moncler
68	Movado	Concord, EBEL, Movado, MVMT, Olivia Burton[1], Coach[1], Hugo Boss[1], Lacoste[1], Tommy Hilfiger[1], Scuderia Ferrari[1], Rebeccaminkoff[1], Urminkoff[1]
69	Mulberry	Mulberry
70	Onward	Nijyusanku, Joseph, Jil Sander, gotairiku
71	OTB	Diesel, Marni, Maison Margiela, Viktor & Rolf, Paula Cademartori, Amiri
72	Patek Philippe	Patek Philippe, The Henri Stern Watch Agency
73	Paul Smith	Paul Smith
74	PC Jeweller	PC Jeweller, AZVA
75	Pola Orbis	Pola, Orbis, Orlane Paris, Jurlique, Three
76	Prada	Prada, Miu Miu, Church's, Car Shoe, Marchesi
77	Puig	Carolina Herrera, Nina Ricci, Paco Rabanne, Jean Paul Gaultier, Penhaligon's, Dries van Noten, Prada[1], Valentino[1], Comme des Garçons[1], L'artisan Parfumeur[1], Antonio Banderas[1], Shakira[1], United Colors of Benetton[1], Agua Brava[1], Quorum[1], Adolfo Dominguez[1], Agatha Ruiz de la Prada[1], Pacha[1], Brummel[1], Victorio & Lucchino[1], Sportman[1], Anouk[1], Azur[1], Zinnia[1], Fleur de jour[1], David Bustamante[1], Malú[1], Massimo Dutti[1], Don Algodon[1], Springfield[1], Paula Echevarría[1], Lavanda Añeja[1], Royal Regiment[1], Aquarius[1], Juliana Paes[1], Rafa Marquez[1]
78	PVH	Calvin Klein, Tommy Hilfiger, Heritage Brands
79	QuattroR	Trussardi
80	Ralph Lauren	Ralph Lauren, Polo Ralph Lauren, Purple Label, Double RL, Club Monaco
81	Raymond Weil	Raymond Weil
82	Renown	D'Urban, Intermezzo
83	Restoque	Le Lis Blanc, Dudalina, Bo.Bô., JOHN JOHN, Rosa Cha
84	Richard Mille	Richard Mille
85	Richemont	A. Lange & Söhne, Alfred Dunhill, Azzedine Alaia, Baume & Mercier, Cartier, Chloé, Van Cleef & Arpels, Montblanc, Giampero Bodino, Jaeger-LeCoultre, Montblanc, Vacheron Constantin, IWC Schaffhausen, Peter Millar, Piaget, Roger Dubuis, Chloé, Officine Panerai, Purdey, Yoox Net-A-Porter, Watchfinder
86	Roberto Cavalli	Roberto Cavalli, Just Cavalli, Cavalli Class
87	Rolex	Rolex, Tudor
88	Russell & Bromley	Russell & Bromley
89	S Tous	Tous
90	Safilo	Safilo, Carrera, Oxydo, Smith, Polaroid, Banana Republic[1], Fendi[1], Juicy Couture[1], Max Mara[1], Bobbi Brown[1], Fossil[1], Kate Spade[1], Moschino[1], Boss[1], Givenchy[1], Liz Claiborne[1], Pierre Cardin[1], Chesterfield[1], Havaianas[1], Love Moschino[1], Rag & Bone[1], Dior[1], Jack Spade[1], Marc Jacobs[1], Elie Saab[1], Jimmy Choo[1], Max & Co[1], Tommy Hilfiger[1], Saks Fifth Avenue[1]
91	Salvatore FerrAGamo	Salvatore Ferragamo
92	San Patrick	Pronovias, St Patrick, La Sposa
93	Sanyo Shokai	Mackintosh, Paul Stuart, EPOCA
94	Shiseido	SHISEIDO, clé de peau BEAUTÉ, bareMinerals, NARS, IPSA, Laura Mercier
95	SMCP	Sandro, Maje, Claudie Pierlot
96	Sociedad Textil Lonia	Purificación García, CH Carolina Herrera[1]
97	Stefano Ricci	Stefano Ricci

Luxury Goods brand overview (4/4)

	Company	Brands
98	Sungjoo D&D	MCM
99	Swatch	Omega, Longines, Breguet, Harry Winston, Rado, Blancpain, Glashütte Original, Jaquet Droz, Léon Hatot, Union Glashütte, Tissot, Balmain, Certina, Mido, Hamilton, Calvin Klein[1]
100	Tasaki	Tasaki
101	Ted Baker	Ted Baker
102	Tiffany	Tiffany & Co., Tiffany
103	Titan	Tanishq, Zoya, Nebula, Xylys, Titan
104	TOD'S	Tod's, Hogan, Fay, Roger Vivier
105	Tory Burch	Tory Burch, Tory Sport
106	Tribhovandas Bhimji Zaveri	Tbz
107	Trinity	Cerruti 1881, Kent & Curwen, Gieves & Hawkes, D'URBAN
108	True Religion Apparel	True Religion
109	Tse Sui Luen	TSL
110	Tumi Holdings	Tumi
111	TWIN SET—Simona Barbieri	Twin Set, SCEE
112	Valentino	Valentino, REDValentino
113	Van de Velde	Marie Jo, PrimaDonna, Andres Sarda, Rigby & Peller
114	Vicini	Giuseppe Zanotti Design, Vicini
115	Willy Bogner	Bogner, Sonia Bogner, Bogner Fire + Ice
116	Wolford	Wolford
117	Zadig & Voltaire	Zadig & Voltaire
118	Zhejiang Ming	MINGR, VI

FOOTWEAR

The Leather Footwear segment as a modelling example for the Footwear market methodology

Footwear model methodology (1/2)

Leather Footwear revenue

Market sizing	Leather Footwear price	*	Leather Footwear volume sales

Retail selling price	Value added taxes
	*
	Margin retail sales
	*
	Margin whole sales

Manufacturer selling price

Revenue before taxes	Export		Volume	Export
	-			-
	Import	%		Import
	+			+
	Production			Production

Sources and benchmark:

Validation through third-party studies, industry research

National statistics

National statistics, Validation through third-party studies, industry research

FAQ: Statista Consumer Market Outlook – Footwear

Footwear model methodology (2/2)

Definitions

What is the methodology of the Footwear market?

Our analysts build on Statista primary research (Statista Global Consumer Survey), national statistics, industry research, market data from independent databases and third-party sources, analysis of various key market and macroeconomic indicators, historical developments, current trends, reported performance indicators from the key market players, and Statista interviews with market experts, combining a bottom up and top-down modelling approach.

What is the definition of the Footwear market?

The Footwear market comprises all kinds of shoes which are produced for private end customers, therefore including Leather Footwear, Athletic Footwear and other town footwear (e.g. with textile uppers) but excluding work and safety shoes. Just like the market for Apparel, the Footwear market is currently shaped by a tremendous change of customers' purchase habits. The upswing in e-commerce and store concepts created by major sportswear manufacturers is putting a lot of pressure on stationary retail stores.

Specials

What does revenue in the Footwear market stand for?

All shown sales values refer to the retail value and include sales taxes.

The sales channels refer to online and offline, how are they defined?

The distribution channel Online refers to the purchase of physical goods in online retail. In other words, the purchase is concluded via the internet - on a desktop PC, tablet or smartphone. The distribution channel Offline covers all purchases in stationary stores, via telesale or mailorder (e.g. print catalogs). The sales channels can be found on the top level of each market.

What is the definition of the luxury revenue share and where can I find it?

The luxury revenue share shows the percentage of the selected market (market segment, region) that is attributable to sales of personal luxury goods. The corresponding luxury figures can be found in the Luxury Goods market. In the Footwear market the luxury revenue share can be found on the top market level and corresponds to the Luxury Footwear segment in the Luxury Goods market.

Sources: Statista Consumer Market Outlook 2021

ACCESSORIES

The Watches & Jewelry segment as an example of the Accessories modelling approach

Accessories model methodology (1/2)

Watches & Jewelry revenue

Sources and benchmark:

Market Sizing

| Watches revenue | + | Jewelry revenue |

Third-party studies, National statistics, industry research

Revenue including taxes

Value added taxes

*

Margin retail sales

*

Margin whole sales

Validation through third-party studies, National statistics, industry research

Revenue before taxes

Export

-

Import

+

Production

National statistics
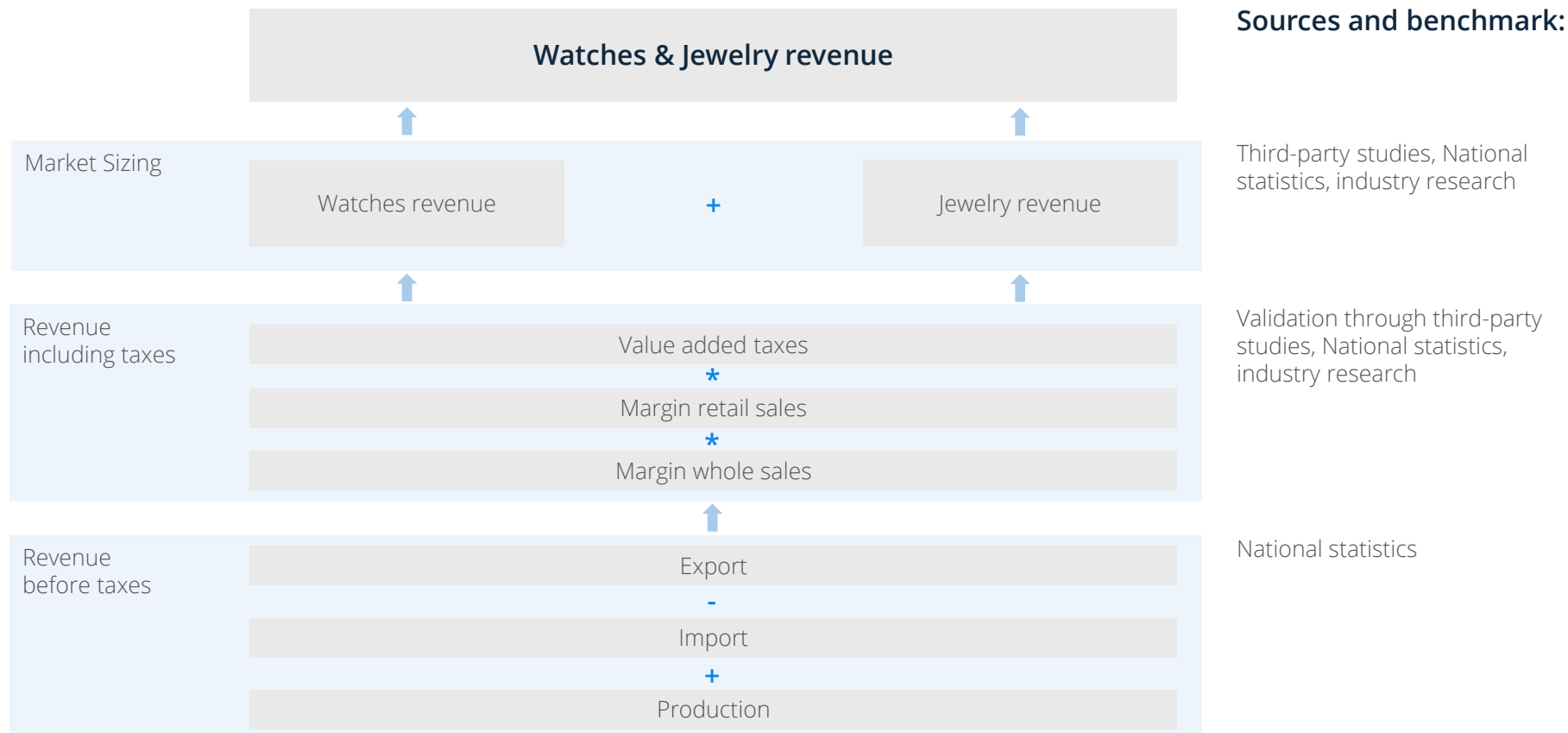
FAQ: Statista Consumer Market Outlook – Accessories

Accessories model methodology (2/2)

Definitions

What is the methodology of the Accessories market?

Our analysts build on Statista primary research (Statista Global Consumer Survey), national statistics, industry research, market data from independent databases and third-party sources, analysis of various key market and macroeconomic indicators, historical developments, current trends, reported performance indicators from the key market players, and Statista interviews with market experts, using a bottom up modelling approach.

What is the definition of the Accessories market?

The Accessories market comprises wearable, fashionable accessories that complement a person's outfit such as Watches, Jewelry, Suitcases, Bags, Wallets, Handbags and other containers for private end consumers. This market includes both fashion jewelry and high jewelry of precious materials such as gold, silver, or titanium. Therefore, both non-branded items and brands such as Rolex, Cartier, and Louis Vuitton are covered. Consequently, the differences in price levels are considerable. There are also disparities regarding distribution, as accessories can be bought from exclusive, expensive luxury boutiques, brick-and-mortar multi-label businesses (department stores), vertically integrated clothing companies (H&M, Primark) as well as e-commerce or mail order companies. The Accessories market does not include watch parts or watchbands, non-wearable items or protective bags and cases for electronic devices such as notebooks or cameras.

Specials

What does revenue in the Accessories market stand for?

All shown sales values refer to the retail value and include sales taxes.

The sales channels refer to online and offline, how are they defined?

The distribution channel Online refers to the purchase of physical goods in online retail. In other words, the purchase is concluded via the internet - on a desktop PC, tablet or smartphone. The distribution channel Offline covers all purchases in stationary stores, via telesale or mailorder (e.g. print catalogs). The sales channels can be found on the top level of each market.

What is the definition of the luxury revenue share and where can I find it?

The luxury revenue share shows the percentage of the selected market (market segment, region) that is attributable to sales of personal luxury goods. The corresponding luxury figures can be found in the Luxury Goods market. In the Accessories market the luxury revenue share can be found in the Watches & Jewelry and Luggage & Bags segment which correspond to the Luxury Watches & Jewelry and Luxury Leather Goods segments in the Luxury Goods market.

APPAREL

The Trousers (women) segment as a modelling example for the Apparel market

Apparel model methodology (1/2)

Volume sales (women)		

Sources and benchmark:

Market sizing

Revenue (women)	%	Trousers (women) price

Validation through third-party studies, industry research

Adult/ Children Split

Expenditure/Demographic share of age group

Retail selling price

Price Factor by age
*
Margin retail sales
*
Margin whole sales
*
Value added taxes

National statistics

Aggregated Revenue

*

Revenue (women & girls)

Manufacturer selling price

Manufacturer selling price (women & girls)

National statistics, Validation through third-party studies, industry research

FAQ: Statista Consumer Market Outlook – Apparel

Apparel model methodology (2/2)

Definitions

What is the methodology of the Apparel market?

Our analysts build on Statista primary research (Statista Global Consumer Survey), national statistics, industry research, market data from independent databases and third-party sources, analysis of various key market and macroeconomic indicators, historical developments, current trends, reported performance indicators from the key market players, and Statista interviews with market experts, combining a bottom up and top-down modelling approach.

What is the definition of the Apparel market?

The Apparel market comprises all clothing segments that are produced for private end customers and is broken down into the following product lines: Women's Apparel, Men's Apparel and Children's Apparel. Work clothes as well as other personal accessories such as watches and jewelry, handbags or similar items that do not count as actual articles of clothing are not included. Nike, ZARA, H&M and Uniqlo are the most valuable fashion brands in the world. In addition, there are numerous small, middle-sized and big brands that operate successfully at a national or regional level. Along general lines, the distribution channels can be divided into stationary suppliers of multi-label products (department stores, traditional specialist shops), vertically integrated textile chains (e.g. H&M, Primark) and mail-order businesses (e-commerce, ordering by catalog). Furthermore, some fashion brands seek direct contact with their customers through single-label stores.

Specials

What does revenue in the Apparel market stand for?

All shown sales values refer to the retail value and include sales taxes.

The sales channels refer to online and offline, how are they defined?

The distribution channel Online refers to the purchase of physical goods in online retail. In other words, the purchase is concluded via the internet - on a desktop PC, tablet or smartphone. The distribution channel Offline covers all purchases in stationary stores, via telesale or mailorder (e.g. print catalogs). The sales channels can be found on the top level of each market.

What is the definition of the luxury revenue share and where can I find it?

The luxury revenue share shows the percentage of the selected market (market segment, region) that is attributable to sales of personal luxury goods. The corresponding luxury figures can be found in the Luxury Goods market. In the Apparel market the luxury revenue share can be found on the top market level and corresponds to the Luxury Apparel segment in the Luxury Goods market.

FURNITURE

The segment Bedroom Furniture as an example for the Furniture bottom-up modelling approach

Furniture model methodology (1/2)

Bedroom Furniture revenue

Sources and benchmark:

Market sizing

| Mattresses | + | Beds | + | Closets, Nightstands & Dressers |

National statistics, association data, third party study

Retail selling price

| Margin retails | * | Margin wholesales | * | Sales taxes/ VAT |

National statistics, trade organization data

Revenue before taxes

Import

-

Export

+

Production

National statistics, trade organization data

Sources: Statista Consumer Market Outlook 2021

FAQ: Statista Consumer Market Outlook – Furniture

Furniture model methodology (2/2)

Definitions

What is the methodology of the Furniture market?

Our analysts build on Statista primary research (Statista Global Consumer Survey), national statistics, industry research, market data from independent databases and third-party sources, analysis of various key market and macroeconomic indicators, historical developments, current trends, reported performance indicators from the key market players, and Statista interviews with market experts, combining a bottom up modelling approach.

What is the definition of the Furniture market?

The Furniture market centers on different movable commodities designed to support various activities, like seating or sleeping, holding or storing objects, etc. Unmovable household objects (e.g. sinks, faucets, etc.) are excluded as well as tableware, cutlery and other small objects, while this market outlook includes both B2C (business to consumer) and B2B (business to business) sales (e.g. furniture for coffee shops, offices, etc.). Also, although furniture sometimes has a decorative, symbolic or religious purpose, the focus lies on the furniture with a primarily functional role and the market is segmented accordingly.

Specials

What does revenue in the Furniture market stand for?

All shown sales values refer to the retail value and include sales taxes.

The sales channels refer to online and offline, how are they defined?

The distribution channel Online refers to the purchase of physical goods in online retail. In other words, the purchase is concluded via the internet - on a desktop PC, tablet or smartphone. The distribution channel Offline covers all purchases in stationary stores, via telesale or mailorder (e.g. print catalogs). The sales channels can be found on the top level of each market.
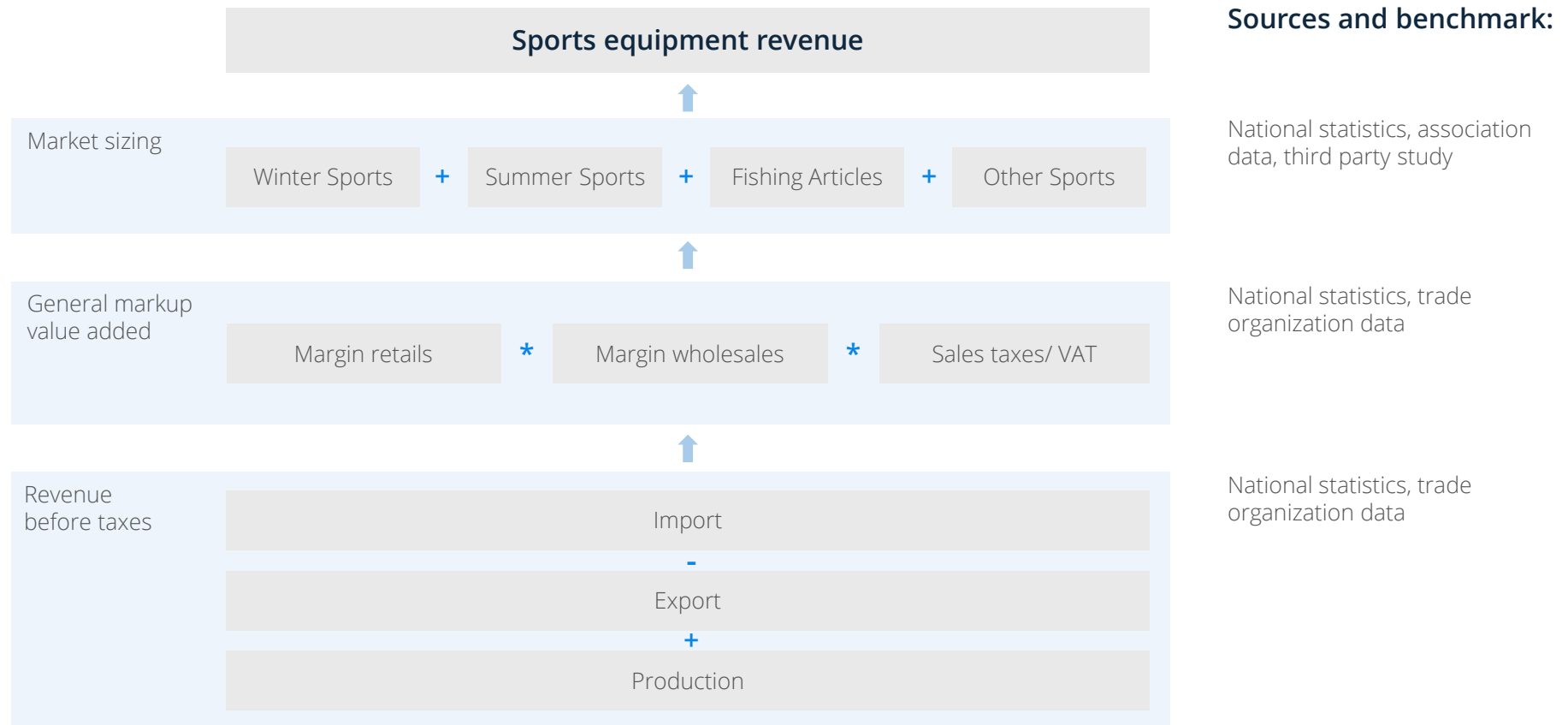
Sources: Statista Consumer Market Outlook 2021

TOYS & HOBBY

The segment Sports Equipment as an example for the Toys & Hobby bottom-up modelling approach

Toys & Hobby model methodology (1/2)

	Sports equipment revenue						

Sources and benchmark:

Market sizing	Winter Sports	+	Summer Sports	+	Fishing Articles	+	Other Sports

National statistics, association data, third party study

General markup value added	Margin retails	*	Margin wholesales	*	Sales taxes/ VAT

National statistics, trade organization data

Revenue before taxes	Import
	-
	Export
	+
	Production

National statistics, trade organization data

FAQ: Statista Consumer Market Outlook – Toys & Hobby

Toys & Hobby model methodology (2/2)

Definitions

What is the methodology of the Toys & Hobby market?

Our analysts build on Statista primary research (Statista Global Consumer Survey), national statistics, industry research, market data from independent databases and third-party sources, analysis of various key market and macroeconomic indicators, historical developments, current trends, reported performance indicators from the key market players, and Statista interviews with market experts, combining a bottom up modelling approach.

What is the definition of the Toys & Hobby market?

The Hobby Products market focuses on goods people buy for their leisure activities. This includes traditional toys and games for children and adults, video games consoles, various musical instruments and their accessories, equipment for indoor and outdoor sports activities, as well as equipment for fishing.

Specials

What does revenue in the Toys & Hobby market stand for?

All shown sales values refer to the retail value and include sales taxes.

The sales channels refer to online and offline, how are they defined?

The distribution channel Online refers to the purchase of physical goods in online retail. In other words, the purchase is concluded via the internet - on a desktop PC, tablet or smartphone. The distribution channel Offline covers all purchases in stationary stores, via telesale or mailorder (e.g. print catalogs). The sales channels can be found on the top level of each market.

What kind of sports and articles are included in the segment Other Sports Equipment?

The "Other Sports Equipment" segment includes gym or athletic articles and equipment, articles and equipment for table-tennis as well as equipment for sport and open-air games. Like all other sports equipment segments, sports apparel and footwear are excluded. They could be found separately in the Apparel market and Footwear market.
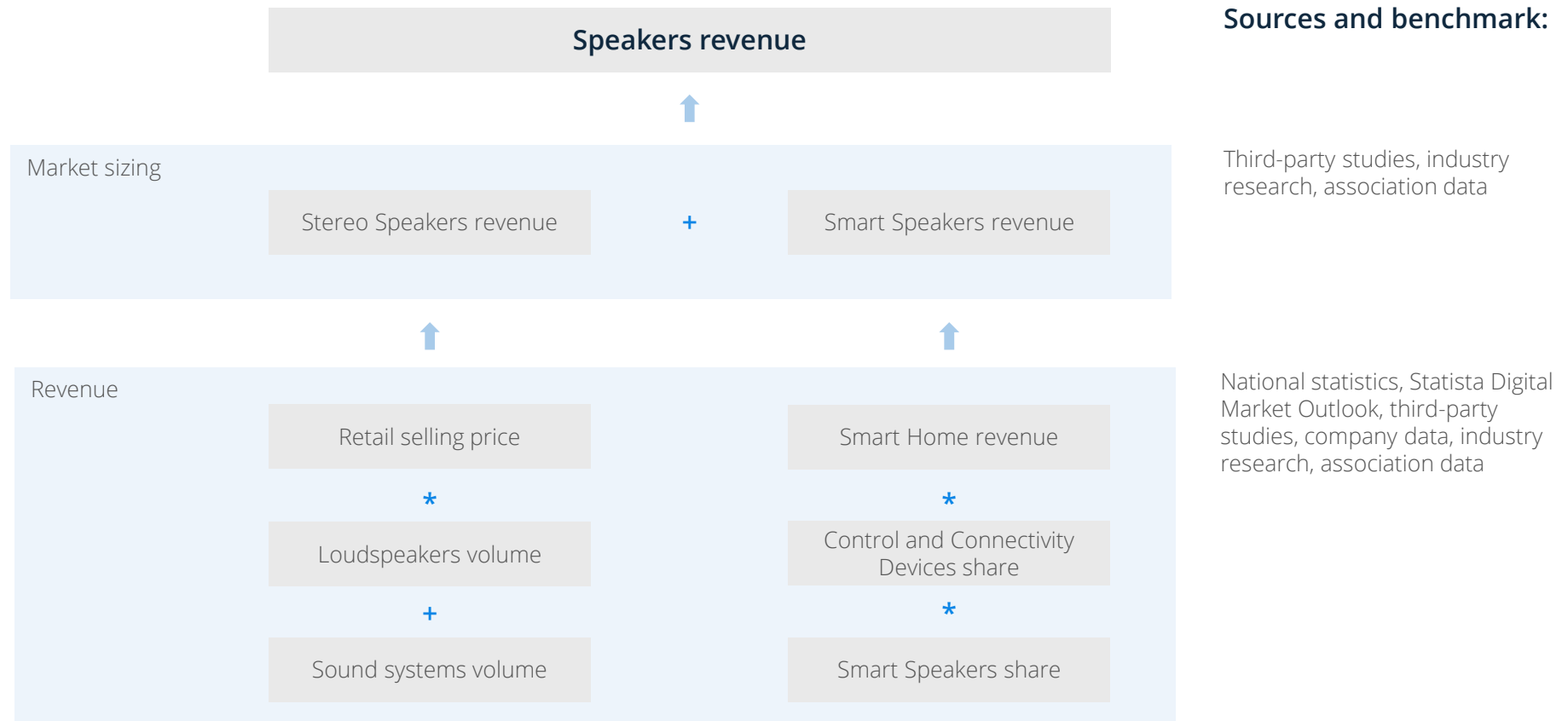
Sources: Statista Consumer Market Outlook 2021

CONSUMER ELECTRONICS

The segment Speakers as an example for the Consumer Electronics modelling approach

Consumer Electronics model methodology (1/2)

Speakers revenue

⬆

Sources and benchmark:

Market sizing

| Stereo Speakers revenue | + | Smart Speakers revenue |

Third-party studies, industry research, association data

⬆   ⬆

Revenue

| Retail selling price | | Smart Home revenue |

*   *

| Loudspeakers volume | | Control and Connectivity Devices share |

+   *

| Sound systems volume | | Smart Speakers share |

National statistics, Statista Digital Market Outlook, third-party studies, company data, industry research, association data

Sources: Statista Consumer Market Outlook 2021

FAQ: Statista Consumer Market Outlook – Consumer Electronics

Consumer Electronics model methodology (2/2)

Definitions

What is the methodology of the Consumer Electronics market?

Our analysts build on Statista primary research (Statista Global Consumer Survey), national statistics, industry research, market data from independent databases and third-party sources, analysis of various key market and macroeconomic indicators, historical developments, current trends, reported performance indicators from the key market players, and Statista interviews with market experts, combining a bottom up modelling approach.

What is the definition of the Consumer Electronics market?

The Consumer Electronics market comprises electronic and digital devices used privately either for entertainment (television sets, radios , smart speakers, etc.), communication (telephones, smart phones, etc.) or home-office activities (printers, copiers). Consumer electronics and household appliances (such as washing machines and refrigerators) are often sold by the same retailers, but the latter are excluded from this market outlook as they serve a purpose different than the one mentioned above. The Consumer Electronics market is driven by innovation – a constant improvement on existing products and their blend in creation of new commodities. This is why many of the devices contained in this market have more than one purpose (e.g. smartphones can be used as cameras, radios, etc.), and, in order to realize a consistent segmentation, focus is on their main function. The Consumer Electronics market only includes retail sales.

Specials

What does revenue in the Consumer Electronics market stand for?

All shown sales values refer to the retail value and include sales taxes.

The sales channels refer to online and offline, how are they defined?

The distribution channel Online refers to the purchase of physical goods in online retail. In other words, the purchase is concluded via the internet - on a desktop PC, tablet or smartphone. The distribution channel Offline covers all purchases in stationary stores, via telesale or mailorder (e.g. print catalogs). The sales channels can be found on the top level of each market.

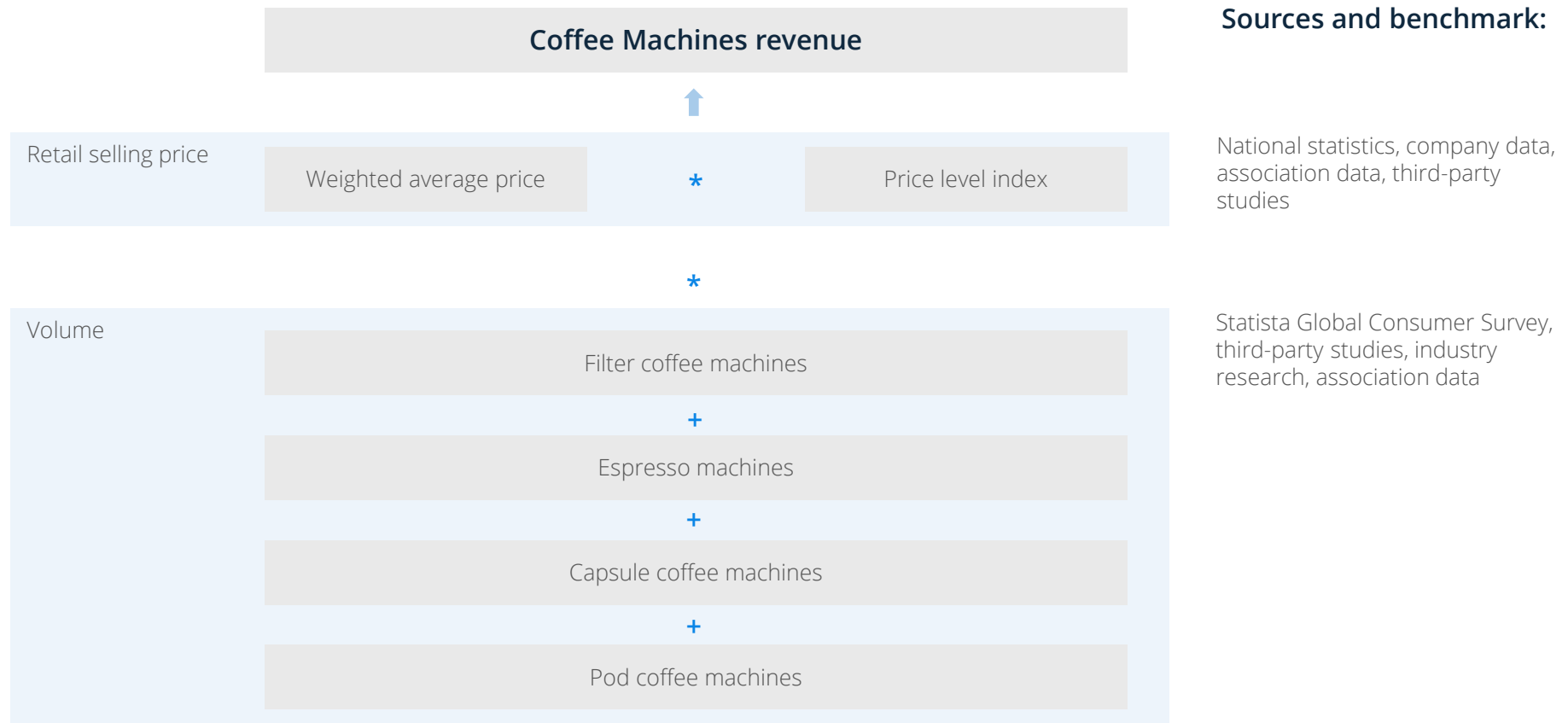Sources: Statista Consumer Market Outlook 2021

HOUSEHOLD APPLIANCES

The segment Coffee Machines as an example for the modelling approach of Household Appliances

Household Appliances model methodology (1/2)

Coffee Machines revenue

Sources and benchmark:

Retail selling price

Weighted average price	*	Price level index

National statistics, company data, association data, third-party studies

*

Volume

Filter coffee machines
+
Espresso machines
+
Capsule coffee machines
+
Pod coffee machines

Statista Global Consumer Survey, third-party studies, industry research, association data

Sources: Statista Consumer Market Outlook 2021

FAQ: Statista Consumer Market Outlook – Household Appliances

Household Appliances model methodology (2/2)

Definitions

What is the methodology of the Household Appliances market?

Our analysts build on Statista primary research (Statista Global Consumer Survey), national statistics, industry research, market data from independent databases and third-party sources, analysis of various key market and macroeconomic indicators, historical developments, current trends, reported performance indicators from the key market players, and Statista interviews with market experts, combining a bottom up modelling approach.

What is the definition of the Household Appliances market?

The Household Appliances market covers appliances that are usually used in private households. The retail sector also refers to kitchen appliances as white goods. The market is divided into Major and Small Home Appliances, while consumer electronics are not included here (therefore see Consumer Electronics). The home appliances market relies both on imports (mainly from China) as well as domestic production: especially Italy, Poland, and Germany are significant manufacturing countries. The major appliances industry has seen a sustained growth in revenue despite a stagnation of volume sales. This development is caused by a trend for consumers to purchase high-quality appliances that are both energy efficient and easy to control. Smart and connected appliances are becoming more and more popular. Consumer electronics and microwave ovens are not included.

Specials

What does revenue in the Household Appliances market stand for?

All shown sales values refer to the retail value and include sales taxes.

The sales channels refer to online and offline, how are they defined?

The distribution channel Online refers to the purchase of physical goods in online retail. In other words, the purchase is concluded via the internet - on a desktop PC, tablet or smartphone. The distribution channel Offline covers all purchases in stationary stores, via telesale or mailorder (e.g. print catalogs). The sales channels can be found on the top level of each market.