PRODUCT & METHODOLOGY

Statista Advertising & Media Outlook

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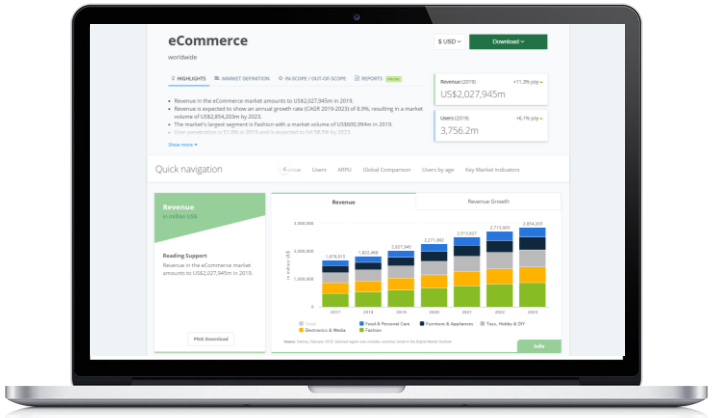
July 2022

The Statista Advertising & Media Outlook provides essential data for 25 major segments in 152 countries

About the Statista Advertising & Media Outlook (1/2)

What is the Statista Advertising & Media Outlook?

The Statista Advertising & Media Outlook is a tool that provides key market indicators, independent forecasts, and detailed market insights regarding two interlinked topics relevant to decision-makers in almost every industry. 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 25 segments in 152 countries with a clearly defined market scope. The Outlook covers everything from TV & Video Advertising to Video Games and Books. The Statista Advertising & Media Outlook is built on resources from the Statista platform as well as in-house market research and analyst experience. We evaluate the status quo, monitor trends, and create an independent forecast of market developments of the advertising and media world. The tool provides data on financial operating figures (ad spending or revenue) and user-related figures (audience reach, number of users, user penetration, average revenue per user (ARPU)) – on the platform and in multiple download formats. The data for each market is updated twice a year, and our analysts create reports for the most relevant segments, giving an extensive overview of the current state of these two topics and their latest trends.



Advertising

- TV & Video Advertising
- Search Advertising
- Social Media Advertising
- Out-of-Home Advertising
- Digital Banner Advertising
- Print Advertising
- Audio Advertising
- Digital Classifieds
- Influencer Advertising

Media

- TV & Video
- Music, Radio & Podcasts
- Games
- Newspapers & Magazines
- Books

eSports

- Sponsorship & Advertising
- Merchandise & Ticketing
- Streaming
- Media Rights
- Publisher Fees

AR & VR

- AR Advertising
- AR Software
- AR Hardware
- VR Advertising
- VR Software
- VR Hardware

Sources: Statista Advertising & Media Outlook 2022

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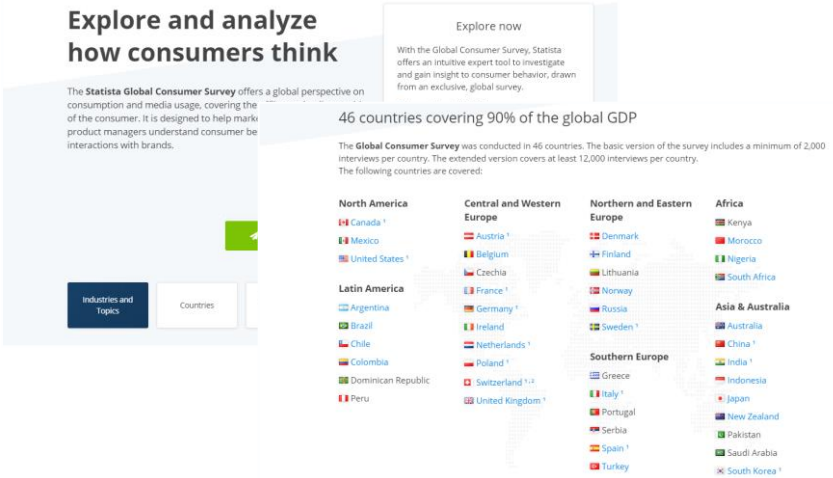
The key to our data is independent market modeling with macroeconomic indicators and primary research

About the Statista Advertising & Media Outlook (2/2)

The data of the Statista Advertising & Media 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 the key market players, and Statista interviews with market experts. Continuous market monitoring allows us to detect and consider relevant changes along the value chain of the advertising and media economy.

The market estimates for the world's largest economies, such as the United States, China, and Germany, are derived using a combined top-down and bottom-up approach. Key performance indicators from the key market players on country level (or regional level) are taken into account, as well as regional consumption data. Modeling is based on a broad range of industry-specific and national sources, the **Statista Global Consumer Survey**, and our industry knowledge. Demographic user data on digital markets in most countries has been collected from the **Statista Global Consumer Survey**.

Statista Global Consumer Survey



The **Statista Global Consumer Survey** is a worldwide online survey exclusively carried out by Statista in 56 countries, which covered more than 1,700,000+ interviews in 2022. The part of the survey relevant to our Digital Market Outlook exactly matches our market scopes, and thus gives us first-hand information on user penetration in each market.

Sources: **Statista Advertising & Media Outlook** 2022

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The Statista Advertising & Media 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 Advertising & Media 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 Advertising & Media Outlook 2022

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The Statista Advertising & Media Outlook countries are also grouped according to 13 political regions

Country and territory coverage (2/2)

Full list of political regions covered in the Advertising & Media 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

Sources: Statista Advertising & Media Outlook 2022

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Market sizing

We use a combined top-down and bottom-up approach for our status-quo market sizing

Market sizing (1/4)

Detailed status-quo analysis in selected countries

The Statista Advertising & Media Outlook data for our 56 countries, such as the United States, China, and Germany, is subject to an in-depth analysis of each of the markets. To evaluate the markets, we use the latest financial data from annual financial reports of the market-leading companies and industry associations, macroeconomic indicators from international institutions, statistical bureaus, surveys, third-party studies, and reports, survey results from our primary research (e.g., the **Statista Global Consumer Survey)**, as well as our industry knowledge. Because of the amount of individual information, interpretation, and analysis that flow into the Advertising & Media Outlook, a detailed representation of the data sources for each data point is not possible.

Market sizes are determined with a combined top-down and bottom-up approach based on an individual logic for each market segment. We analyze companies' financial reports and check various macroeconomic developments that influence and drive the different market segments. Also, demand-side factors, such as the number of users, are linked to performance factors like user penetration or average customer turnover. This data is calculated from market-specific input, such as ad spending/revenue, product prices, purchase/usage frequency, and customer churn rates.

Next to this possibility, we use relevant key market indicators and data from country-specific industry associations. This data helps us to estimate the market size for each country individually.

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
- Quarterly earning calls and further investor information
- Product and price monitoring

Studies & third-party data

- Reports and data from industry associations
- Market analyses and analyst opinions
- Academic studies

Macroeconomic indicators

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

Sources: Statista Advertising & Media Outlook 2022

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Social Media Advertising as an example of the top-down approach

Market sizing (2/4)

Sources and benchmark:

Financial statements like annual reports, quarterly earning calls, further investor information, and expert opinions

Validation based on third-party studies

Allocation carried out based on country level (regional level) data from financial statements as well as driver-based calculation (e.g., web traffic, app downloads, digital ad spending per country)

Validation based on third-party studies

Sources: Statista Advertising & Media Outlook 2022

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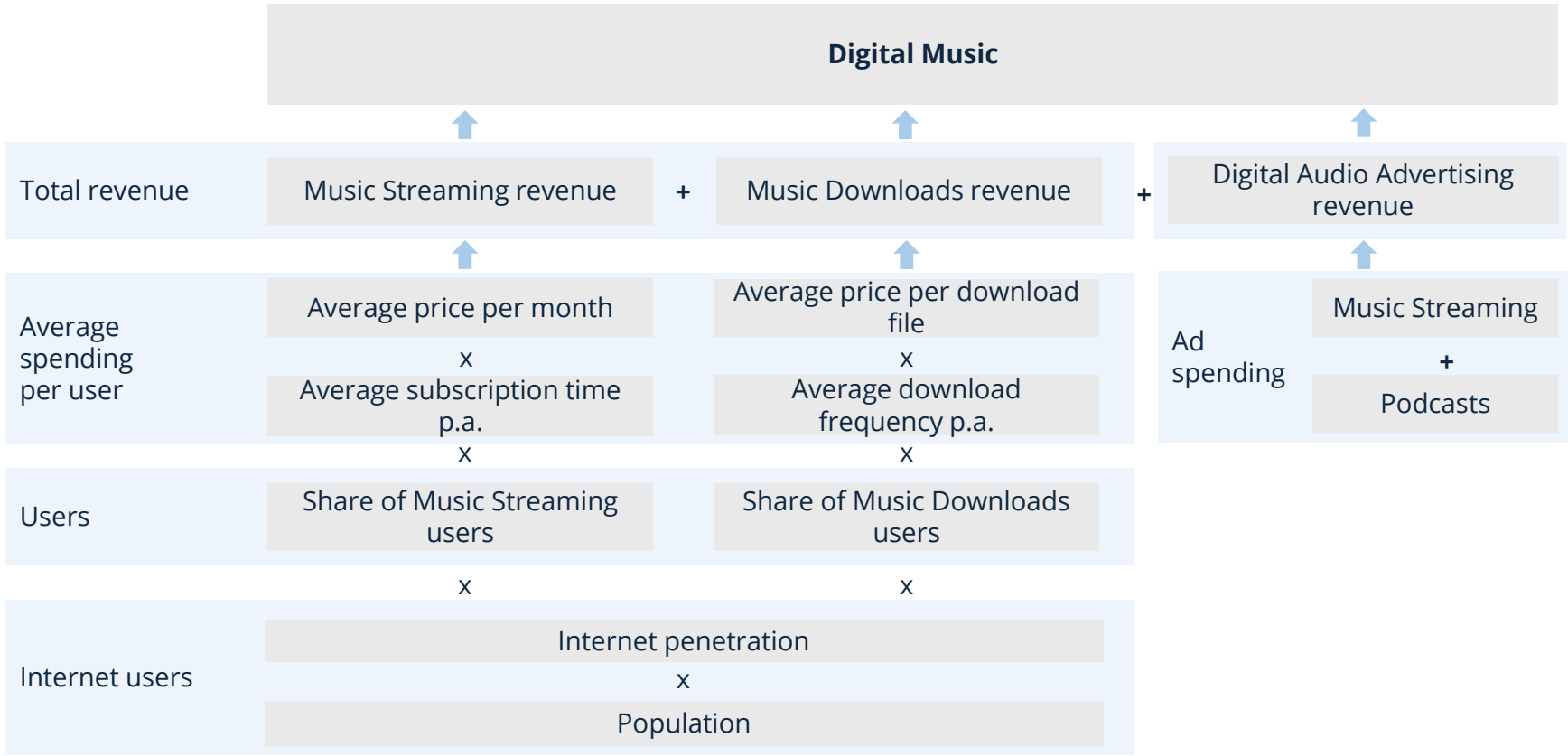
Digital Music as an example of the bottom-up approach

Market sizing (3/4)



Sources and benchmark:

Validation through third-party studies

Third-party studies, analyst expertise, industry research

Third-party studies, analyst expertise, industry research

Statista Global Consumer Survey

National statistics

National statistics

Sources: Statista Advertising & Media Outlook 2022

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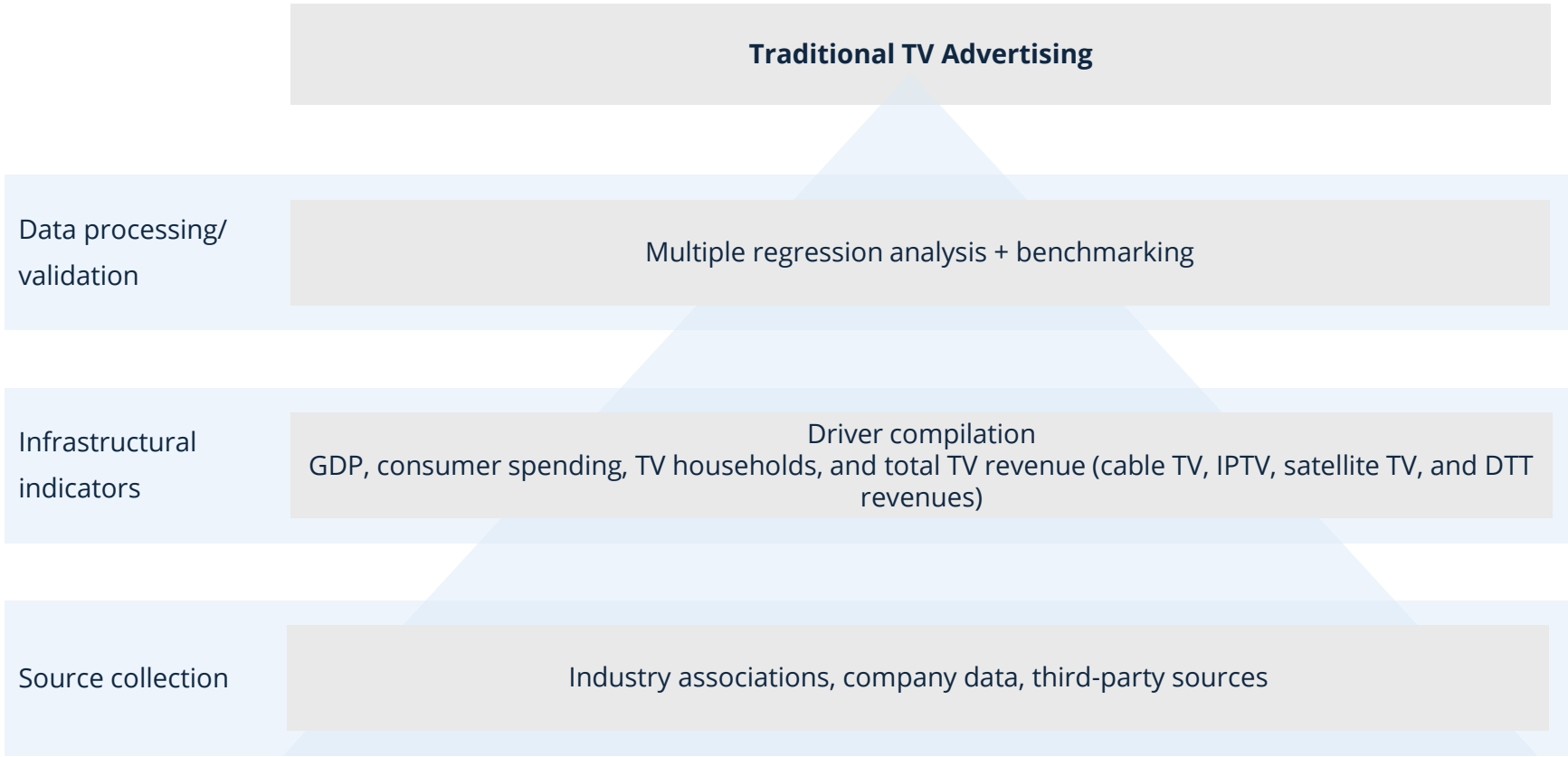
TV Advertising as an example of the multiple-regression approach based on various local sources

Market sizing (4/4)



Sources and benchmark:

Benchmark through third-party studies, analyst expertise, industry research

National statistics, third-party studies, industry research

Example Germany:

ZAW, ARD-Werbung SALES & SERVICES, ZDF Werbefernsehen, VAUNET, financial reports RTL Group, ProSiebenSat.1 Media SE, and more

Sources: Statista Advertising & Media Outlook 2022

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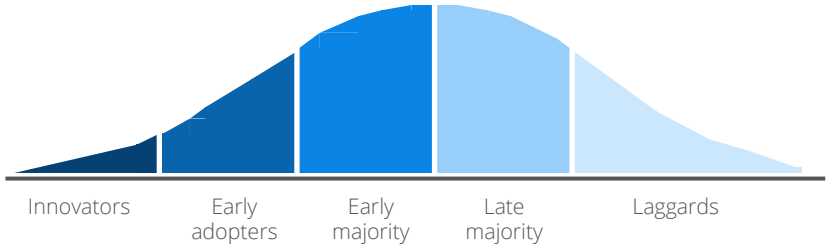
Forecasting

Our market growth forecasting is based on parameterized forecasts

Forecasting (1/3)

To create forecasts for up to 5 years, we combine trend scouting with statistical and mathematical forecasting techniques. Every market is modeled differently as it is tailored to the respective industry, which also affects the forecasting method for each market. Certain advertising methods or consumer products and services, such as streaming services, are not adopted by all companies and, respectively, consumers at the same time, but rather in a time sequence. The market maturity can be evaluated according to the Bass diffusion model, which describes how new products and services penetrate the market. Countries can be classified into different clusters based on the time it takes for them to adopt the new product. This, in turn, depends on a country's macroeconomic factors, its technologization, culture, and attitudes. This lifecycle of technology penetration can be represented as a graph:



Once the status quo has been established, we assess the recent market growth and the macroeconomic environment of the country and its region. Then we move on to trend scouting, looking out for the business-critical developments in the industries that provide the basis for the future growth of the markets. A market growth forecast is generated with the help of our tool that combines historical market data with predicted development of key market drivers by creating an S-curve function. The S-curve as a special case of the logistic function is well suited to forecast digital products and services due to non-linear growth of technology adoption.

For markets with a projected steady growth, such as TV or Radio Advertising, we use exponential trend smoothing to illustrate the continuous market development. Parameters are adjusted individually, depending on the market-country combination. The result is an algorithm-backed forecast, based on relevant market drivers (e.g., internet penetration, consumption spending, infrastructure development, share of urban population) and the technology adoption lifecycle in the given market. To validate our data, we collaborate with other Statista teams, use third-party forecasts and regional comparisons, and analyze development cycles in different markets.

Sources: Statista Advertising & Media Outlook 2022

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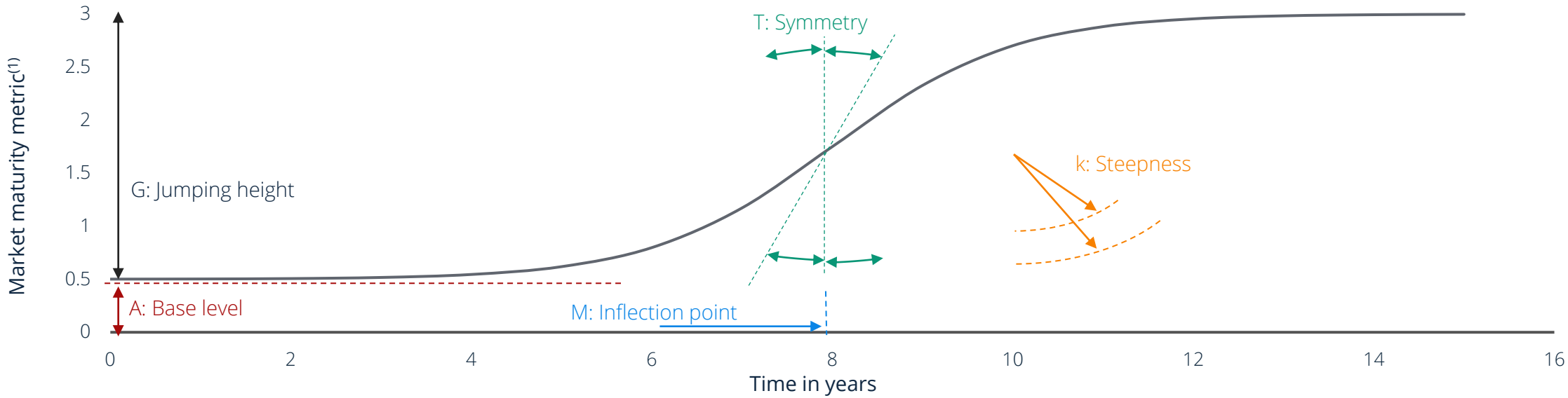
Parametric forecasts: the S-curve function

Forecasting (2/3)

Parameters that determine the projected market development



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 starting market saturation

Notes: (1) Depending on the market for which the forecast is made, a market maturity metric might be user penetration, revenue, saturation, etc.

Sources: Statista Advertising & Media Outlook 2022

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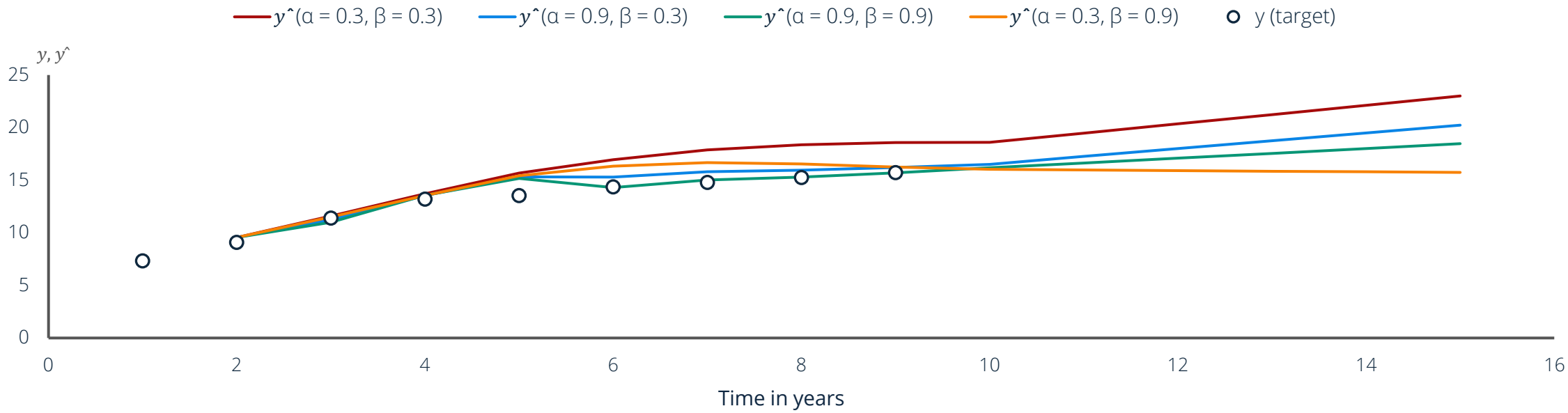
Parametric forecasts: exponential trend smoothing

Forecasting (3/3)

Parameters that determine the projected market development



h: Forecast horizon – number of years to be forecast

α: Level reactivity – reactivity of the model toward changes in the level

β: Trend reactivity – reactivity of the model toward 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 Advertising & Media Outlook 2022

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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.

Sources: Statista Advertising & Media Outlook 2022

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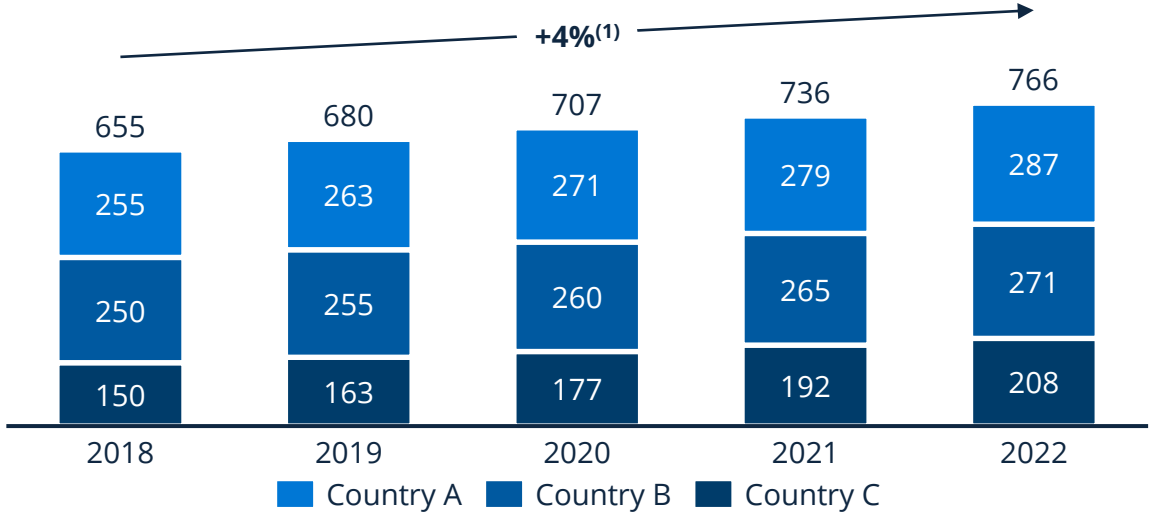
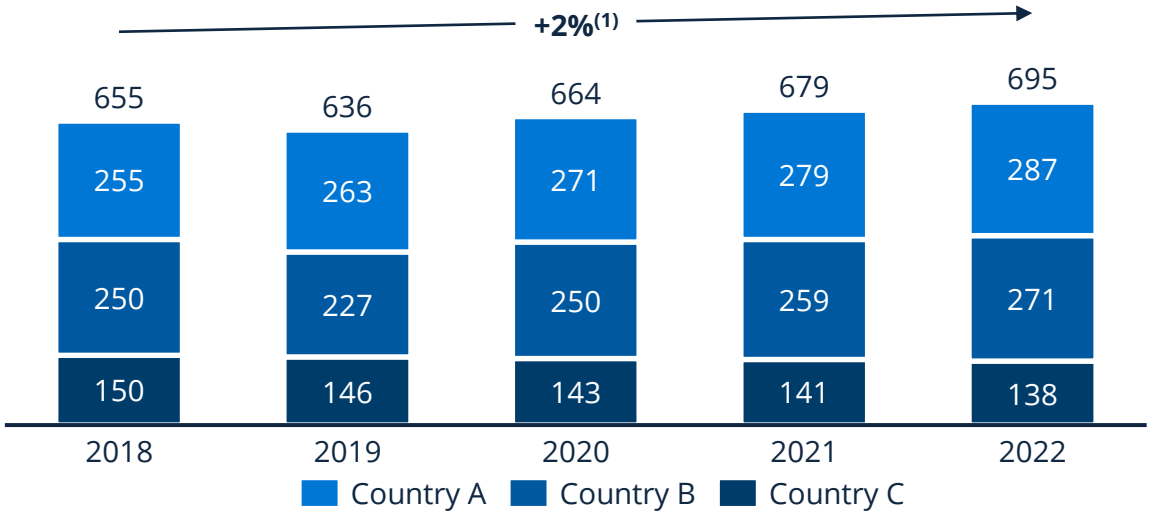
Current exchange rates enable a more realistic assessment of actual market potential and dynamics

Exchange rates in the Outlooks (2/2)

Made-up market value (constant exchange rate)



Made-up market value (current exchange rate)



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

Compared to constant exchange rates, **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**. In contrast, **country B shows some fluctuations** in the value of its currency, but, overall, it remains **fairly stable**, leading to minor currency effects.

Notes: (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

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COVID-19 impact

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

COVID-19 impact (1/2)

Market environment

Macroeconomic 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

Market shock

Directly affected markets

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

Indirectly affected markets

- Driven primarily by overall macroeconomic 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

Shock dissipation

Rebound and recovery

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

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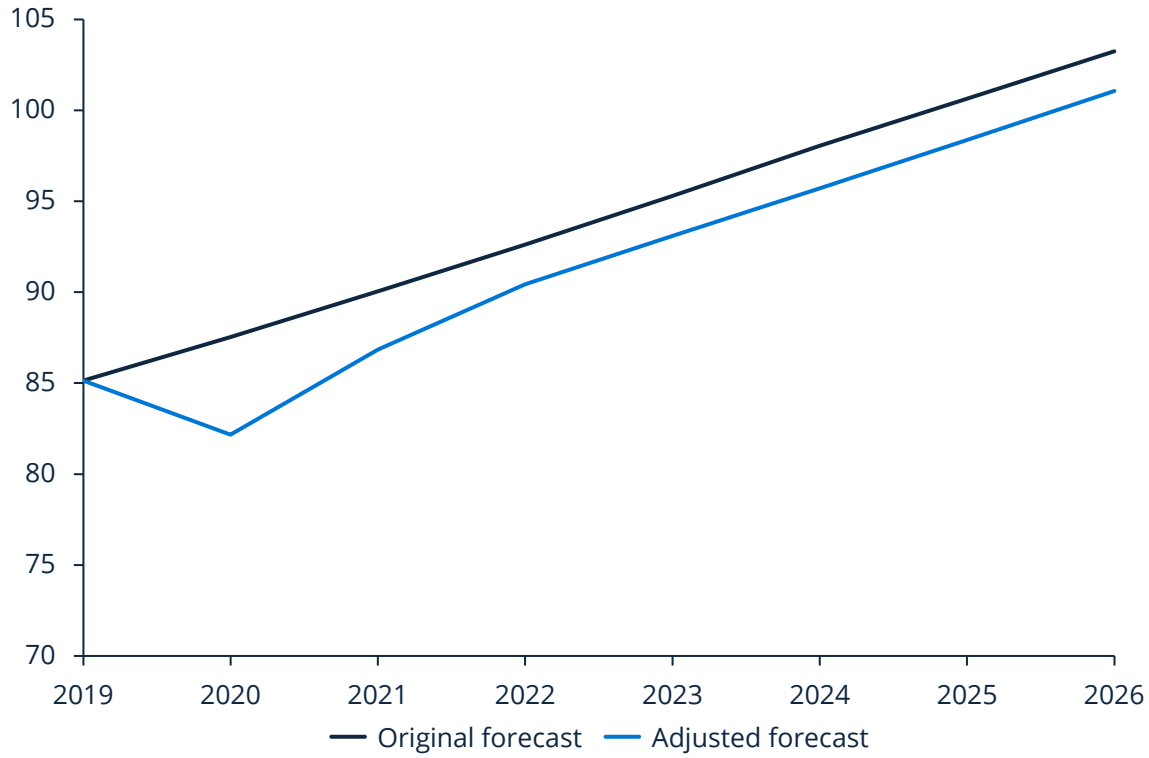
An uneven recovery leads to quick initial gains, although some scarring is expected to remain

COVID-19 impact (2/2)

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



A swift but uneven recovery is underway

- COVID is here to stay, but a combination of vaccination initiatives and quarantine measures will counter the purely pandemic-related impact in most countries.
- Economies have adapted to the situation better than initially expected, e.g., by shifting spending from services to goods and/or by transitioning to remote work options.
- Recovery in reopening societies will be quick at first but likely insufficient to compensate for all the 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 on 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).

Notes: (1) "Global" refers to the 152 countries and territories covered in the Statista Market Outlooks (representative of c. 99% of worldwide GDP) (2) Gross domestic product in constant 2017 prices, converted from local currencies using the annual average exchange rates of 2017

Sources: Chart data based on the **IMF's World Economic Outlook, April 2021** as well as our own calculations and estimates

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Russia-Ukraine war impact

The Russia-Ukraine war is expected to cause severe pressure on both supply chains and consumer budgets, and effects are likely to last long-term

Russia-Ukraine war impact general assumptions (1/2)

Situational assessment

- We assume that the conflict will be limited to Ukrainian territory without spilling over into neighboring countries.
- For the unfolding situation, we consider three different scenarios, from bad to worst, to include various factors that may impact the economy. The scenarios are mostly based on assumptions on how long the fighting will last. The “bad” scenario is our default assumption.

Expected immediate impact

- The war will have long-term, severe consequences for both Russia and Ukraine. There is also a high probability of a recession in Europe, and global growth could decrease by 1 to 2 percentage points as compared to prewar forecasts.
- Although Russia and Ukraine make up only around 2% of global trade, they are key suppliers of some mineral and agricultural commodities, so the war will trigger additional supply chain pressures.
- Energy-intensive industries as well as industries reliant on affected commodities are most exposed to the crisis.
- Consumers will see their budgets squeezed by higher food and fuel prices, which will crowd out other spending. Discretionary consumer goods spending will be most affected.

Possible long-term consequences

- Due to disrupted crop cycles and increased risk perception, a COVID-like V-shape recovery of food supply is not in the cards, and there is likely to be long-term scarring.
- Russia’s economic isolation is likely to outlast the conflict, at least partially, thus sapping economic growth.
- Globally, preexisting deglobalization pressures will likely be exacerbated, with countries seeking a higher degree of self-reliance and companies rebalancing supply chains.

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We consider three basic scenarios for the unfolding situation, from “bad” to “worst,” with the “bad” scenario being our default assumption

Russia-Ukraine war impact general assumptions (2/2)

Bad case: quick resolution of hostilities and limited Russian territorial gains

Ukraine

- Loss of Donbas, Luhansk, and Crimean land corridor
- Civilian infrastructure will remain mostly intact
- Up to one crop cycle will be lost, or yields will be lower

Russia

- Most severe sanctions against Russia will be eased after a few months, “self-sanctions” will stay in place longer

World

- Crude oil price at US$100 per barrel
- Food commodity prices 8% over baseline

Worse case: uneasy truce between a truncated Ukraine and Russia

Ukraine

- Partition of Ukraine (East and West)
- Moderate damage to civilian infrastructure
- One or two crop cycles will be lost, or yields will be lower

Russia

- Most severe sanctions against Russia will be eased after 1–2 years, “self-sanctions” will stay in place longer

World

- Crude oil price at US$122
- Food commodity prices 15% over baseline

Worst case: drawn-out conflict and sustained economic warfare between the West and Russia

Ukraine

- Continued struggle for control over the entire territory
- High damage to civilian infrastructure
- Multiple crop cycles lost

Russia

- The sanctions imposed on Russia will stay in place for the foreseeable future

World

- Crude oil price at US$180
- Food commodity prices 22% over baseline

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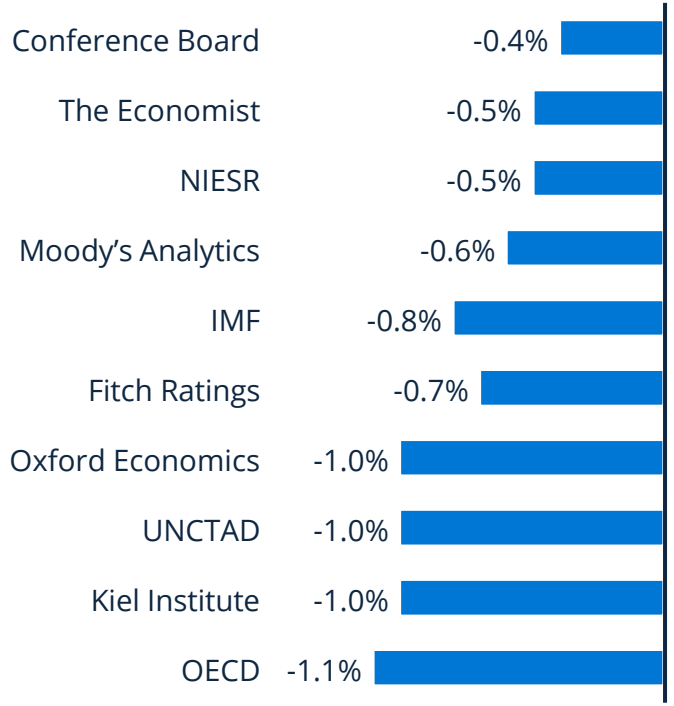
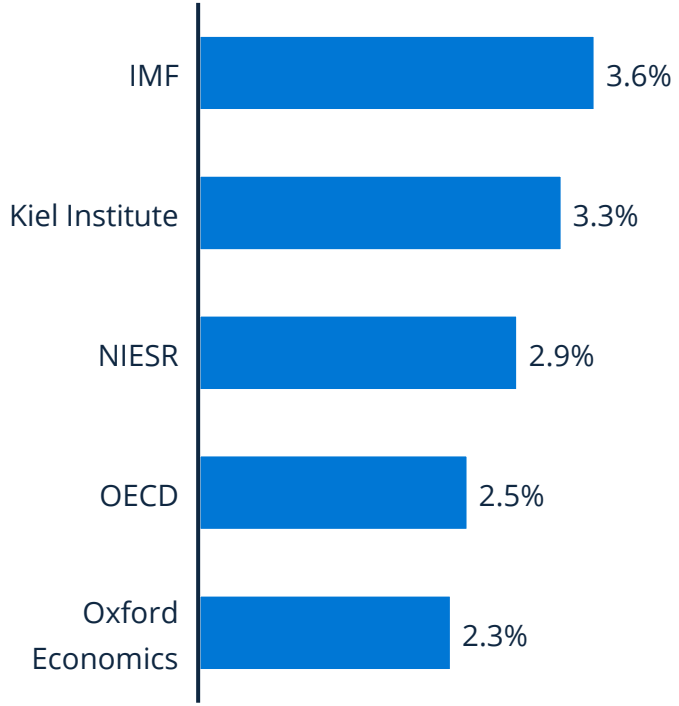
Global growth is set to decelerate, while inflationary pressures will increase rather than decrease

Macroeconomic impact: dented growth

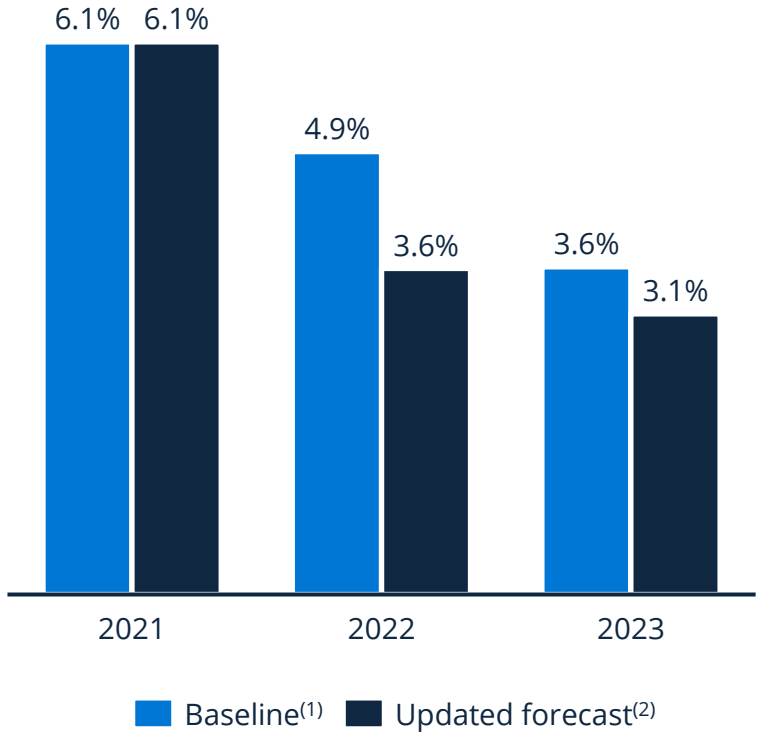
Global GDP projection revision by selected institutions in percentage points



Global inflation revision by selected institutions in percentage points



Projected real GDP growth rate in %



Notes: (1) "Baseline" reflects the IMF's World Economic Outlook, as of October 2021; baselines of respective forecasters differ (2) IMF World Economic Outlook. April 2022

Sources: IMF; Conference Board; The Economist; NIESR; Moody's Analytics; Fitch Ratings; Oxford Economics; UNCTAD; Kiel Institute; OECD; Statista

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Industries reliant on energy and other key commodities are most affected by the Russia-Ukraine war, with collateral damage to domestic consumption

B2B Market Outlook impact: rattled supply chains

Expected impact by industry (ISIC[1])

Agriculture[2]	Banking, Finance & Insurance	Accommodation, Restaurants & Nightlife
Mining & Quarrying[3]	Manufacturing	Real Estate
Energy Supply	Transportation & Storage	Professional, Scientific & Technical Activities
Wholesale, Retail Trade & Car Dealers	Construction	Administrative & Support Services
Water Supply, Sewerage & Waste Management	Information & Communication	Other

Strong negative impact	Medium negative impact	Slightly negative impact	No or positive impact

Notes: (1) ISIC = International Standard Industrial Classification of All Economic Activities (2) Negative impact on supply from Ukraine and increased cost of fertilizers, feed, and fuel; crop producers outside the conflict zone might benefit from higher prices for their produce (3) Negative impact on companies operating in Russia or Ukraine; companies active in other regions might benefit from higher commodity prices

Sources: Statista

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Durable consumer goods will likely take a blow because higher food and fuel bills need to be paid

B2C Market Outlook impact: higher food and fuel budgets (1/2)

Modeled impact on forecast by category (COICOP[1])

Food	Housing maintenance and repairs	Goods for routine household maintenance	Transportation services	Newspapers, books, and stationery	Social protection
Non-alcoholic beverages	Water, garbage disposal, etc.	Services for routine household maintenance	Postal services	Package holidays	Insurance
Alcoholic beverages	Electricity, gas, etc.	Medical products	Telephone and telefax equipment	Education	Financial services n.e.c.[2]
Tobacco	Furniture	Medical services	Telephone and telefax services	Catering services	Other services n.e.c.[2]
Clothing	Household textiles	Purchase of vehicles	Audiovisual, photographic, and information-processing equipment	Accommodation services	
Footwear	Household appliances	Vehicle fuel and oil	Major recreational durables	Personal care products	
Actual rent	Glassware, tableware, etc.	Vehicle parts	Other recreational items	Personal care services	
Imputed rent	Tools and equipment for house and garden	Vehicle services	Recreational and cultural services	Personal effects n.e.c.[2]	

Strong negative impact (-5% or less)	Medium negative impact (-3% to -4%)	Slightly negative impact (-1% to -2%)	Positive impact (0% to 24%)

Notes: (1) Based on the Classification of Individual Consumption by Purpose (COICOP) (2) n.e.c. = not elsewhere classified

Sources: Statista, as of March 2022

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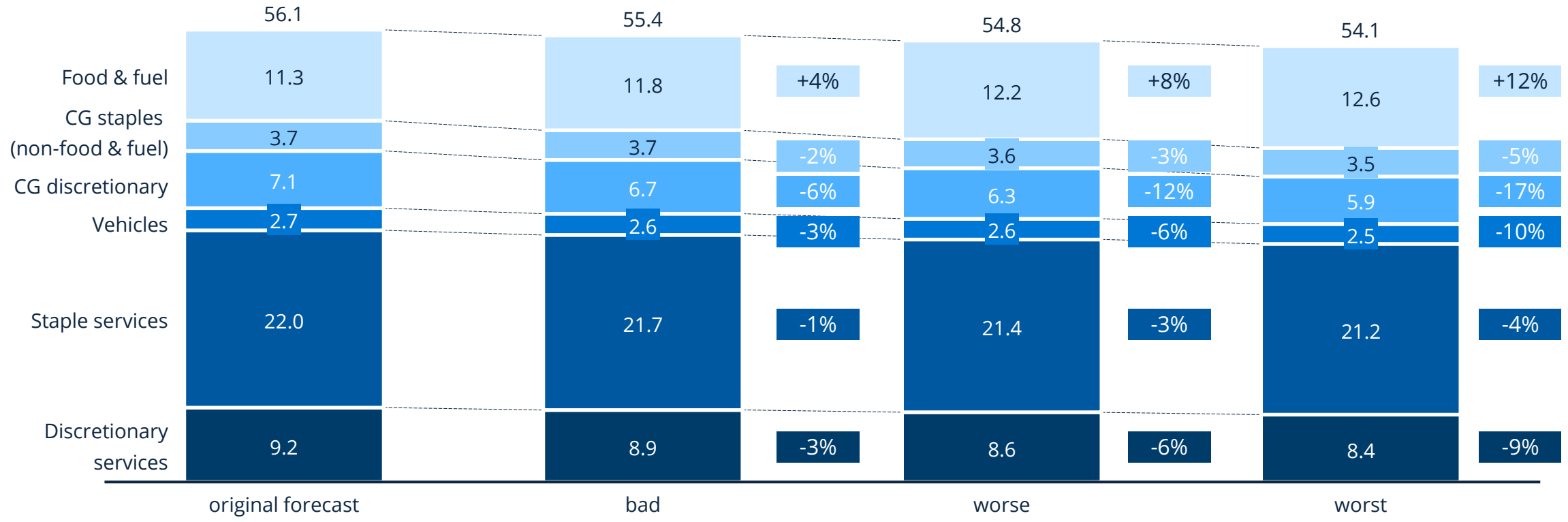
Total consumer spending is holding up rather well, but significant amounts are being reallocated from discretionary items to food and fuel

B2C Market Outlook impact: higher food and fuel budgets (2/2)

Projected consumer spending worldwide in 2022, by impact scenario, in trillion US$



Notes: Private households and NPISHs (= non-private institutions serving households); current US$; in comparison to our March model, mitigation effects across the supply chain were taken into account so that commodity prices do not drive inflation as severely as originally modeled

Sources: Statista, as of March 2022

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PRODUCT & METHODOLOGY

Appendix

FAQ: The Statista Advertising & Media Outlook

Frequently asked questions (1/2)

How are the markets defined?

All markets are defined at the beginning of each content page. You can read a short introduction about what products, services, or categories are included in our market scope and what is out of scope. Furthermore, we provide a brief explanation and market definition that can be accessed by clicking on the download button at the top of each content page.

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 Statista Advertising & Media Outlook uses the constant average currency rate for the first year shown in the tool.

Has the monetary data been adjusted for inflation?

The Statista Advertising & Media Outlook forecasts are in real terms (adjusted for inflation).

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 the 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 and forecasts so that all revenue data corresponds again to the new definition and hence is comparable.

Sources: Statista Advertising & Media Outlook 2022

FAQ: The Statista Advertising & Media Outlook

Frequently asked questions (2/2)

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.

The data in the download files or in the report differs from the data shown in the tool. Which data 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 I download the information into Excel/PPT?

The data in our Market Outlooks can be downloaded as an Excel or a 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 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.

Sources: Statista Advertising & Media Outlook 2022

Get in touch with us – we are happy to help

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