Statista Digital Market Outlook
Product & Methodology
December 2021
The Statista Digital Market Outlook provides data for 8 digital markets in 152 countries & territories

About the Statista Digital Market Outlook (1/2)

What is the Statista Digital Market Outlook?

The Statista Digital Market Outlook is a tool that provides key market indicators, independent forecasts, and detailed market insights for the most relevant markets of the digital economy. Digital 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 8 digital markets in 152 countries and territories with a clearly defined market scope.

The Statista Digital Market 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 global digital economy.

The tool provides data on financial operating figures (revenue or comparable KPI) and user-related figures (number of users, user penetration, average revenue per user (ARPU)) - on the platform and in multiple download format.

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.

Source: Statista Digital Market Outlook 2021
The key to our data is independent market modeling and primary research

About the Statista Digital Market Outlook (2/2)

The data of the Statista Digital Market Outlooks is composed of countless pieces of information. Our analysts build on Statista 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 digital economy.

The market estimates for our 56 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 the data from 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 core countries has been collected from the Statista Global Consumer Survey.

For the 96 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 with low data availability.

The Statista Global Consumer Survey is a worldwide online survey exclusively carried out by Statista in 56 countries and territories and covering more than 1,000,000 consumers in 2021. The digital economy part of the survey matches the Statista Digital Market Outlook market scopes and gives us first-hand information on technology adoption and user penetration in each market.

Source: Statista Digital Market Outlook 2021
The Statista Digital Market Outlook covers 152 countries & territories and 24 geographical regions

Country and territory coverage (1/3)

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

Europe
Southern Europe
Albania
Bosnia and Herzegovina
Croatia
Cyprus
Greece
Italy
North Macedonia
Malta
Montenegro
Portugal
Serbia
Slovenia
Spain
Turkey
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
Eastern Europe
Armenia
Azerbaijan
Belarus
Bulgaria
Georgia
Moldova
Romania
Russia
Ukraine
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
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 Digital Market Outlook 2021
Out of 152 countries & territories, we provide in-depth analyses of 56 core economies

Country and territory coverage (2/3)

**Statista Digital Market Outlook coverage**

**NORTH AMERICA**
- Canada
- Mexico
- United States

**SOUTH AMERICA & CARIBBEAN**
- Argentina
- Brazil
- Chile
- Colombia
- Dominican Republic
- Peru

**CENTRAL & WESTERN EUROPE**
- Austria
- Belgium
- Czechia
- France
- Germany
- Hungary
- Ireland
- Netherlands
- Poland
- Switzerland
- United Kingdom

**NORTHERN & EASTERN EUROPE**
- Denmark
- Finland
- Lithuania
- Norway
- Romania
- Russia
- Serbia
- Sweden

**SOUTHERN EUROPE**
- Greece
- Italy
- Portugal
- Spain
- Turkey

**ASIA & AUSTRALIA**
- Australia
- China (Mainland)
- Hong Kong
- India
- Indonesia
- Israel
- Japan
- Korea (South)
- Malaysia
- New Zealand
- Pakistan
- Philippines
- Saudi Arabia
- Singapore

**AFRICA**
- Egypt
- Kenya
- Morocco
- Nigeria
- South Africa

Source: [Statista Digital Market Outlook](https://www.statista.com) 2021
The Statista Digital Market Outlook countries are also grouped according to 13 political regions

Country and territory coverage (3/3)

Full list of political regions covered in the Statista Digital 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

**CIS**
Armenia
Azerbaijan
Belarus
Kazakhstan
Kyrgyzstan
Moldova
Russia
Tajikistan
Uzbekistan

**D-A-CH**
Austria
Germany
Switzerland

**EAU**
Armenia
Belarus
Kazakhstan
Kyrgyzstan
Russia

**EU-27**
Austria
Belgium
Bulgaria
Croatia
Cyprus
Czechia
Denmark
Estonia
Finland
France
Germany
Greece
Hungary
Ireland
Italy
Japan
Netherlands
Poland
Portugal
Romania
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 Digital Market Outlook](https://www.statista.com) 2021
MARKET SIZING
We use a bottom-up approach for our status quo market sizing

Market sizing (1/3)

Detailed status quo analysis in selected core countries

The Statista Digital Market Outlook data for our core 56 economies, such as the United States, China, and Germany, are subject to an in-depth analysis of each of the markets. 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 amount of individual information, interpretation, and analysis that flow into the Statista Digital Market Outlook, a detailed representation of the data sources for each data point is not possible.

Market sizes are determined with a bottom-up approach based on an individual logic for each market segment. 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 product prices, purchase/usage frequency, and customer churn rates.

Demographic user data on digital markets originates from the Statista Global Consumer Survey, that completely matches our market definitions and scopes. We use it to calculate the user penetration for each of the markets and provide the split between male/female users at low/medium/high income levels for the different age groups. This gives us an insight into the user behavior of 30 different demographic sets.

Underlying data

Market research

- Digital 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

Macroeconomic indicators

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

Studies & third-party data

- Market analysis and analyst opinions
- Annual reports and industry analysis
- Academic studies
eCommerce market as an example

Market sizing (2/3)

Note: In countries in which no surveys were conducted or missing values appear, we have calculated user and ARPU figures with a driver-based projection method.

Source: Statista Digital Market Outlook 2021

Sources and benchmark:


Statista Consumer Market Outlook retail revenue

Third-party studies, national statistics, primary research, Google Trends search data, Key Market Indicators.

Statista Global Consumer Survey

National statistics

National statistics

<table>
<thead>
<tr>
<th>Source</th>
<th>eCommerce revenue share</th>
<th>Retail apparel revenue</th>
<th>Retail footwear revenue</th>
<th>Retail accessories revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online revenues</td>
<td></td>
<td></td>
<td>Online users</td>
<td>Share of online apparel shoppers</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Internet penetration</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
We estimate the potential of non-core countries with the help of macroeconomic and infrastructural drivers

Market sizing (3/3)

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

The market data for non-core countries is generated in algorithmic models. To compensate for the lack of available data and evaluate the country’s potential, we use the performance ratios from the core countries with similar infrastructure and 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 datasets for 152 countries and territories have been collected from a variety of sources including the International Monetary Fund (IMF), International Telecommunication Union (ITU), the World Bank, and many others. The datasets either include a forecast from the source or are forecast by Statista using trend analysis and prediction techniques based on historical data from 2000 to 2021. The drivers are categorized and assigned to the markets, so that the top three best correlating drivers can then be selected for each market segment.

The chosen drivers not only have the best mathematical fit but must also have 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 on the example of the Hungarian Fashion eCommerce market in 2021

Step 1: Choose reference core country

Step 2: Compare key market indicators

<table>
<thead>
<tr>
<th>Driver</th>
<th>Poland (benchmark)</th>
<th>Hungary (non-core country)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>37.8m</td>
<td>9.6m</td>
</tr>
<tr>
<td>Internet penetration</td>
<td>80.4%</td>
<td>78.1%</td>
</tr>
<tr>
<td>Consumer spending per capita</td>
<td>US$9,589</td>
<td>US$8,895</td>
</tr>
<tr>
<td>Consumer spending on clothing, footwear</td>
<td>US$482.6</td>
<td>US$274.3</td>
</tr>
</tbody>
</table>

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:

<table>
<thead>
<tr>
<th>KPI</th>
<th>Poland (benchmark)</th>
<th>Hungary (KPI estimated)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel ARPU</td>
<td>US$284.5</td>
<td>US$105.3</td>
</tr>
<tr>
<td>Apparel user penetration</td>
<td>41.7%</td>
<td>39.2%</td>
</tr>
</tbody>
</table>

Source: Statista Digital Market Outlook 2021

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
FORECASTS
Our market growth forecasting is based on parameterized forecasts

Forecasting (1/3)

To create forecasts for up to 5 years in the future, we combine trend scouting with statistical and mathematical forecasting techniques.

Digital products and services are not embraced by all individuals at the same time but in a time sequence. The market maturity can be evaluated according to Bass diffusion model, that describes how new products are penetrating the market. The users can be classified into categories based on how long it takes until they will adopt the new product. This technology penetration lifecycle can be represented as a graph:

![Technology Penetration Lifecycle Graph]

The Bass model is suitable for making predictions for all products despite possible differences in product characteristics and complexity – the curve can shift in time and its steepness might differ, but its shape is always similar.

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 markets due to non-linear growth of technology adoption.

The result is an algorithm-backed forecast, based on relevant market drivers (e.g., internet penetration, consumption spending, infrastructure development, share of urban population, etc.) and the technology adoption lifecycle in the given market. We validate our data through collaboration with other Statista teams, third-party forecasts, regional comparisons, and analysis of development cycles in different markets.

Source: Statista Digital Market Outlook 2021
Online Food Delivery market growth as an example of Bass innovation diffusion model application

Forecasting (2/3)

Innovation diffusion curve 2021

The diffusion of innovations graph shows successive groups of consumers adopting Online Food Delivery (for this the graph above shows the penetration rate of selected countries). Diffusion is the rate and volume at which innovations spread among their users (an adoption rate of 100% is theoretically possible but not realistic). Considering the already high diffusion rates, Online Food Delivery is likely to grow slower in the next years.

Source: Statista Digital Market Outlook 2021
Parametrized forecasts: S-curve function

Forecasting (3/3)

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

1: Depending on the forecast market, a market maturity metric might be user penetration, revenue, saturation, etc.

Source: Statista Digital Market Outlook 2021
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.

Source: Statista Digital Market Outlook 2021
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)**

<table>
<thead>
<tr>
<th>Currency value</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Country A</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Country B</td>
<td>0.81</td>
<td>0.72</td>
<td>0.78</td>
<td>0.79</td>
<td>0.81</td>
</tr>
<tr>
<td>Country C</td>
<td>0.8</td>
<td>0.72</td>
<td>0.65</td>
<td>0.59</td>
<td>0.53</td>
</tr>
</tbody>
</table>

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**

**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

**Market shock**

**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

**Shock dissipation**

**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)

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)

---

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 IMF, World Economic Outlook, April 2021, own calculations and estimates
This appendix contains answers to the frequently asked questions about the general Digital Market Outlook methodology and presents deep dives into each of the digital markets.
FAQ: The Statista Digital Market Outlook

Frequently asked questions (1/2)

Which 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 recalculate the values in local currency into US$?

The Statista Digital Market Outlook uses the current average currency rates for each year. Please refer to pages 14-15 for more detailed information.

Do the markets break down by brands/companies?

The eCommerce market shows the top 5 online shops from the ecommerceDB. We also provide market/usage shares for eServices, Digital Media and Digital Advertising. For more on user shares, you can refer to the Statista Global Consumer Survey as a supplement to all Statista Digital Market Outlook markets.

Does the market data reflect the impact of COVID-19?

The forecasts were updated due to the COVID-19 impact. If new information is coming to light, we will make ad-hoc changes to the affected markets.

How often do you update the information?

We update data in our Market Outlooks twice a year. The updates are spread out through the year, so one market may be updated in January and July, while others are updated later. If we discover any inconsistencies in our data, we update this 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 is comparable from year to year.

Is it possible to get the historical data for years prior to the data published in the tool?

Historical data for these years is rare and we would have to estimate it. The digital markets are still emerging and influenced by many unpredictable factors which were hard to capture in the past and therefore not easy to measure. That is why we only show the ‘status quo’ incl. a market sizing based on estimations and a forecast for the next years. By doing this, we can provide reliable data that fulfills our quality standards.
The figures now differ significantly from those of the previous year. Why did the data change?

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 significant changes in our Market Outlook.

The data in the report differs from the data shown on the Statista platform. Which is correct?

The data on the Statista platform is always updated first and is the most current data. The data in the report is updated at least two times in the year.

Can we download the data in Excel format?

The data in our Market Outlooks can be downloaded as an Excel file using the “download” button on the Statista platform.

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 don't offer our working files for download.

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

To compensate for the lack of available data, we use the performance ratios of economies with a similar infrastructure and similar development conditions as benchmark values. Then we apply an algorithm-based calculation to create market estimations, using the economy’s key market indicators as drivers.
ECOMMERCE
# eCommerce market model methodology explained via the Fashion eCommerce market

## eCommerce market model methodology (1/2)

### Sources and benchmark:

- Validation through third-party studies, national statistics, [https://ecommercedb.com/](https://ecommercedb.com/), expert interviews
  - Statista Consumer Market Outlook retail revenue
  - Third-party studies, national statistics, primary research, Google Trends search data, Key Market Indicators
    - [Statista Global Consumer Survey](https://ecommercedb.com/)
    - National statistics

---

<table>
<thead>
<tr>
<th>Fashion eCommerce Market</th>
<th>Online revenues</th>
<th>Online users</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Retail apparel revenue</td>
<td>Share of online apparel shoppers</td>
</tr>
<tr>
<td></td>
<td>Retail footwear revenue</td>
<td>Share of online footwear shoppers</td>
</tr>
<tr>
<td></td>
<td>Retail accessories revenue</td>
<td>Share of online accessories shoppers</td>
</tr>
<tr>
<td></td>
<td>eCommerce revenue share</td>
<td>Internet penetration</td>
</tr>
<tr>
<td></td>
<td>eCommerce revenue share</td>
<td>Population</td>
</tr>
</tbody>
</table>

Note: In countries in which no surveys were conducted or missing values appear, we have calculated user and ARPU figures with a driver-based projection method.

Source: [Statista Digital Market Outlook](https://ecommercedb.com/) 2021
Definitions

What is the methodology of the eCommerce market?

Our analysts build on Statista primary research (Statista Global Consumer Survey), bottom-up modeling, 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.

What is the definition of the eCommerce market?

The eCommerce market includes the sale of only physical goods via a digital channel (from all types of devices) to a private end user (B2C). Cross-border purchases are attributed to the country of the buyer.

The following categories are not included in the eCommerce market: digitally distributed services (see instead: eServices), digital media downloads or streaming services (see instead: Digital Media), online booking of plane and concert tickets, etc. B2B eCommerce and purchase or resale of goods (reCommerce and C2C) are not included either.

Specials

What does revenue in eCommerce stand for?

All monetary figures refer to the B2C sales before the deduction of VAT and do not factor in shipping costs.

What is cross-border eCommerce?

In the case of cross-border eCommerce, the buyer and the seller are not located in the same country. Online trade within the European Union and other trade unions is also considered cross-border. The Statista Digital Market Outlook attributes cross-border purchases to the country of the buyer.

What is the definition of eCommerce users?

The user metrics show the number of customers (in the selected country or region) who have made at least one online purchase (in the selected market or segment) within the last 12 months.
**Online GMV**

<table>
<thead>
<tr>
<th>Source/Methodology</th>
</tr>
</thead>
<tbody>
<tr>
<td>eServices market model methodology explained via the Online Food Delivery segment</td>
</tr>
</tbody>
</table>

**Sources and benchmark:**

- Validation through third-party studies, expert interviews
- Annual reports, national statistics, third-party studies
- Annual reports, primary research, third-party studies
- Statista Global Consumer Survey, web traffic and amount of app downloads
- National statistics
- National statistics

**Online Food Delivery segment**

<table>
<thead>
<tr>
<th>Online GMV</th>
<th>Price/average GMV per user</th>
<th>Online users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online GMV</td>
<td>Average amount spent on Restaurant-to-Consumer Delivery orders</td>
<td>Share of Restaurant-to-Consumer Delivery users</td>
</tr>
<tr>
<td>Restaurant-to-Consumer Delivery</td>
<td>Average amount spent on Restaurant-to-Consumer Delivery orders</td>
<td>Share of Platform-to-Consumer Delivery users</td>
</tr>
<tr>
<td>+ Platform-to-Consumer Delivery</td>
<td>Average amount spent on Platform-to-Consumer Delivery orders</td>
<td></td>
</tr>
<tr>
<td>Price/average GMV per user</td>
<td>Restaurant-to-Consumer Delivery orders placed p.a.</td>
<td></td>
</tr>
<tr>
<td>x Path to Consumer Delivery orders placed p.a.</td>
<td>Platform-to-Consumer Delivery orders placed p.a.</td>
<td></td>
</tr>
<tr>
<td>x</td>
<td>x Path to Consumer Delivery orders placed p.a.</td>
<td></td>
</tr>
<tr>
<td>x</td>
<td>x Path to Consumer Delivery orders placed p.a.</td>
<td></td>
</tr>
<tr>
<td>x</td>
<td>x Path to Consumer Delivery orders placed p.a.</td>
<td></td>
</tr>
<tr>
<td>x</td>
<td>x Path to Consumer Delivery orders placed p.a.</td>
<td></td>
</tr>
<tr>
<td>Internet penetration</td>
<td>Populations</td>
<td></td>
</tr>
</tbody>
</table>

**Note:** In countries in which no surveys were conducted or missing values appear, we have calculated user and ARPU figures with a driver-based projection method.

**Source:** [Statista Digital Market Outlook 2021](https://www.statista.com)
FAQ: Statista Digital Market Outlook – eServices

eServices market model methodology (2/2)

Definitions

What is the methodology of the eServices market?

Our analysts build on Statista primary research (Statista Global Consumer Survey), bottom-up modeling, 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.

What is the definition of the eServices market?

The eServices market is defined by the sale of online services and digital goods via the internet. The definition includes event tickets (sport events, music events, cinema tickets), fitness apps and wearables, dating services (matchmaking, online dating, casual dating) as well as online food delivery (restaurant-to-consumer and platform-to-consumer delivery). The ticket reservation or purchase can be completed on a desktop PC or via mobile devices (smartphones or tablets). Prerequisite is an online checkout process.

The definition of eServices does not include media content acquired online (see: Digital Media) or the online sale of physical goods (see: eCommerce). Furthermore, no business-to-business segments are included, neither are revenues from online gambling, software downloads and services, or commission fees of price/product comparison sites.

Specials

What does revenue in the eServices market stand for?

All monetary figures refer to the gross merchandise/transactional value (GMV/GTV) and represent what consumers are paying for these services and products. Revenues do not reflect calculated profit margins, advertising, or any other revenue streams.

What is the definition of eServices users and the penetration rate?

The user metrics show the number of customers (in the selected country or region) who have made at least one online purchase (in the selected market or segment) within the last 12 months. The Penetration Rate box shows the share of active customers (or accounts) from the total population of the selected market (market segment, region) for each year. For the Dating Services segment and the Fitness App sub-segment, we also show paying and non-paying users.

Why do users of the included sub-segments in one segment don’t add up to the total?

The total amount of users in a segment (e.g., Event Tickets) is not just all sub-segments summed up. Since consumers can be users of all sub-segments (e.g., Music Events, Sport Events, Cinema Tickets), they are counted only once for the total. We calculate the total with an aggregation share for each segment.

Source: Statista Digital Market Outlook 2021
DIGITAL MEDIA
Digital Media market model methodology explained via the Digital Music market

Digital Media market model methodology (1/2)

<table>
<thead>
<tr>
<th>Source and benchmark:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Validation through third-party studies</td>
</tr>
<tr>
<td>Third-party studies, analyst expertise, industry research</td>
</tr>
<tr>
<td>Third-party studies, analyst expertise, industry research</td>
</tr>
<tr>
<td>Statista Global Consumer Survey</td>
</tr>
<tr>
<td>National statistics</td>
</tr>
<tr>
<td>National statistics</td>
</tr>
</tbody>
</table>

### Digital Music market

<table>
<thead>
<tr>
<th>Metric</th>
<th>Formula</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total revenue</td>
<td>$\text{Music Streaming revenue} + \text{Music Downloads revenue}$</td>
</tr>
<tr>
<td>Average spending per user</td>
<td>$\text{Average price per month} \times \text{Average subscription time p.a.}$</td>
</tr>
<tr>
<td></td>
<td>$\text{Average price per download file} \times \text{Average download frequency p.a.}$</td>
</tr>
<tr>
<td>Paying users</td>
<td>$\text{Share of paying Music Streaming users} \times \text{Share of paying Music Downloads users}$</td>
</tr>
<tr>
<td>Internet users</td>
<td>$\text{Internet penetration} \times \text{Population}$</td>
</tr>
</tbody>
</table>

Note: In countries in which no surveys were conducted or missing values appear, we have calculated user and ARPU figures with a driver-based projection method.

Source: [Statista Digital Market Outlook 2021](https://www.statista.com)
Definitions

What is the methodology of the Digital Media market?

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

What is the definition of the Digital Media market?

The Digital Media market includes spending on audiovisual media contents and applications that are distributed directly over the internet. This includes digital video contents (e.g., movies, series, and TV shows), digital music provided as download or internet stream, digital games for different devices, and electronically published content such as eBooks, eMagazines, or ePapers. User-generated content (UGC), physical sales, ad-supported content and services as well as free or open access content are not considered.

Specials

What does revenue in Digital Media stand for?

All monetary figures refer to consumer spending on digital goods or subscriptions in the respective segment. This spending does factor in discounts, margins, and taxes.

What is the definition of Digital Media users?

The user metrics show the number of customers (in the selected country or region) who have made at least one online purchase (in the selected market or segment) within the last 12 months.

Why are revenues in the Music Downloads segment decreasing?

As music streaming services like Spotify or Apple Music are offering unlimited access to huge music libraries for reasonable prices and (mobile) internet speed and penetration are steadily growing all over the world, downloading music, due to price sensitivity and technical restrictions, becomes increasingly obsolete.

How is the Gaming Networks sub-segment calculated?

For modeling this sub-segment, we relied on an intensive key player and price research to get an in-depth overview of this special market. In addition to that, we estimated the number of subscribers for each country or region by using a combination of macro-economic indicators and local characteristics.
DIGITAL ADVERTISING
Digital Advertising market model methodology

Digital Advertising market model methodology (1/2)

**Digital Advertising market**

\[
\text{Total ad spending} = \text{Search Advertising revenue} + \text{Banner Advertising revenue} + \text{Video Advertising revenue} + \text{Classifieds revenue}
\]

**Sources and benchmark:**

Based on third-party studies, analyst expertise, industry research, company data

- Internet users: national statistics
  - Internet penetration
  - Population

- Average ad spending
  - Average Ad Spending per Internet User

- Desktop share
- Mobile share

- Desktop ad spending
- Mobile ad spending

Third-party studies, analyst expertise, industry research

Validation through third-party studies

Source: *Statista Digital Market Outlook* 2021
Definitions

What is the methodology of the Digital Advertising market?
With its B2B orientation, the Digital Advertising market is an exception among the markets in the Digital Market Outlook. Our analysts build on top-down modeling based on market data from independent databases and third-party sources, analysis of various key markets and macroeconomic indicators, historical developments, current trends, and reported performance indicators from the key market players.

What is the definition of the Digital Advertising market?
The Digital Advertising market includes spending on digitally played advertisements via different online channels and formats like Search, Social Media, Banner, Video, and Classifieds. It only covers ad spending placed by businesses (B2B) with exceptions to the Classifieds segment. The market is segmented into Desktop and Mobile revenues, depending on the delivery method such as desktop computers (incl. notebooks) or mobile devices (smartphones and tablet PCs). Advertising formats like e-mail marketing, audio ads, influencer marketing or sponsorships, product placement, and commission-based affiliate systems are not considered here. All shown figures refer to gross values.

Specials

What does revenue in Digital Advertising stand for?
All monetary figures refer to the gross spending for playing digital advertisements via online channels placed by businesses. Gross spending does factor in discounts, agency fees, margins, and taxes.

Why are there neither Digital Advertising users nor ARPUs?
As the Digital Advertising market only refers to ad spending placed by businesses (B2B), a reliable estimation of user accounts is not feasible. Thus, the average revenue per user (ARPU) cannot be calculated. As an alternative, we show the Average Ad Spending per Internet User.

How is the Ad Spending by Industry calculated?
The calculation is based on the proportional spread of the economic power of specific industries in a location. The spread is adjusted for B2C spending and internet usage. The shown industry selection is intended to reflect the main industries of an average economy.

How is the Split – (Non-)Programmatic calculated?
The programmatic and non-programmatic split is resulting from allocating the individual market segments to either one of the forms on a percentage basis. For instance, Search Advertising and Social Media Advertising are contributing completely to the market’s programmatic share, while all other segments contribute less.
SMART HOME
# Smart Home market model explained through the Smart Appliances segment

## Smart Home market model methodology (1/2)

<table>
<thead>
<tr>
<th>Source/Methodology</th>
<th>Source/Methodology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smart Home revenues</td>
<td>Other segments in the Smart Home market</td>
</tr>
<tr>
<td>Note: In countries in which no surveys were conducted or missing values appear, we have calculated the number of Smart Homes and the Average Revenue per Smart Home with a driver-based projection method.</td>
<td></td>
</tr>
<tr>
<td><strong>Sources and benchmark:</strong></td>
<td><strong>Validation through third-party studies</strong></td>
</tr>
<tr>
<td>Smart appliances revenues</td>
<td>Average price of smart appliance</td>
</tr>
<tr>
<td>Smart appliances sales volume</td>
<td>Share of replacement/upgrades + Share of new purchases</td>
</tr>
<tr>
<td><strong>Third-party studies, analyst expertise, industry research</strong></td>
<td><strong>Price monitoring, other CE product benchmarks</strong></td>
</tr>
<tr>
<td>Number of households with smart appliances</td>
<td>Share of households with smart appliances + Number of households in a country</td>
</tr>
<tr>
<td><strong>Statista Global Consumer Survey</strong></td>
<td><strong>National statistics</strong></td>
</tr>
</tbody>
</table>

Note: In countries in which no surveys were conducted or missing values appear, we have calculated the number of Smart Homes and the Average Revenue per Smart Home with a driver-based projection method. 
Source: Statista Digital Market Outlook 2021
FAQ: Statista Digital Market Outlook – Smart Home

Definitions

What is the methodology of the Smart Home market?

Our analysts build on Statista primary research (Statista Global Consumer Survey), bottom-up modeling, 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.

What is the definition of the Smart Home market?

The Smart Home market is defined by the sale of networked devices and related services that enable home automation for private end users (B2C). It includes devices that are connected directly or indirectly via a so-called gateway to the Internet. Their main purposes are the control, monitoring, and regulation of functions in a private household.

The remote control and monitoring of individual devices and, if applicable, their direct communication with one another is an essential component of intelligent home automation. Therefore, services that are necessary for the maintenance or control of the household network are also considered, e.g., subscription fees for control apps or external monitoring services. Devices whose primary function is not the automation or remote control of household equipment, e.g., smartphones and tablets, are not included here. Similarly, devices that relate to household connection and remote control only to a limited extent, such as smart TVs, are not included either.

Specials

What is the Smart Homes box showing?

The Smart Homes box shows the number of existing Smart Homes (single-occupant homes and households in multi-unit dwellings) of the selected market (market segment, region) in millions for each year.

Which Smart Home products can be found in which segments?

- **Energy Management**: connected thermostats, radiator controls, temperature/wind/humidity sensors, weather forecast services
- **Comfort and Lighting**: connected smart lighting/bulbs, window/door sensors, shading devices, garage door controls
- **Home Entertainment**: various connected multiroom entertainment systems, streaming devices, entertainment remotes
- **Control and Connectivity**: gateways/hubs that are capable of controlling devices of all segments, smart speakers, control buttons and smart plugs/sockets
- **Security**: motion sensors, door locks, security cameras, surveillance services, hazard prevention devices like water, smoke, or gas sensors
- **Smart Appliances**: connected large appliances, such as fridges, washing machines, and dish washers, and connected small appliances, such as coffee machines, microwaves, and vacuum and mowing robots

Source: Statista Digital Market Outlook 2021
APP
App market model explained through the finance apps segment

App market model methodology (1/2)

<table>
<thead>
<tr>
<th>App revenues</th>
<th>Other segments or categories in the App market</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finance Apps Revenues</td>
<td>Average Revenue Per Download</td>
</tr>
<tr>
<td>Finance Apps Revenues and Downloads</td>
<td>Total Revenue / Downloads</td>
</tr>
<tr>
<td>Finance Apps Revenues and Downloads</td>
<td>Paid App Revenue + In-App Purchase (IAP) Revenue + Advertising Revenue / Downloads</td>
</tr>
</tbody>
</table>

Sources and benchmark:

- Validation through third-party studies, expert interviews
- Industry research, analyst expertise, third-party valuations
- Company partners and their app rankings databases, industry research, analyst expertise, third-party valuations

Source: Statista Digital Market Outlook 2021
FAQ: Statista Digital Market Outlook – App

App market model methodology (2/2)

Definitions

What is the methodology of the App market?

Our analysts build on Statista primary research, company partners and their app ranking databases, bottom-up modeling, 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.

What is the definition of the App market?

The App market constitutes the sale of software applications that can be downloaded, installed, and run on mobile devices. More specifically, it refers to apps that can be downloaded from Apple, Inc.’s App Store and the Google Play store (or in the case of China, from stores such as Huawei AppGallery and Tencent Appstore) and which can be installed and run on iPhones and Android phones. We track 20 non-game categories and 15 game categories that are found in both Apple Inc.’s App Store and the Google Play store. We also consider three different sources of revenue:

- Revenue from in-app purchases (IAP) that comes from the purchase of features, upgrades, and subscriptions within an app
- Paid app revenue from the one-time purchase of an app
- Advertising revenue obtained from showing ads within an app

Our statistics include the revenue earned by developers and also the revenue earned by stores through commissions.

Specials

What do the different revenue boxes show?

The Revenue by Segment box shows the total revenue according to the different app market segments or categories, the Revenue by Type box shows the same total revenue according to three different revenue sources (paid, IAP, and advertising), and the Revenue by Type shows the revenue shares between the App Store and the Google Plays store (or in the case of China, the top Chinese app stores).

What are the app categories included?

We currently track 20 non-game categories and 15 game categories:


Game Apps: Action, Adventure, Board, Card, Casino, Casual, Music, Puzzle, Racing, Role-Playing, Simulation, Sport, Strategy, Trivia, and Word
The FinTech market model methodology explained via the Digital Payments segment

FinTech market model methodology (1/3)

### Digital Payments

<table>
<thead>
<tr>
<th>Transaction value</th>
<th>Digital Commerce</th>
<th>Mobile POS Payments</th>
<th>Digital Remittances</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital economy trans. value&lt;sup&gt;1&lt;/sup&gt;</td>
<td>POS trans. value</td>
<td>Outcoming remittances value</td>
<td></td>
</tr>
<tr>
<td>Mobile Payments share of POS</td>
<td>Online value share</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Users/Accounts</th>
<th>Digital Payments user share</th>
<th>Mobile Payments user share</th>
<th>Online transfer user share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet penetration</td>
<td>Smartphone penetration</td>
<td>Migrant share of population</td>
<td></td>
</tr>
<tr>
<td>Population</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Sources and benchmark:

- **Validation through third-party studies**
  - Statista Global Consumer Survey, company data, industry research, expert interviews

- **Statista Global Consumer Survey**, third-party surveys, company data, industry research, expert interviews, project experience

- National statistics

---

<sup>1</sup> Transaction value, includes eServices, eCommerce, Digital Media, eTravel, and other digital services

Note: In countries in which no surveys were conducted or missing values appear, we have calculated user and ARPU figures with a driver-based projection method. The following drivers were considered: population, GDP per capita, online banking penetration, payment transactions at terminals, etc.

Source: [Statista Digital Market Outlook](https://www.statista.com) 2021
The FinTech market model methodology explained via the Digital Investment segment

FinTech market model methodology (2/3)

<table>
<thead>
<tr>
<th>Digital Investment</th>
<th>=</th>
</tr>
</thead>
<tbody>
<tr>
<td>Robo-Advisors</td>
<td>+</td>
</tr>
<tr>
<td>Neobrokers</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Assets under Management (AUM)</th>
<th>Reported amount of AUM of key market players</th>
<th>Reported amount of AUM of key market players</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reported amount of AUM of key market players</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Users/Accounts</th>
<th>Robo-Advisors user share</th>
<th>Neobrokers user share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online banking penetration</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Population</td>
<td>x</td>
<td>x</td>
</tr>
</tbody>
</table>

Sources and benchmark:

- Validation through third-party studies
- Statista Global Consumer Survey, company data, industry research, expert interviews
- Statista Global Consumer Survey, third-party surveys, company data, industry research, expert interviews, project experience
- National statistics

Note: In countries in which no surveys were conducted or missing values appear, we have calculated user and ARPU figures with a driver-based projection method. The following drivers were considered: population, GDP per capita, online banking penetration, payment transactions at terminals, etc.

Source: Statista Digital Market Outlook 2021
FAQ: Statista Digital Market Outlook – FinTech

FinTech market model methodology (3/3)

Definitions

What is the methodology of the FinTech market?

Our analysts build on Statista primary research (Statista Global Consumer Survey), bottom-up modeling, 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.

What is the definition of FinTech?

The general concept of financial technology is characterized by a rapidly growing number of business models and services. The Statista Digital Market Outlook scope in FinTech currently includes Digital Payments, Digital Remittances, Mobile POS Payments and Digital Commerce, Digital Investment (Neobrokers and Robo-Advisors), B2C and C2C Alternative Lending and Financing, and Neobanking. The following subjects are not included in the current market definition: agency commissions via metasearch engines, business-to-business payments, API management, agencies and external credit scoring, cryptocurrencies (including Bitcoin), and complementary services such as online identification or account management.

Specials

What do the different KPI's in FinTech market stand for?

Transaction volume: All monetary information in the FinTech section of the Digital Market Outlook refers to the potential transaction volumes of the respective segments and not corporate revenue.

Assets Under Management (AUM): The total market value of the investments managed by an individual or asset managers for their clients.

Why is there no total transaction value for the FinTech market?

Due to the major differences among the FinTech products, e.g., different nature of loan origination volume in Alternative Lending versus assets under management in Digital Investment, products across different segments do not add up and no total transaction value for all segments can be calculated.

What is the definition of FinTech users?

The user metrics show the number of customers (in the selected country or region) who have made at least one transaction in the selected market or segment within the last 12 months.
Digital Health market model methodology explained via Digital Fitness & Well-Being segment

Digital Health market model methodology (1/2)

<table>
<thead>
<tr>
<th>Users</th>
<th>ARPU</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smartwatches user share</td>
<td>Average prices of Smartwatches per user</td>
<td>Digital Fitness &amp; Well-Being Devices revenues</td>
</tr>
<tr>
<td>Fitness Trackers user share</td>
<td>Average prices of Fitness Trackers per user</td>
<td>+</td>
</tr>
<tr>
<td>Smartscales user share</td>
<td>Average prices of Smartscales per user</td>
<td>=</td>
</tr>
<tr>
<td>Fitness Apps user share</td>
<td>Average price/subscription price of Fitness Apps per user</td>
<td>+</td>
</tr>
<tr>
<td>Nutrition Apps user share</td>
<td>Average price/subscription price of Nutrition Apps per user</td>
<td>+</td>
</tr>
<tr>
<td>Meditation Apps user share</td>
<td>Average price/subscription price of Meditation Apps per user</td>
<td>+</td>
</tr>
<tr>
<td>Smartphone Penetration</td>
<td>Population</td>
<td></td>
</tr>
</tbody>
</table>

Sources and benchmark:
- Validation through third-party studies
  - Company data, third-party valuations, industry research, expert interviews
  - Statista Global Consumer Survey, third-party surveys, company data, industry research, expert interviews
- National statistics

Note: In countries in which no surveys were conducted or missing values appear, we have calculated user and ARPU figures with a driver-based projection method. The following drivers were considered: population, GDP per capita, smart phone penetration, etc.
Source: Statista Digital Market Outlook 2021
Definitions

What is the methodology of the Digital Health market?

Our analysts build on Statista primary research (Statista Global Consumer Survey), bottom-up modeling, 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.

What is the definition of Digital Health?

The Digital Health market covers a broad scope of technologies, including mobile health apps, connected wearable devices, and telemedicine. The Statista Digital Market Outlook scope in Digital Health currently includes Digital Fitness & Well-Being (Digital Fitness & Well-Being devices & Digital Fitness & Well-Being apps) and eHealth (eHealth devices, eHealth apps, Online Pharmacy, Online Doctor Consultations).

The following subjects are not included in the current market definition: Smart clothing, smart shoes, and smart eyewear, Sleeping apps, Mood improvement apps, Addiction apps, Depression apps, Eating disorder apps, Schizophrenia apps, Health tracking apps.

Specials

What does revenue in Digital Health stand for?

All monetary figures refer to consumer spending on consumer electronics, digital goods or subscriptions in the respective segment. This spending does factor in discounts, margins, and taxes.

What is the definition of Digital Health users?

The user metrics show the number of customers (in the selected country or region) who have made at least one online purchase (in the selected market or segment) within the last 12 months. Additionally, the users under eHealth and Digital Fitness & Well-Being apps are segmented into paying and non-paying users.

Source: Statista Digital Market Outlook 2021
Get in touch with us - We are happy to help

**UNITED STATES**
Hadley Ward
+1 212 419-8286
support@statista.com

**LATIN AMERICA**
Catalina Rodriguez
+1 212 419-8277
support@statista.com

**EUROPE**
Lodovica Biagi
+44 208 189 7000
eu.support@statista.com

**GERMANY**
Jens Weitemeyer
+49 40 28 48 41 0
kundenservice@statista.com

**ASIA**
Ziyan Zhang
+91 804 901 6428
asia.support@statista.com