What is the Statista Country Outlook?

The Statista Country Outlook is a tool that provides quick and extensive insights into the most important key figures of a country. It presents more than 70 KPIs on six thematic areas, such as the economy and society, for over 150 countries. Our goal is to help you understand complex developments and give you a foundation for your market research, risk assessment, strategy development, or execution of business operations.

Our analysts develop the Statista Country Outlook by regularly examining crucial information on a country, thereby compiling significant data about its status quo and development. Statista's own data is combined with established third-party data.

The tool is a great way to start the exploration of a new market for your business. Thanks to convenient download functions, the data can be easily integrated into your daily work.
The key to our data is in-depth research and independent modeling

About the Statista Country Outlook (2/2)

The Statista Country Outlook combines third-party data with Statista’s forecasts to provide comprehensive insights into the status quo and future developments of a country. Our analysts process quantitative data from various private and public information sources, such as the International Monetary Fund, the World Bank, and the United Nations. Our analysts thus identify the most reliable data from a wide range of statistical information and use it to present insights regarding national indicators.

In addition to third-party data, the Statista Country Outlook combines primary in-house data from the Statista Digital Market Outlook to extend the information provided by unique forecasts on the digital economy. This information is derived from bottom-up market modeling and algorithmic data analysis based on macroeconomic indicators and market drivers.

Furthermore, the Country Outlook features exclusive data from the Statista Global Consumer Survey, a worldwide online survey carried out in 46 countries among more than 400,000 consumers in 2019, providing first-hand information on consumer preferences in each of the countries covered.

Source: Statista Country Outlook 2019
The Statista Country Outlook covers more than 150 countries

Country coverage (1/2)

Full list of countries and regions covered in the Statista Country Outlook

**Europe**
- Southern Europe
  - Albania
  - Bosnia and Herzegovina
  - Croatia
  - Cyprus
  - Greece
  - Italy
  - North Macedonia
  - Malta
  - Montenegro
  - Portugal
  - Serbia
  - Slovenia
  - Spain
  - Turkey
- Eastern Europe
  - Armenia
  - Azerbaijan
  - Belarus
  - Bulgaria
  - Georgia
  - Moldova
  - Romania
  - Russia
- 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
  - Venezuela
- Central America
  - Belize
  - Costa Rica
  - El Salvador
  - Guatemala
  - Honduras
  - Nicaragua
  - Panama
- North America
  - Canada
  - Mexico
- United States
  - Caribbean
  - Cuba
  - Dominican Republic
  - Haiti
  - Jamaica

**Asia**
- South Asia
  - Afghanistan
  - Bangladesh
  - Bhutan
  - India
  - Nepal
  - Pakistan
  - Sri Lanka
- West Asia
  - Bahrain
  - Iran
  - Iraq
  - Israel
  - Jordan
  - Kuwait
  - Lebanon
  - Oman
  - Qatar
  - Saudi Arabia
  - Syria
  - United Arab Emirates
  - Yemen
- East Asia
  - China
  - Japan
  - Mongolia
  - South Korea
- Central Asia
  - Kazakhstan
  - Kyrgyzstan
  - Tajikistan
  - Turkmenistan
  - Uzbekistan
- Southeast Asia
  - Brunei Darussalam
  - Cambodia
  - Indonesia
  - Laos
  - Malaysia
  - Myanmar
  - Philippines
  - Singapore
  - Thailand
  - Timor-Leste
  - Vietnam

Source: [Statista Country Outlook 2019](#)
The Statista Country Outlook covers more than 150 countries

Country coverage (2/2)

Full list of countries and regions covered in the Statista Country Outlook

<table>
<thead>
<tr>
<th>Australia &amp; Oceania</th>
<th>Africa</th>
<th>Niger</th>
<th>Zambia</th>
<th>Zimbabwe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>North Africa</td>
<td>Algeria</td>
<td>Nigeria</td>
<td></td>
</tr>
<tr>
<td>Fiji</td>
<td>Egypt</td>
<td>Senegal</td>
<td></td>
<td></td>
</tr>
<tr>
<td>New Zealand</td>
<td>Libya</td>
<td>Sierra Leone</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Papua New Guinea</td>
<td>Morocco</td>
<td>Togo</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sudan</td>
<td>Southern Africa</td>
<td>Botswana</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Tunisia</td>
<td>Lesotho</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Mauritius</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Namibia</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>South Africa</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Central Africa</td>
<td>East Africa</td>
<td>Burundi</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Angola</td>
<td>Djibouti</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Cameroon</td>
<td>Ethiopia</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Chad</td>
<td>Kenya</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Democratic Republic of the Congo</td>
<td>Madagascar</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Equatorial Guinea</td>
<td>Malawi</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Gabon</td>
<td>Mozambique</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Republic of the Congo</td>
<td>Rwanda</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Seychelles</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Somalia</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>South Sudan</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Tanzania</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Uganda</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>West Africa</td>
<td>Mali</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Benin</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Burkina Faso</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Gambia</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Ghana</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Guinea</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Ivory Coast</td>
<td></td>
</tr>
</tbody>
</table>

Source: Statista Country Outlook 2019
Reputable sources are the basis of the Country Outlook

Sources

Our analysts carefully consult renowned international sources:

− the International Monetary Fund
− the World Bank
− the United Nations
− the OECD
− the World Economic Forum
− the International Labour Organization
− the Wittgenstein Centre for Demography and Global Human Capital
− the World Trade Organization

Data coverage

Owing to the dependency on the declarations of individual national statistical authorities, some data points cannot be displayed for the current year or are missing for some countries. As a result, different indicators are displayed for individual countries since our sources do not cover all countries included in the Statista Country Outlook in a uniform manner. Forecasts from the listed sources are presented if available. Because of the mix of forecasts and historical data, the Statista Country Outlook provides extensive insights into a country's past and future development. Data sources are displayed for each indicator.

Source: Statista Country Outlook 2019
Creating Statista’s exclusive data

Forecasts and primary research (1/2)

Modeling unique data

The Statista Outlooks generate exclusive data and forecasts on the digital economy and selected macroeconomic indicators. For this purpose, Statista uses the latest data from various country-specific sources and industry associations as well as survey results from our primary research (e.g., the Statista Global Consumer Survey) to model data for its 46 core countries. In addition, we consult third-party studies and reports and rely on our analysts’ industry knowledge. Data for non-core countries is generated by algorithmic models.

Because of the considerable amount of information that is incorporated in the Statista Outlooks and all the interpretation and analysis involved in the process, a detailed representation of the data sources for each data point is not possible. For a more detailed explanation of the modeling process of Statista’s digital economy data, please refer to the methodology of the Statista Digital Market Outlook.

Underlying data

The Statista Outlooks use a variety of data sources to model exclusive data and forecasts:

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

Source: Statista Country Outlook 2019
Presenting consumer insights and industry forecasts

Forecasts and primary research (2/2)

Insights into national industry trends

The Statista Country Outlook features industry forecasts for more than 30 countries and up to 400 industries. This data is derived from national statistical offices of every country. Forecasts are modeled by applying renowned industry classification systems to predict revenue trends for individual industries up to 2023. Forecasts are conducted annually and are based on the latest available data. For a more detailed description of our industry forecasts, please refer to the Statista Industry Forecasts.

Consumer preferences

Exclusive data from the Statista Global Consumer Survey extends the information presented by the Statista Country Outlook to a consumption level. The Statista Global Consumer Survey is a worldwide online survey carried out in 46 countries among more than 400,000 consumers in 2019, providing first-hand information on consumer preferences in each of the countries covered.
APPENDIX

This appendix contains answers to frequently asked questions about the general methodology of the Country Outlook.
What kind of data does the Country Outlook contain?
The Country Outlook contains data on a country's economy, business environment, digital economy, society, labor force, and public sector.

How are the forecasted values calculated?
Statista’s own data is based on comprehensive mathematical modeling, using a bottom-up approach. For information on the forecasts of third-party sources, please refer directly to the source.

Why are forecasts not available for all indicators?
Forecasts are available if they have been made by the original source, such as the IMF. Forecasts of the Statista Digital and Consumer Market Outlook are also used. Due to the complexity of macroeconomic indicators, no further forecasts are currently carried out.

Why are some indicators not displayed for the current year?
The timeliness of the data is determined by the available original data. Since many of our data sources depend on the declarations of individual national statistical authorities, there may be delays regarding data availability.

Why is a regional aggregation not possible?
Due to the partially inconsistent availability of data for individual countries within a region, it is not possible or useful to display key figures at this level.

Why is there no data for some countries?
The availability of the presented data is closely related to the country data contained in the original data. As the original sources do not cover all countries in a uniform manner when it comes to single indicators, there are differences in the statistics presented.

What currency rates were used to convert the values in local currency into US$?
The Statista Country Outlook uses the constant average currency rate for the first year shown in the tool. It can be found on the top right of each segment’s page.

Source: Statista Country Outlook 2019
FAQ: The Statista Country Outlook

Frequently asked questions (2/2)

Which currency rates are used for the data and forecasts?

All monetary data is standardized to US$ values to allow further calculation. For the conversion from US$ to €, the average exchange rate of the last available full year is used. If applicable, fixed rates for the forecast period are assumed to avoid the influence of exchange rate deviations on the general market dynamics.

Can you directly compare data on different countries?

A country comparison is given in the “Global Comparison Box”, if applicable. The box is not yet editable but shows the top five countries plus the currently selected country.

When is the data updated?

Updates come regularly once a year. In some cases, the data for individual indicators is updated on an ad hoc basis (e.g., when new, relevant data has been released or significant changes within the data have occurred).

Can we download the information into Excel/PPT?

The data in our Country Outlook charts can be downloaded as Excel and PNG files. Download buttons can be found in the different box diagrams in the lower left corner.

Can I get the raw data?

We don’t offer our working files for download.

Source: Statista Country Outlook 2019
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