



◆ Global Industry Forecasts

Statista

Hamburg, February 2016

Model	Time	Industries	Countries
<ul style="list-style-type: none">> Statista's global industry forecast model shows the development of revenue trends in different industries across the globe.> Forecasts are built based on the long-term trend in the historic data, cyclical variation and seasonal variation for each individual industry.> The model uses two types of drivers: a country-level economic driver and an industry-specific market driver.	<ul style="list-style-type: none">> The model uses historic data that is provided for each industry in each country from 2008 onwards.> The forecast methodology is applied to the historic data and provides future revenue estimates up to 2020.> The global industry forecasts are updated annually.	<ul style="list-style-type: none">> Industries are defined by international, standardized classification systems:<ul style="list-style-type: none">• SIC - Standard Industrial Classification• NAICS - North American Industry Classification System• NACE - Statistical Classification of Economic Activities in the European Union> The industries are split across 19 sectors, including manufacturing.> The Statista forecasts cover up to 500 industries in each country.	<ul style="list-style-type: none">> The Statista model forecasts the development of industries in more than 40 countries providing global coverage across five continents.> Historic data has been gathered from the national statistics offices of each country and the central European database, Eurostat.



Global coverage

Forecasts are available for up to 500 industries per country in **more than 40** countries. Statista covers **90%** of the world economy giving you access to the data you need for understanding historic and future trends, expanding your analysis capabilities through our unique and vast range of statistics.



Major industrial sectors

Our data sources cover industries within the following sectors: **manufacturing, wholesale and retail,** and **transport and storage**. We highlight the industries showing growth and decline here; our web platform provides you with access to all the individual datasets. Data is provided at a detailed sub-division level to give you in-depth insight into the trends found within industrial sectors.



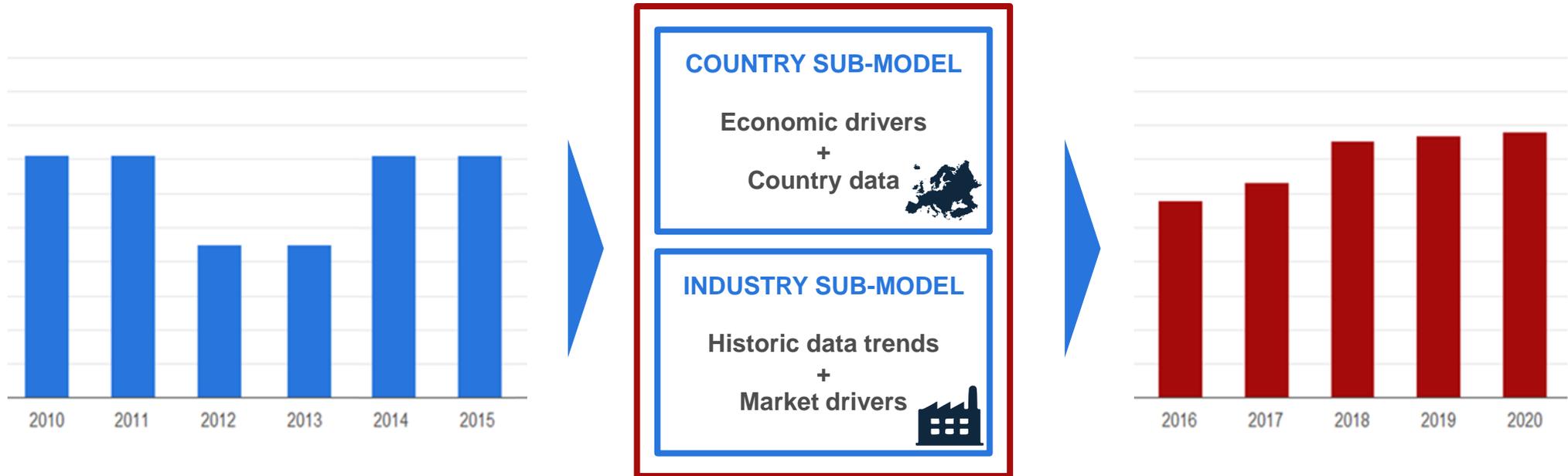
Data reliability

Statista's forecast model is based on highly effective mathematical modelling techniques rooted in economic theory that combine a thorough understanding of patterns in historic data with drivers to provide an estimate of future trends. Moreover, you can be sure that the data comes from high-quality, reliable sources, direct from the national statistics offices of each country. You can also rely on up-to-date data; **12,000** new forecasts were released at the beginning of 2016 and are updated annually.



Easy to access

Navigate between countries and industries based on keywords with our search feature and filters. Our industries are based on standardized, internationally-recognized classification systems allowing you to compare revenue trends and historic data with ease. Furthermore, you can choose to view the forecasts in bar charts, line plots, or in a table and download the data in your preferred format.



Each forecast uses two main drivers to project a future trend: an industry-specific market driver and a country-specific economic driver. These drivers form part of the long-term trend and the seasonal variation in the times series. Additionally, there is also a cyclical element. It is these three time series components that are used to forecast the revenue; whilst the drivers share some features in common, the other factors are unique to each industry¹.

(1) A more detailed version of the modeling method, with formulae, is given at the end of the presentation.

Key findings

The world economy is forecast to grow **5.40%** between **2015 and 2020¹** with an additional **\$4,239 billion** of revenue.




Boosted by the retail of goods via the Internet, activities in the **postal and courier** industry are expecting growth of **3.78%** between **2015 and 2020¹**.



China remains ahead in the global revenue race. The top three revenue generators from **2015 to 2020¹** are:

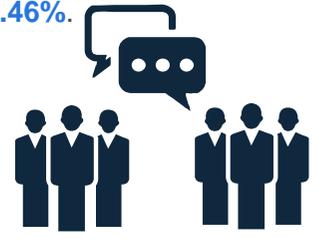
-  **1. China**
-  **2. United States**
-  **3. Germany**



Well-known growth sectors include e-commerce...



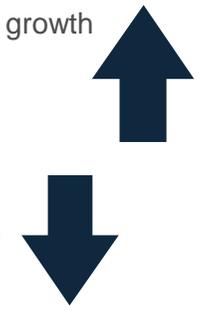
... but there are smaller sectors with high growth rates hiding in the top ranked world sectors including **activities of business/employer organizations (such as chambers of commerce)** with growth at **3.46%**.



The wholesale and retail sector (including repair of motor vehicles) generated **\$20,304 billion** in **2015¹**. Supermarkets alone account for almost **11%** of this revenue.



77% of industries show growth across the world.



There are industries in decline, but demand still exists, even for those with small revenue.

(1) Based on estimates from the Statista forecast model.
Source: Statista

Forecast model covers 90% of the world economy

Europe:

-  Austria
-  Belgium
-  Bulgaria
-  Croatia
-  Czech Republic
-  Denmark
-  Estonia
-  Finland
-  France
-  Germany
-  Greece
-  Hungary
-  Ireland
-  Italy
-  Latvia
-  Lithuania
-  Netherlands
-  Norway
-  Poland
-  Portugal
-  Romania
-  Slovakia
-  Slovenia
-  Spain
-  Sweden
-  Switzerland
-  Turkey
-  United Kingdom



Statistical Classification of Economic Activities in the European Union (NACE) classification system.

Americas:

-  United States
-  Canada
-  Argentina¹
-  Brazil
-  Chile¹
-  Mexico



Asia:

-  China
-  India¹
-  Japan
-  South Korea

Other:

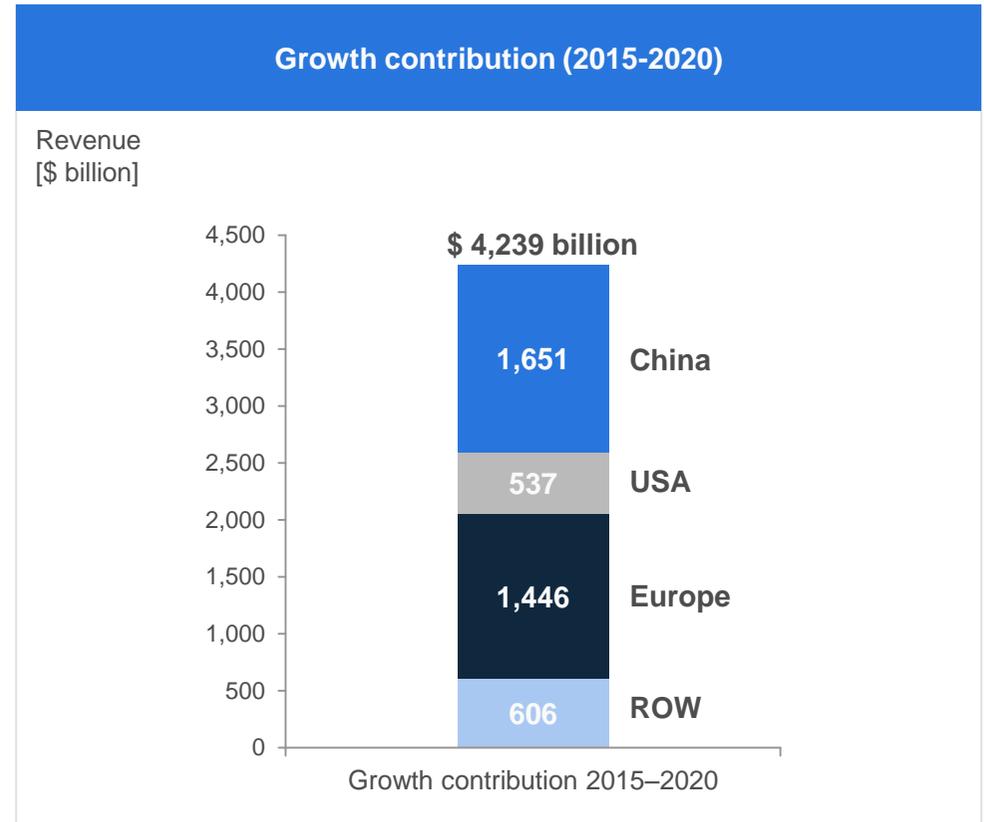
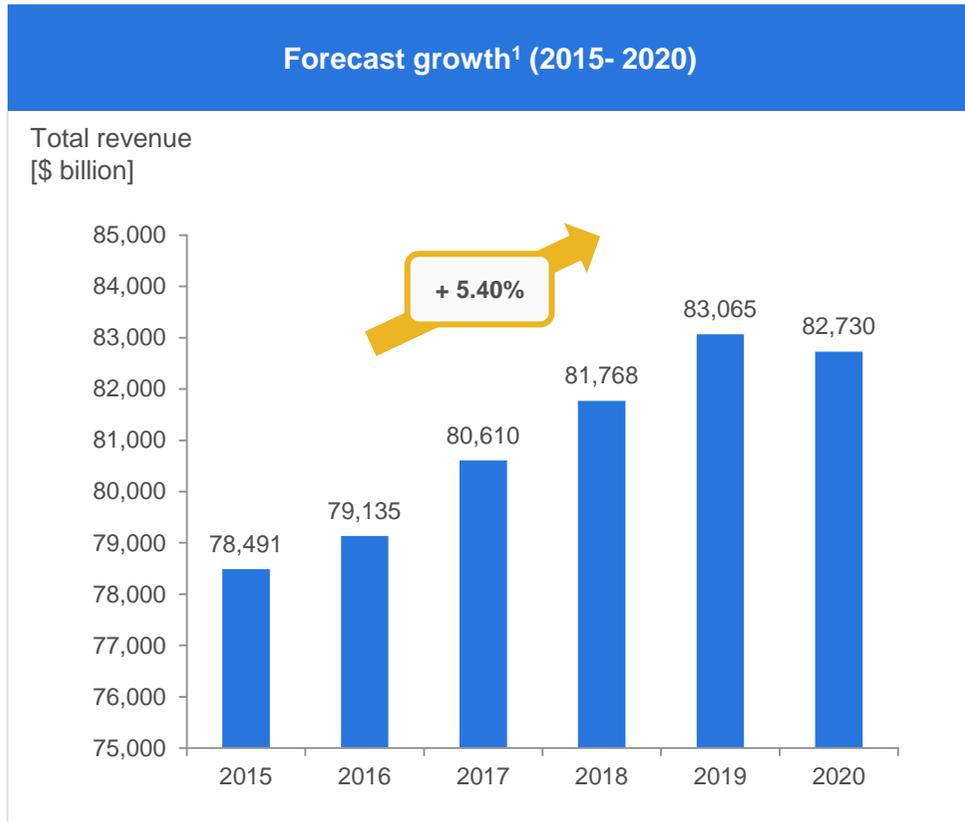
-  Australia
-  New Zealand¹
-  South Africa
-  Israel¹

Various classification systems based on, or similar to, the Standard Industrial Classification (SIC) system.

These are the countries modelled in the Statista forecast model. The European country data was sourced from European Commission's central database, Eurostat; the non-European data came from the national statistics offices of the other countries. The European datasets used the same classification system and are directly comparable with one another; the non-European datasets can be compared indirectly, in relation to SIC.

(1) Where limited data was available a different forecasting method is used; therefore, Argentina, Chile, India, Israel and New Zealand are not included in the following analysis.

The world economy will grow by 5.40% from 2015 to 2020

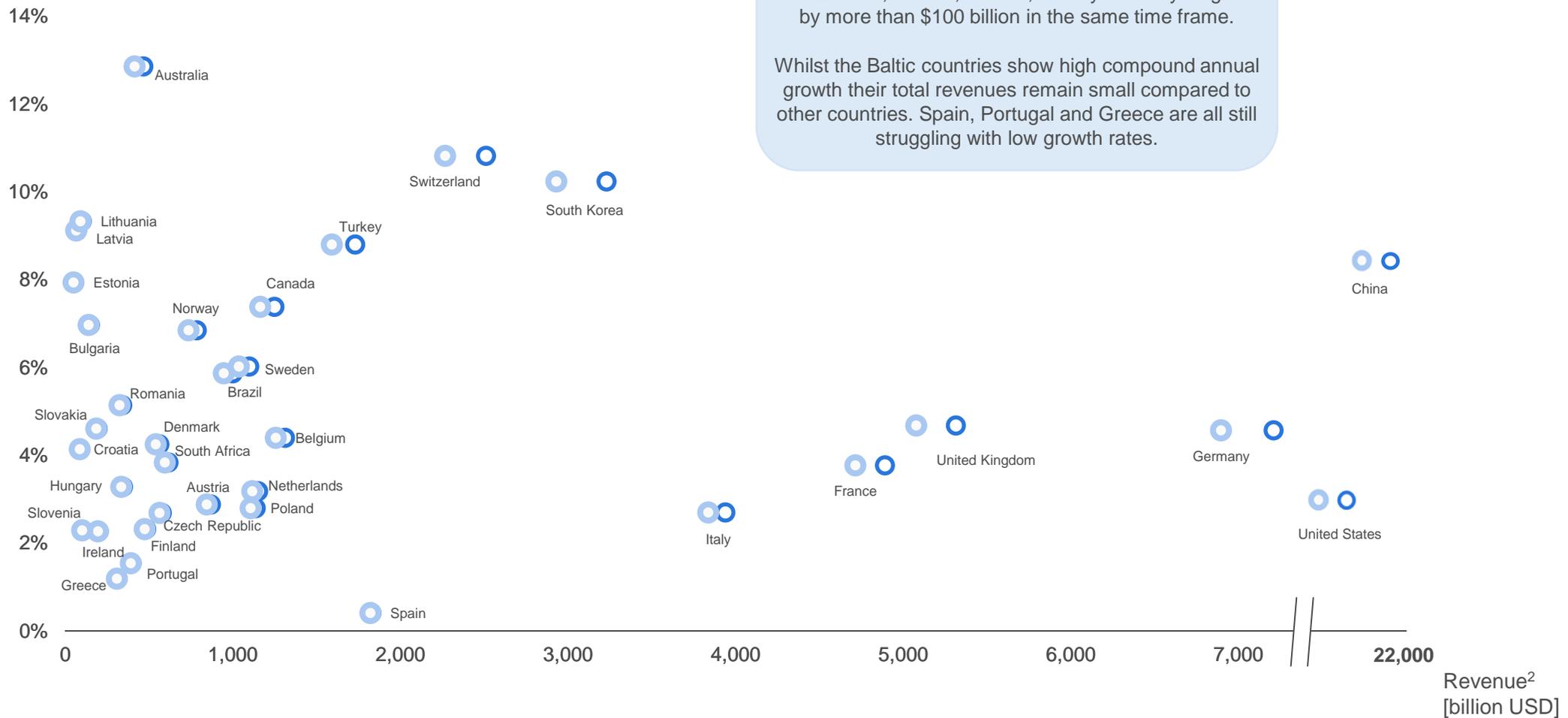


The forecast shows a total global growth of \$4,239 billion between 2015 and 2020. It is expected that the total revenue will peak in 2019 due to the fluctuation trends in the historic data that are carried forward in the forecasts and the influence of the drivers within the model.

(1) Based on estimates from the Statista forecast model.
Source: Statista

China, the US, Germany stay ahead in growth and revenue

Revenue and annual growth rate of countries from 2015 to 2020¹
CAGR (2015-2020) [%]



(1) Based on estimates from the Statista forecast model.

(2) Revenue is the total invoiced value, after discounts, from the sale of goods and services including charges and taxes (not including taxes passed onto the customer). Inflation is not included.

Source: Statista

The US loses its top position to China – Country Revenue Ranking (1/2)

Revenue [\$ billion]

2008 ¹			2020 ²			
Rank	Country	Revenue (billion USD)	Rank	Country	Revenue (billion USD)	Δ2008-2020
1	United States	10,635	1	China	21,297	+1 ▲
2	China	7,550	2	United States	17,951	-1 ▼
3	Germany	6,032	3	Germany	7,210	0 ►
4	United Kingdom	4,125	4	United Kingdom	5,314	0 ►
5	Italy	3,390	5	France	4,891	+1 ▲
6	France	2,606	6	Italy	3,938	-1 ▼
7	South Korea	1,752	7	South Korea	3,229	0 ►
8	Spain	1,504	8	Switzerland	2,510	+1 ▲
9	Switzerland	1,240 ³	9	Spain	1,827	-1 ▼
10	Netherlands	1,065	10	Turkey	1,729	+1 ▲
11	Turkey	961 ³	11	Belgium	1,310	+3 ▲
12	Poland	866	12	Canada	1,248	+1 ▲
13	Canada	845	13	Netherlands	1,150	-3 ▼
14	Belgium	841	14	Poland	1,136	-2 ▼
15	Austria	752	15	Sweden	1,098	+1 ▲
16	Sweden	689	16	Brazil	999	+1 ▲
17	Brazil	626 ³	17	Austria	868	-2 ▼
18	Norway	532	18	Norway	784	0 ►
19	Czech Republic	530	19	South Africa	616	+1 ▲
20	South Africa	493 ³	20	Czech Republic	576	-1 ▼

(1) Historical data.

(2) Based on the Statista forecast model.

(3) 2009 data was used where 2008 was not available.

Source: Statista

The US loses its top position to China – Country Revenue Ranking (2/2)

Revenue [\$ billion]

2008 ¹			2020 ²			
Rank	Country	Revenue (billion USD)	Rank	Country	Revenue (billion USD)	Δ2008-2020
21	Portugal	440	21	Denmark	561	+1 ▲
22	Denmark	439	22	Finland	483	+1 ▲
23	Finland	388	23	Australia	466	+4 ▲
24	Greece	363	24	Mexico	432	+2 ▲
25	Japan	313	25	Portugal	395	-4 ▼
26	Mexico	283 ³	26	Hungary	344	+2 ▲
27	Australia	278 ³	27	Romania	340	+2 ▲
28	Hungary	246	28	Greece	311	-4 ▼
29	Romania	239	29	Japan	253	-4 ▼
30	Ireland	144	30	Ireland	199	0 ►
31	Slovakia	126	31	Slovakia	192	0 ►
32	Bulgaria	106	32	Bulgaria	147	0 ►
33	Croatia	76	33	Slovenia	101	+1 ▲
34	Slovenia	74	34	Lithuania	98	+1 ▲
35	Lithuania	59	35	Croatia	88	-2 ▼
36	Latvia	38	36	Latvia	70	0 ►
37	Estonia	37	37	Estonia	52	0 ►

(1) Historical data.

(2) Based on the Statista forecast model.

(3) 2009 data was used where 2008 was not available.

Source: Statista

Over 400 industries have been analyzed across 18 sections

Standard Industrial Classification (SIC) industries¹ and revenue in 2015:

SIC Code	SIC section descriptions	Number of divisions	Number of groups	Number of industries	Global revenue ² (billion USD)
A	Agriculture, forestry and fishing	3	13	41	11
B	Mining and quarrying	5	10	17	1,571
C	Manufacturing	24	95	281	35,467
D	Electricity, gas, steam and air conditioning supply	1	3	8	2,307
E	Water supply; sewage and waste management	4	6	9	476
F	Construction	3	9	28	2,500
G	Wholesale and retail trade; repair of motor vehicles	3	21	114	20,304
H	Transportation and storage	11	15	39	2,486
I	Accommodation and food service activities	2	7	16	1,113
J	Information and communication	6	13	36	1,771
K	Financial and insurance activities	3	10	40	3,609
L	Real estate activities	1	3	7	944
M	Professional, scientific and technical activities	7	15	39	3,214
N	Administrative and support services activities	6	19	53	2,070
O	Public administration and defense	1	3	9	no data
P	Education	1	6	13	7
Q	Human health and social work activities	3	9	14	2,002
R	Arts, entertainment and recreation	4	5	19	170
S	Other service activities	5	9	22	163
					Σ = \$ 79,916 billion

(1) The Standard Industrial Classification system defines industries at various levels. The top level is "Section"; the second level is "Division"; the third level is "Group"; the fourth level is "Industry" (or "Class").

(2) Based on estimates from the Statista forecast model.

Source: Statista

Global revenue of the top 10 industry sections in 2015

Top 10 industries (globally) in 2015¹

	SIC Description	Revenue (billion USD)
	Manufacturing ²	35,467
	Wholesale and retail trade; repair of motor vehicles	20,304
	Financial and insurance activities	3,609
	Professional, scientific and technical activities	3,214
	Construction	2,500
	Transportation and storage	2,486
	Administrative and support services activities	2,070
	Electricity, gas, steam and air conditioning supply	2,037
	Human health and social work activities	2,002
	Information and communication	1,771

The top 10 industries in the manufacturing section accounted for **15%** of the total revenue. **Nuclear fuel processing** (in China), **steel rolling** (in China) and **petroleum refineries** (in the United States) were the top three highest revenue earners in the manufacturing industry in 2015.

20% of the top 10 industries generating revenue in this section were supermarkets and other “non-specialized” stores where food, beverages, or tobacco are the main retailed goods. These accounted for **\$1,434 billion** of the total revenue in this section in 2015.

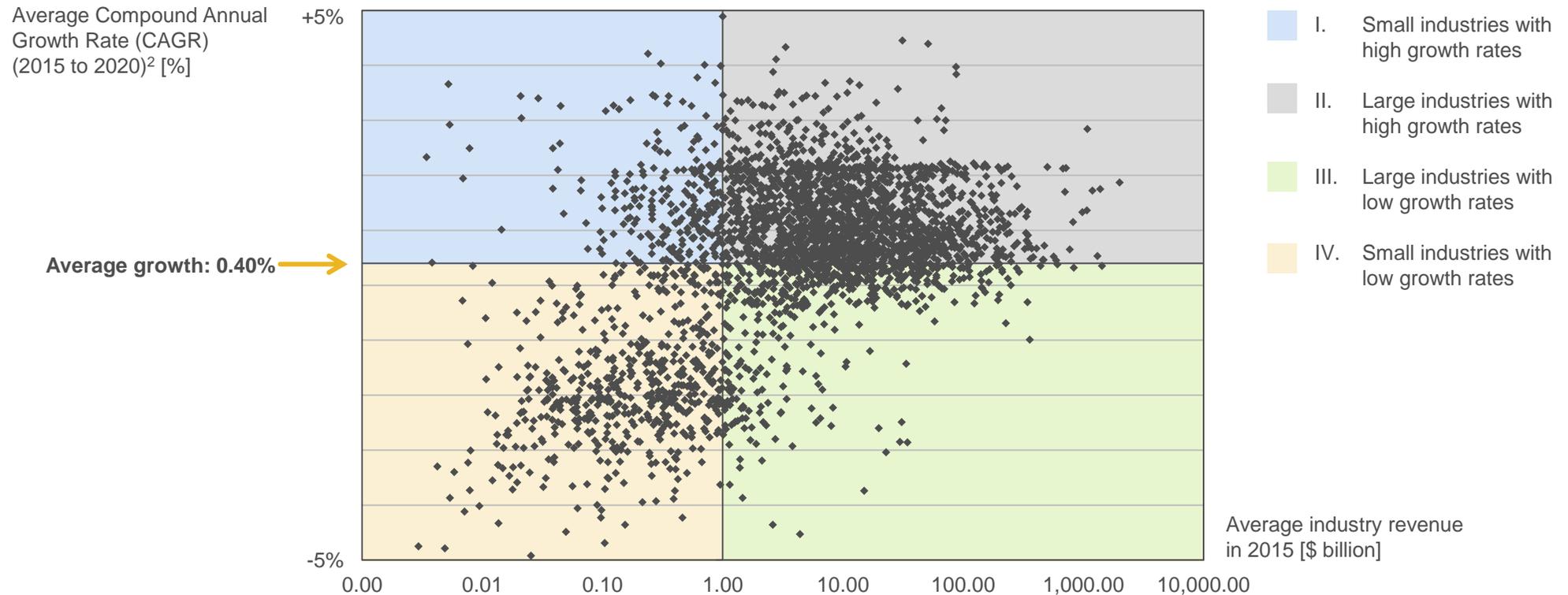
(1) Based on estimates from the Statista forecast model.

(2) Almost all countries provided a set of manufacturing data, whereas not all other industries were included in the non-European countries.

Source: Statista

Detailed industry analysis by average size and growth rate

Revenue and annual growth rate of globally aggregated industries from 2015 to 2020¹.



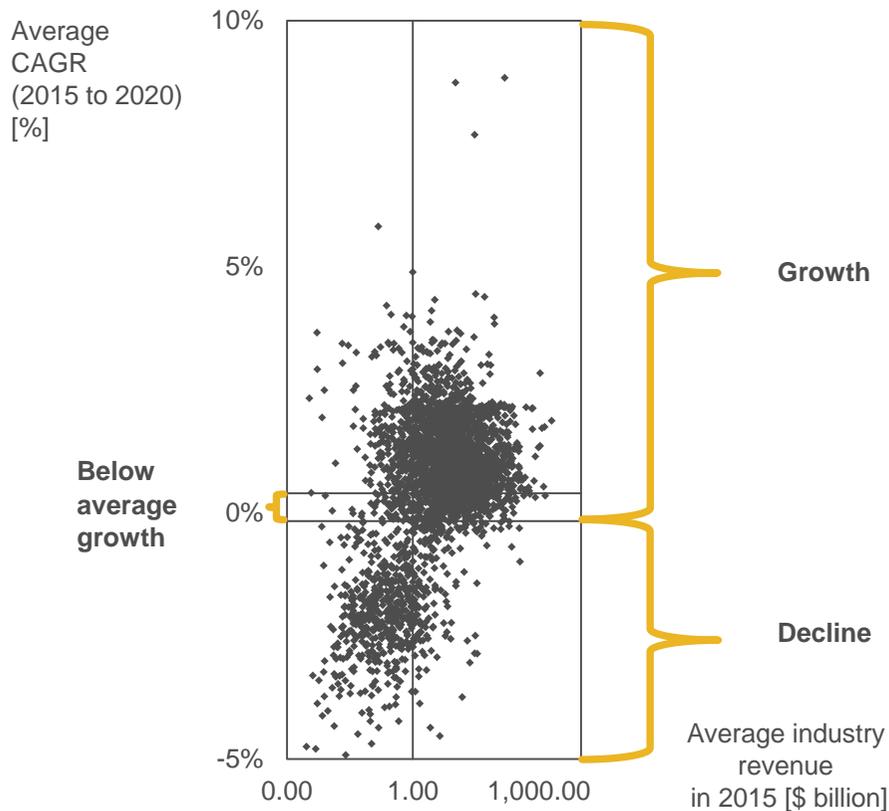
(1) Based on estimates from the Statista forecast model (industries are aggregated across countries).

(2) The mean average compound annual growth rate across all industries is 0.40%.

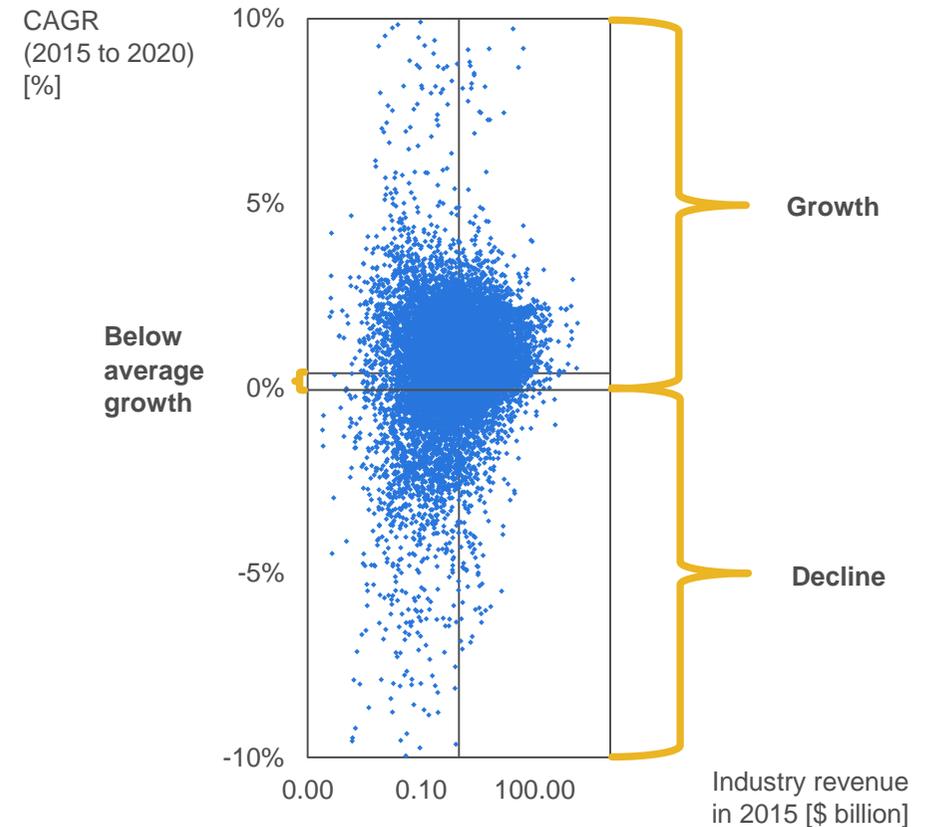
Source: Statista

72.9% of all individual industries grow over the next 5 years

Aggregated industries: average growth and revenue¹



Individual industries: growth and revenue²



- > 77.1% of all aggregated industries are forecast to grow up to 2020.
- > There are industries in decline; notably newspaper publishing and rental of video tapes and disks.

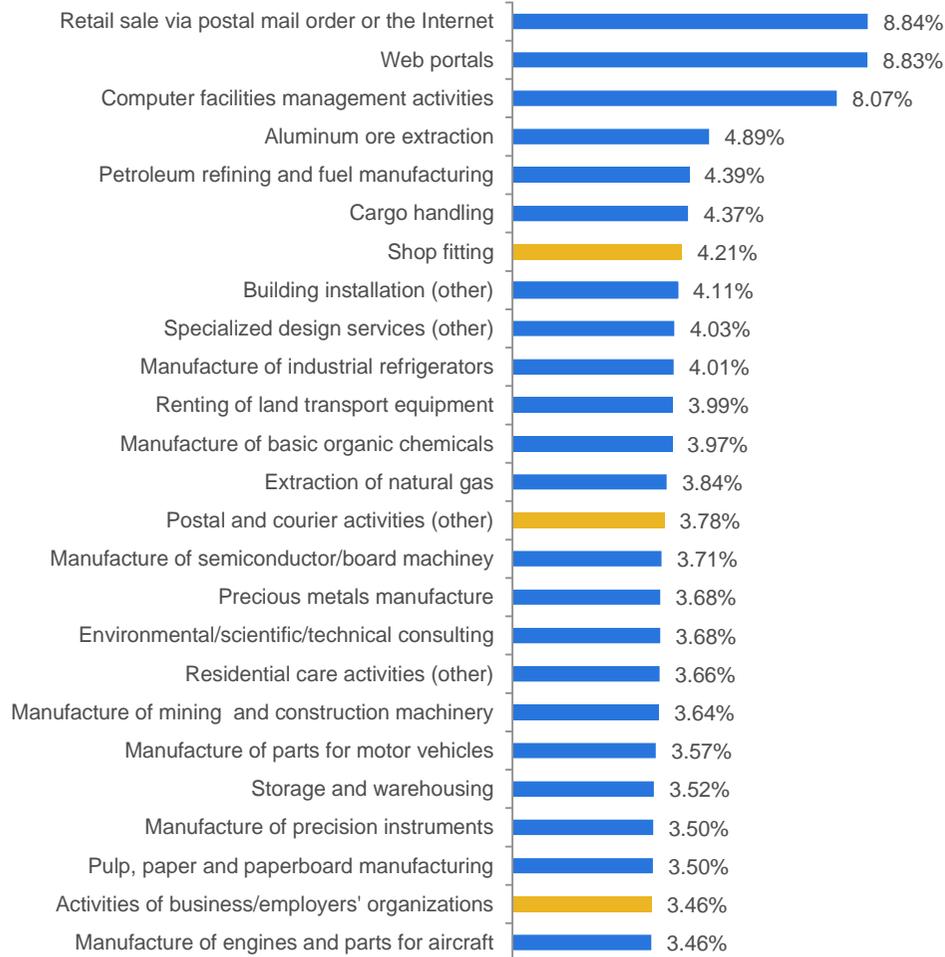
- > 72.9% of all individual industries are forecast to grow up to 2020.
- > Most growth is above average; overall growth of the world economy is expected.

(1) Based on estimates from the Statista forecast model (industries are aggregated across countries).

(2) Based on estimates from the Statista forecast model (individual industries are shown for each country).

Source: Statista

Aggregated industries with the largest growth from 2015 to 2020¹ [in %]



Start-ups, entrepreneurs and venture capitalists are very active in the fields related to the internet, e-commerce, biotech and new technologies. However, there are hidden gems of untapped potential hiding within the world sectors with the largest growth rates:



Shop fitters are expected to see a 4.21% growth in their industry in the next five years as the retail sector recovers from the recession.



Activities in the postal and courier industry are another hidden gem, with a continued growth predicted at an annual rate of 3.78%. This industry is boosted by the growth of the 'retail sale via postal mail order or the Internet' industry.



Activities of business/employer organizations such as chambers of commerce have an annual growth forecast of 3.46%.

(1) Based on estimates from the Statista forecast model (industries are aggregated across countries)

Source: Statista

Statista's model creates forecasts based on historical revenue data starting in 2008. The revenue data for every industry sub-division was gathered from the national statistics office of each country, or in the case of European data, partially from the European Commission's central database, Eurostat.

The future trends for industry sub-divisions are based on two main drivers: industry-specific factors and country-specific economic trends. The industry-specific drivers comprise of long-term datasets e.g. Business Confidence Surveys provided by the European Commission, where data is available from 1985 to the present. These data are used at the sub-division industry level where available and are also country-specific. The economic trend driver is Gross Domestic Product (GDP) for each country given as year-on-year annual percentage changes from 2008 to 2020. GDP data is provided by the International Monetary Fund (IMF).

The datasets form time series. A typical time series contains four main components; a long-term trend, seasonal variation, cyclical variation, and irregular variation:

- A long-term trend determines if the industry is in growth or decline. This trend is determined from the historic turnover data and the drivers. It provides a linear component to the model and defines the slope of the forecast.
- Seasonal variation governs how monthly, quarterly or annual changes impact the growth or decline of an industry. Seasonal variation is calculated as a monthly percentage change from Business Confidence Surveys using a simple moving average and linear exponential smoothing.

- Cyclical variation is calculated based on percentage annual growth between each year where historical data is provided. This provides a non-linear component to the model and defines the shape of the forecast via turning points which contribute to growth or decline on a year-to-year basis.
- Irregular variation comes from random events impacting on the economy such as changing political situations. Such events are erratic and are not modelled here.

These time series components are combined in an additive model to create a forecast. The seasonal variation is overlaid on the long-term trend and the cyclical variation is also factored in as a simple average, as follows:

$$Y = \frac{1}{n} \sum_{i=1}^n a_i = \frac{1}{n} (a_1 + a_2 + \dots + a_n)$$

where n equals three and a_1 , a_2 and a_3 represent the long-term trend, seasonal variation and the cyclical variation.



- > **Dr. Friedrich Schwandt**
- > CEO
- > Economics and holds a PhD in Econometrics



- > **Hubertus Bitting**
- > Head of Research & Analysis
- > Studied Economics and European Management



- > **Dr. Adriane Hartmann**
- > Team Leader
- > Studied Mathematics and holds a PhD in Marketing



- > **Birte Janßen**
- > Team Leader
- > Studied Business Administration and Logistics & Marketing



- > **Dr. Rebecca Newland**
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- > Studied Physics and holds a PhD in Astronautical Engineering



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- > **Philipp Huhn**
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- > **Kristin Ramcke**
- > Analyst
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