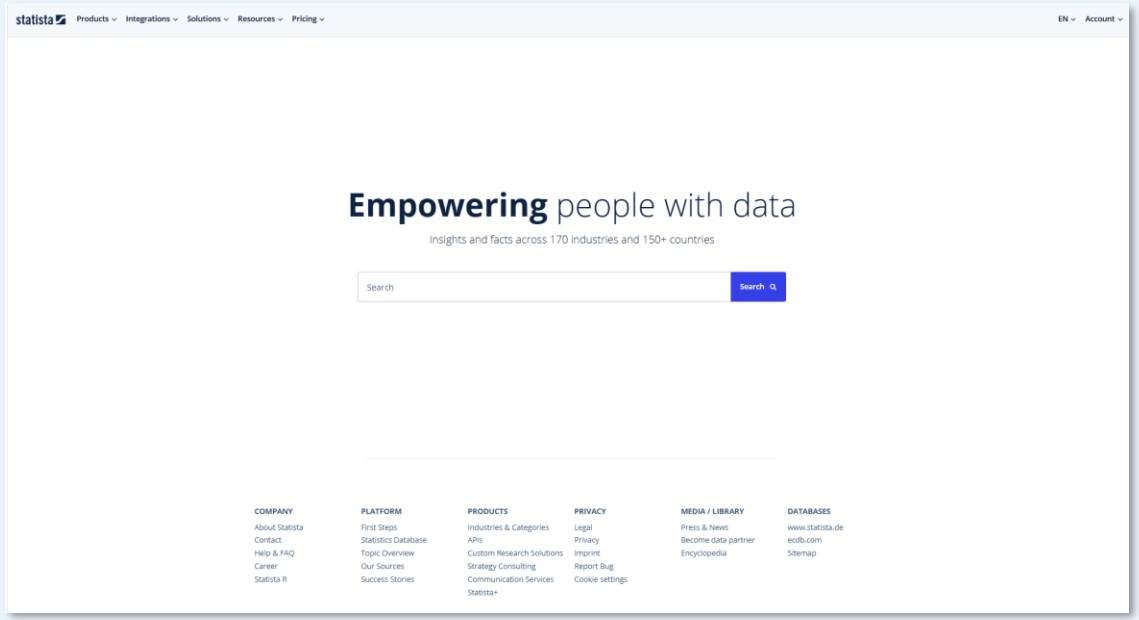
Q3 2026 Platform Navigation Guide

Updated on 17 September 2026

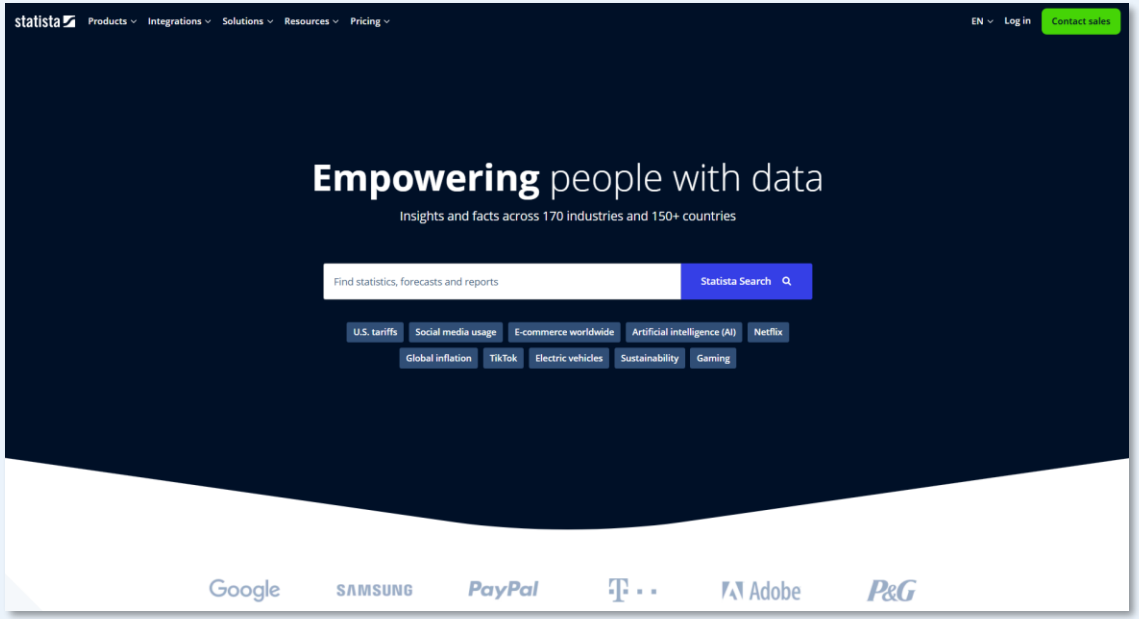
NEW

Separate landing pages for signed-in and signed-out users

Statista now uses different landing pages depending on whether a user is signed in or signed out. While the overall layout and content remain largely consistent, each page includes small adjustments tailored to the user's access status.



Signed in

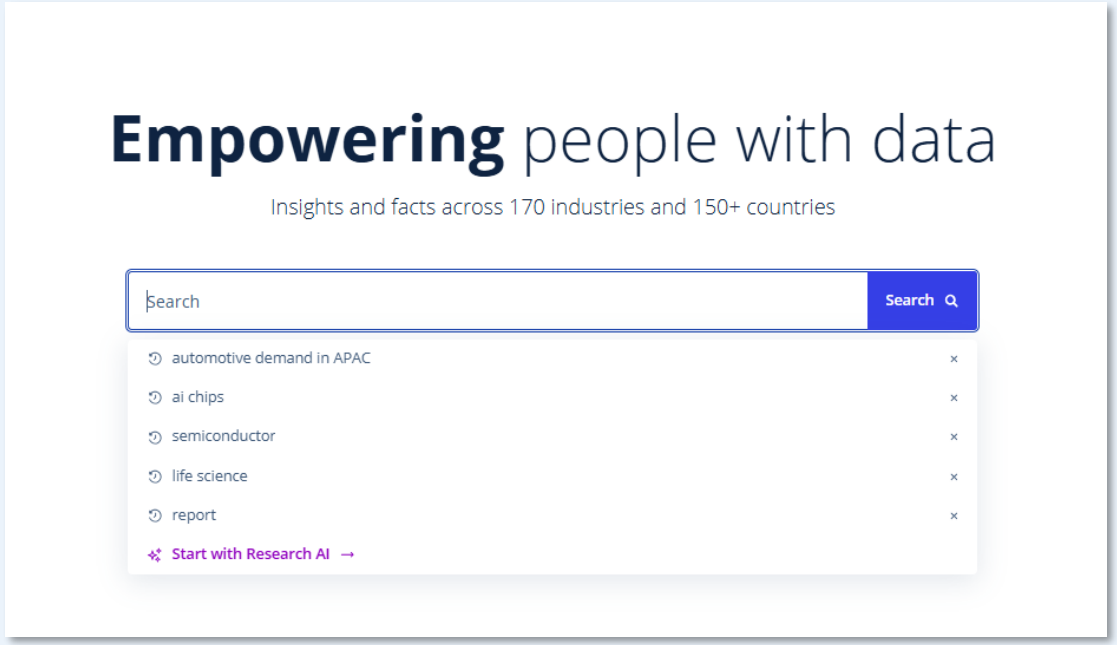


Signed out

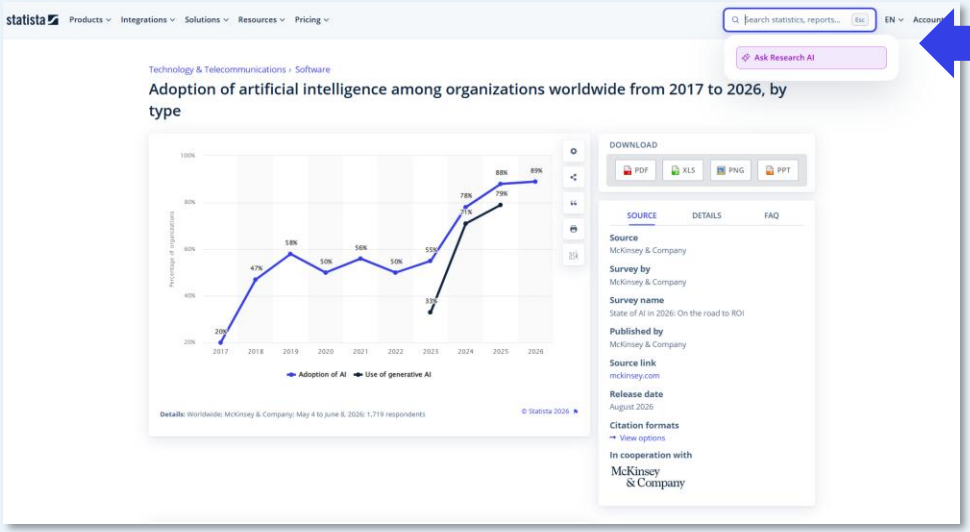
NEW

Always-on search bar

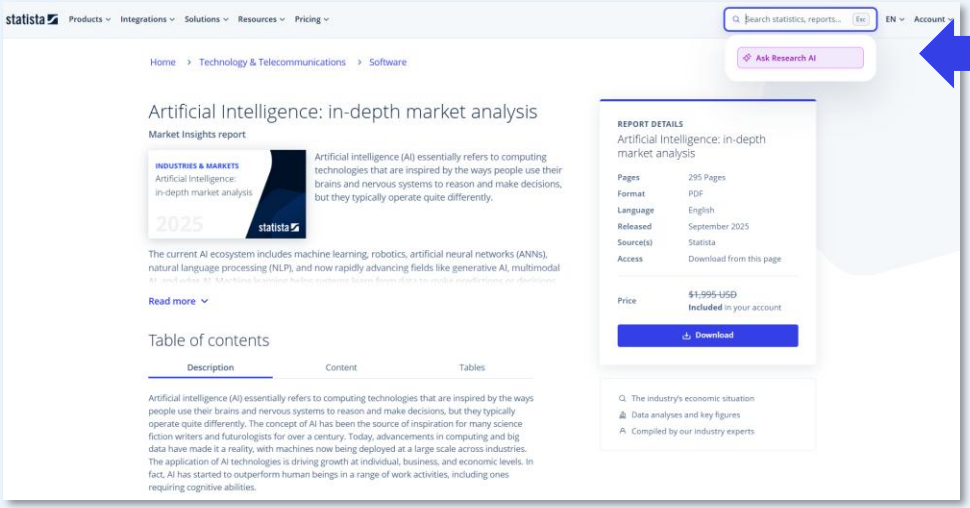
Research AI is also integrated into the search dropdown, allowing users to access AI-powered research support directly as they begin their search. The main search bar remains on the landing page and expands into a persistent element as users explore different content, keeping both search and Research AI accessible throughout their journey.



Landing page



Statistic page

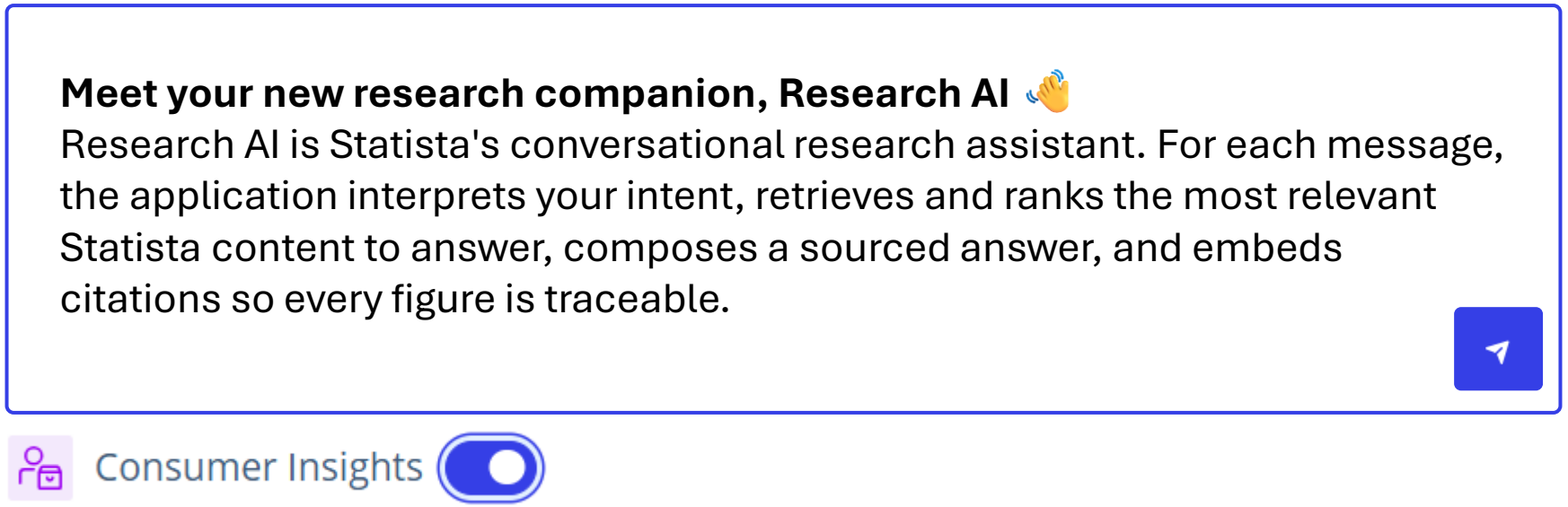


Report page

Statista-built AI – Research AI

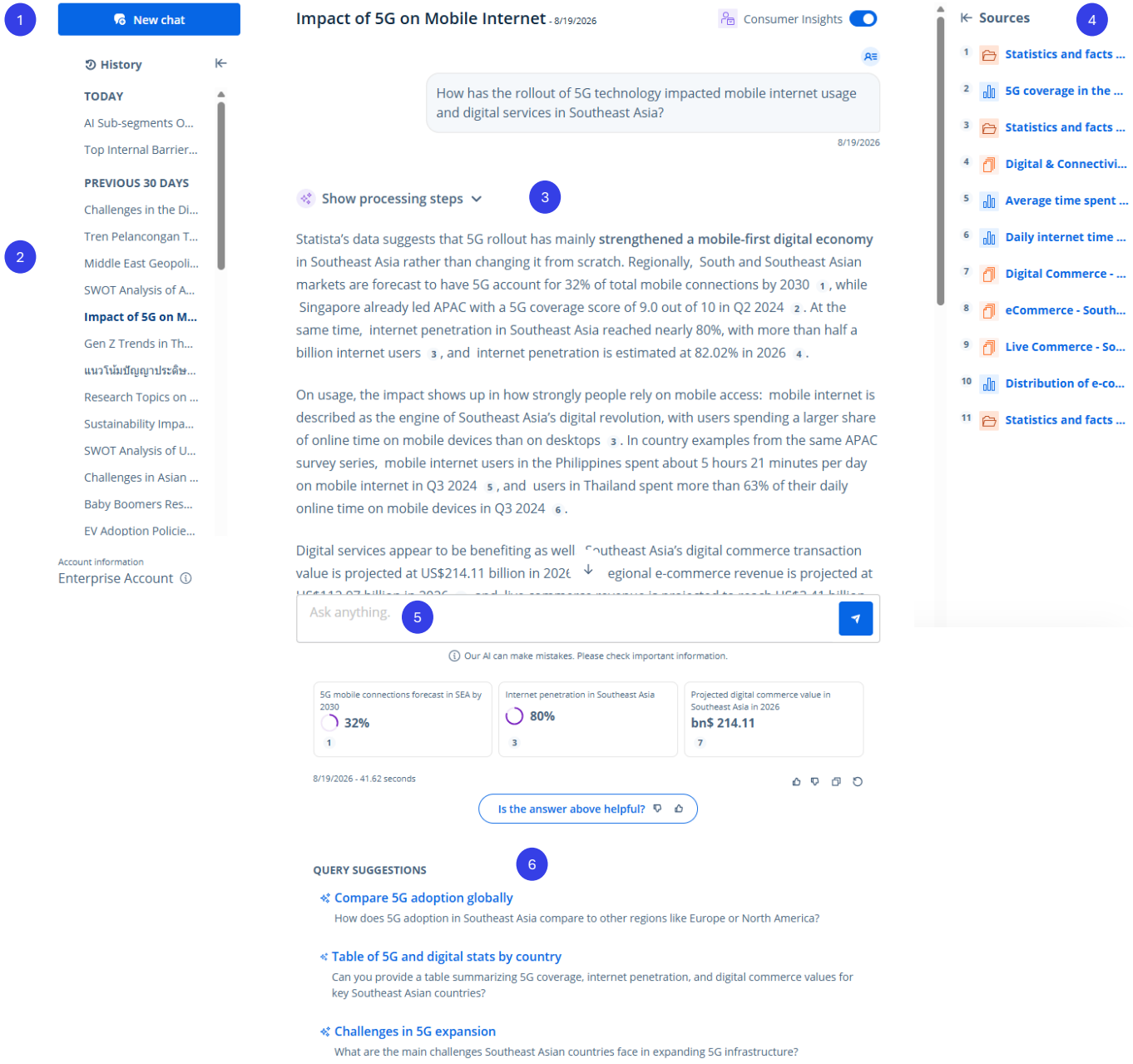
Key Benefits:

- Insights in seconds
- Data quality assurance
- Minimise language barrier



Zoom into
Research AI chat

1. **New chat** to start a research
2. **History** showing all past queries of a user
3. **Written summary** as an answer to the research question
4. **Source links** to allow you to dive deeper into the data
5. **Ask anything** to gather more insights
6. **Query suggestions** related to the initial prompt



Statista-built AI – Research AI

PESTLE/SWOT Analysis of Various Topics

Get quick insights on impact from macro-influences such as **P**olitical, **E**conomic, **S**ocial, **T**echnological, **L**egal, and **E**nvironmental
Example: 'Conduct PESTLE analysis of the AI market.'

Benchmarking

Compare number of market value of different countries
Example: 'How does AI infrastructure spending (data centers, chips, cloud) compare by country or region?'

Tackling Unfamiliar Topics

Helps generate ideas or find relevant topics to enhance pitch deck or content writing
Example: 'What are the most commonly cited statistics or data points when people discuss artificial intelligence?

Ranking List

Identify market leader and other major industry players
Example: 'What is the ranking of leading AI companies globally by market capitalization?'

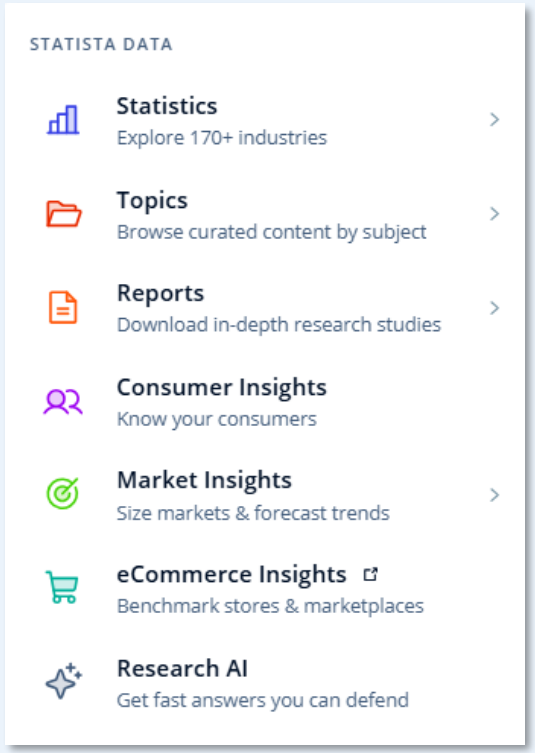
Connecting the dots

Uncover driving factors, current developments, threats and future outlook behind the figures
Example: 'What are the key demand-side drivers behind the growth of the AI market (e.g., enterprise digitization, generative AI adoption, cost pressures)?'

NEW

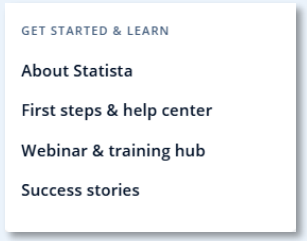
Updated navigation menu



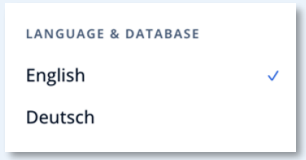


1. Products
Statistics, Insights, and Research AI are now grouped under a single “Products” menu. Topics and Reports are also surfaced here, making Products the central entry point for Statista’s data content and tools.

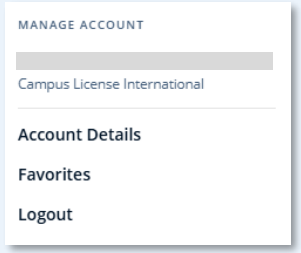
Services and Integrations remain separate navigation items.



2. Resources
The “Resources” menu consolidates additional materials that help users get started and become familiar with the Statista platform.



3. Language & database
The former statista.com / statista.de switcher is now labelled “Language & Database”, with options for English and Deutsch.

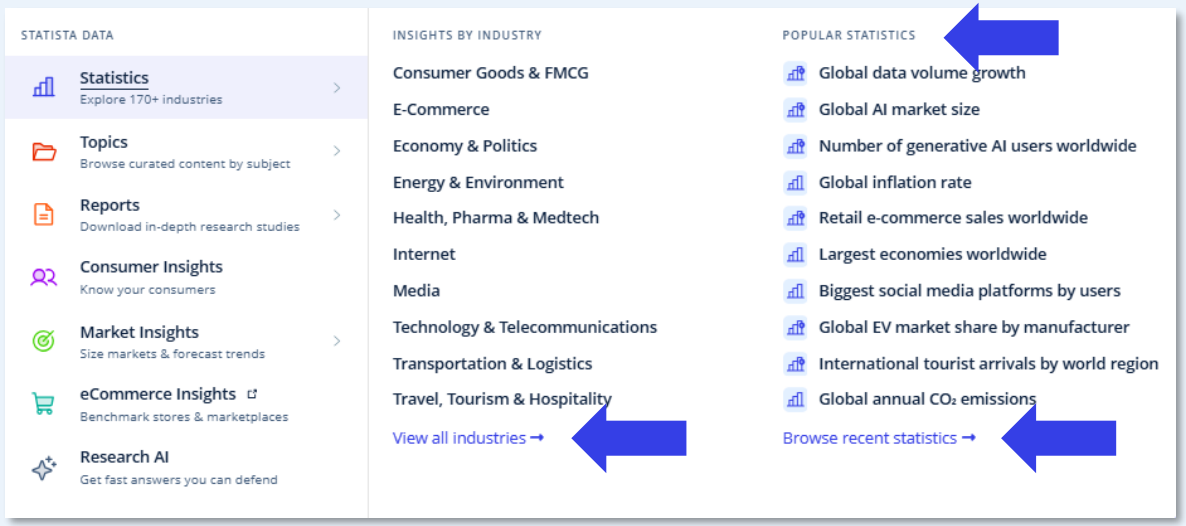


4. Account
The account name and favourites are no longer displayed separately in the header. They are now grouped within the Account menu, alongside the account type, Account Details, and Logout.

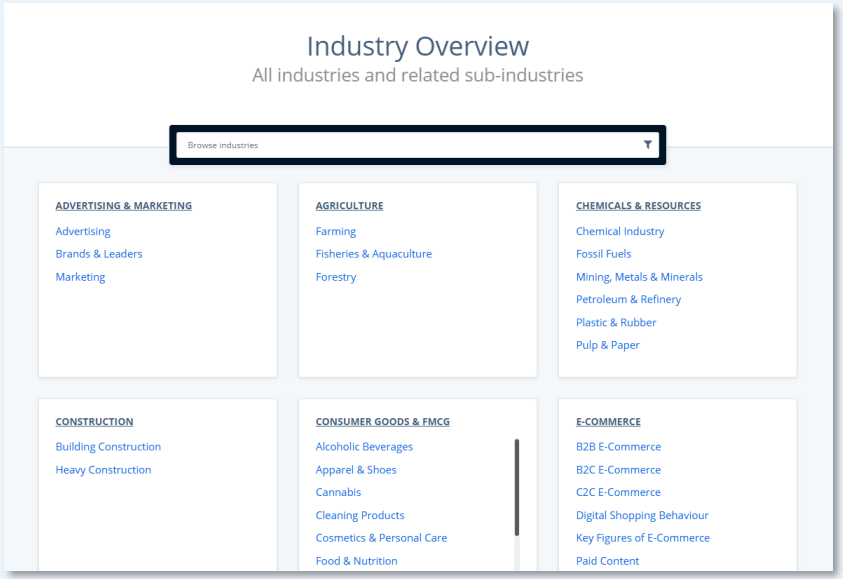
NEW

Browse recent content

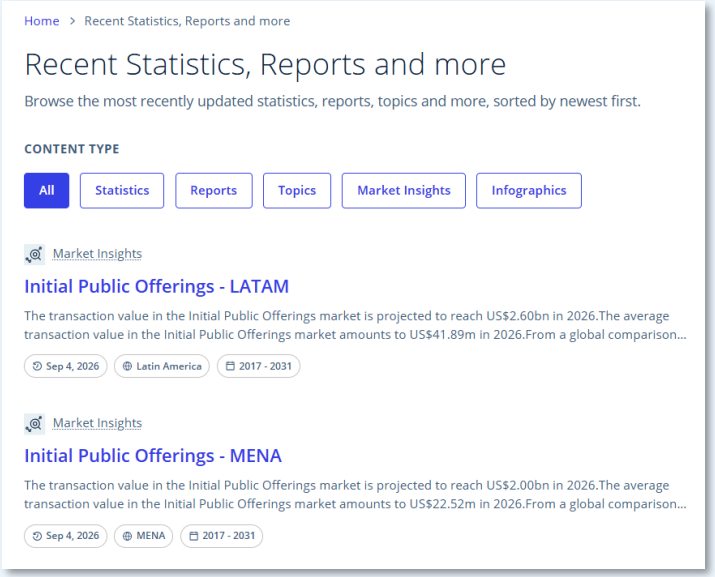
Each product preview now includes a list of **popular data** and a link to access **recently published content**, with an **industry overview** also included for Statistics. On recent content page, users can filter results by content type, including Statistics, Reports, Topics, Market Insights, and Infographics.



Product preview (Statistics in this example)

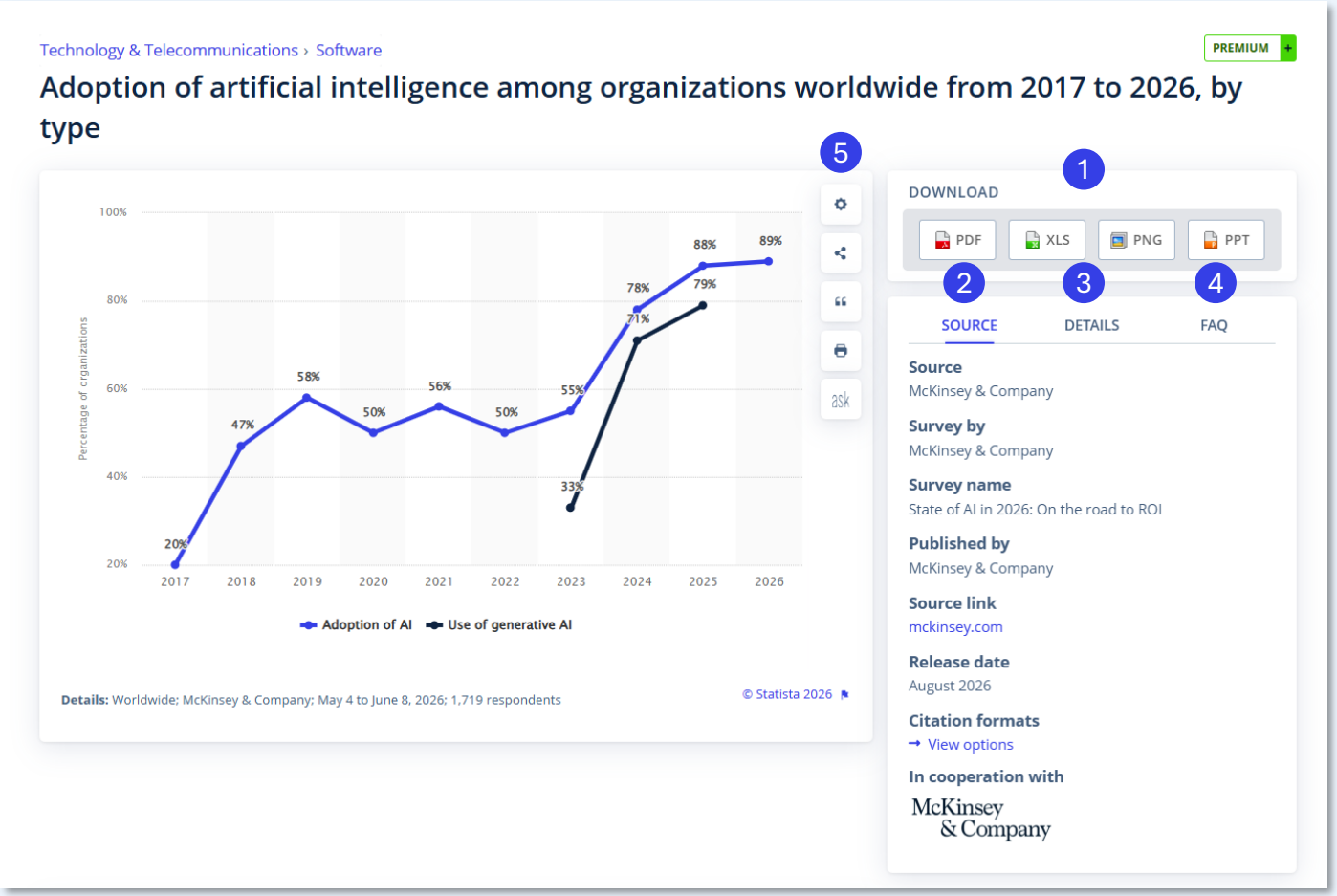


Industry Overview



Recent content page

What's included on Statistic page



1. Download

You can download the data as PDF, XLS, PNG as well as PPT. Simply work with the raw data or get different editing options through the PPT.

2. Source

In order to provide trustworthy and transparent data, you will always find a proof of origin with a link to the original source under Sources. Furthermore, you will always find the date of publication and a short info text below the statistics.

3. Details

Under Details you will find further important information, for example if the statistic has an asterisk (*).

4. FAQ

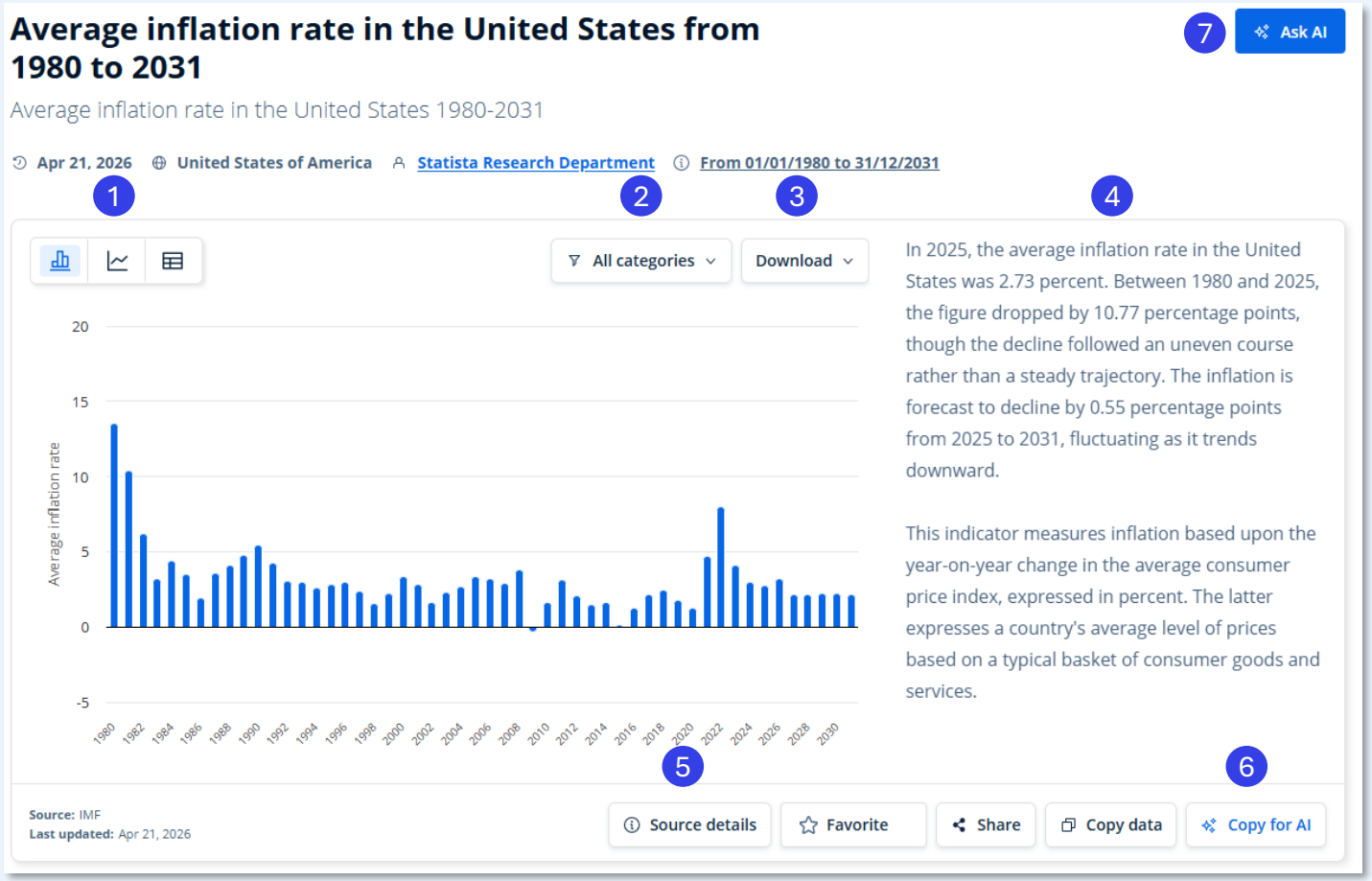
Our FAQ will then give you further important information, such as your 100 -percent right to publish the data.

5. Toolbar

Change the chart view, share, and generate ready-to-use citation ❝ in your preferred style.

NEW

Launching by Sep 2026: NEW Statistic page



1. Toolbar
Change the chart view according to your preference.

2. Chart Data Filter
Quickly narrow a chart down to the exact data you need. Filter by dimensions like region, time period, or category, and the chart updates instantly, no scrolling through irrelevant data.

3. Download
Download the statistic in the format that works best for you: CSV, SVG, PNG, PDF, Excel, or PowerPoint. Work directly with the raw data or use the editable PowerPoint version to adapt charts for your own presentations.

4. Data context
Get a quick overview of what the chart shows. The data context highlights essential details at a glance.

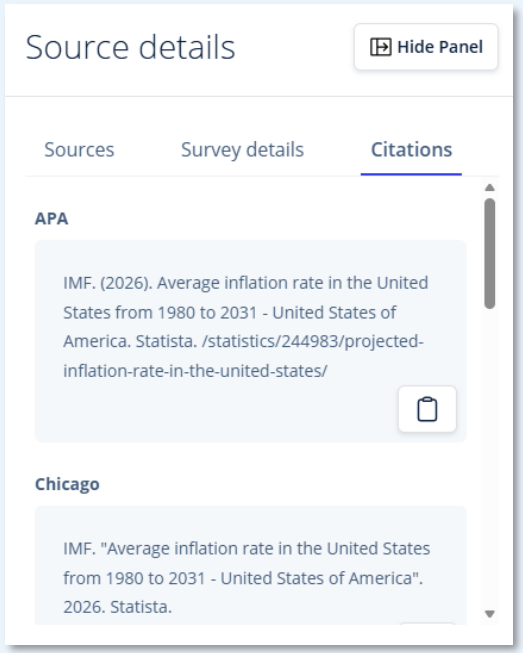
5. Source details
Find source and citation generator in one dedicated place. Open the Source details modal and use the Citations tab to review, copy, and manage references.

6. Copy for AI
Quickly extract structured insights and transfer them to your preferred internal or external AI tools. Reduce manual effort and speed up follow-up tasks such as summarization, analysis, and content creation.

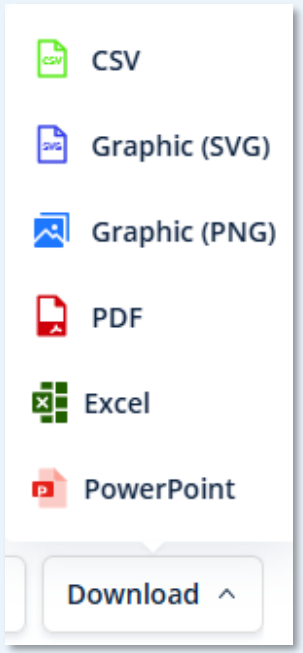
7. Ask AI
Ask contextual follow-up questions directly on the statistics page. Explore the data further without leaving the chart.

NEW

Snapshots of our NEW Statistic page



Source details



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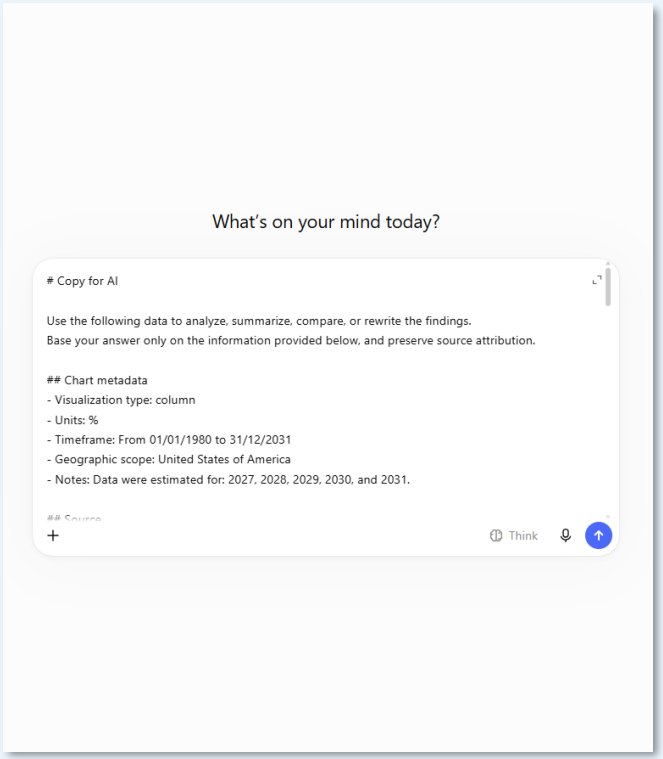
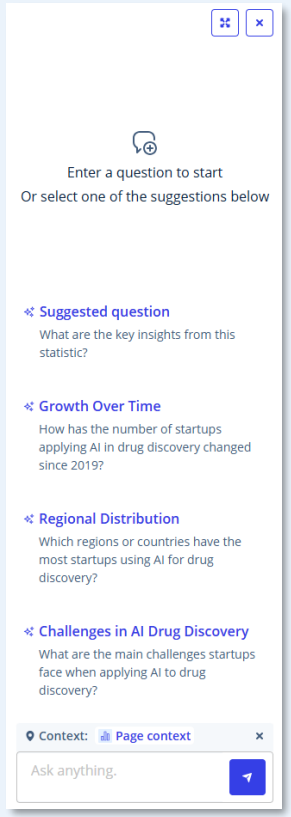
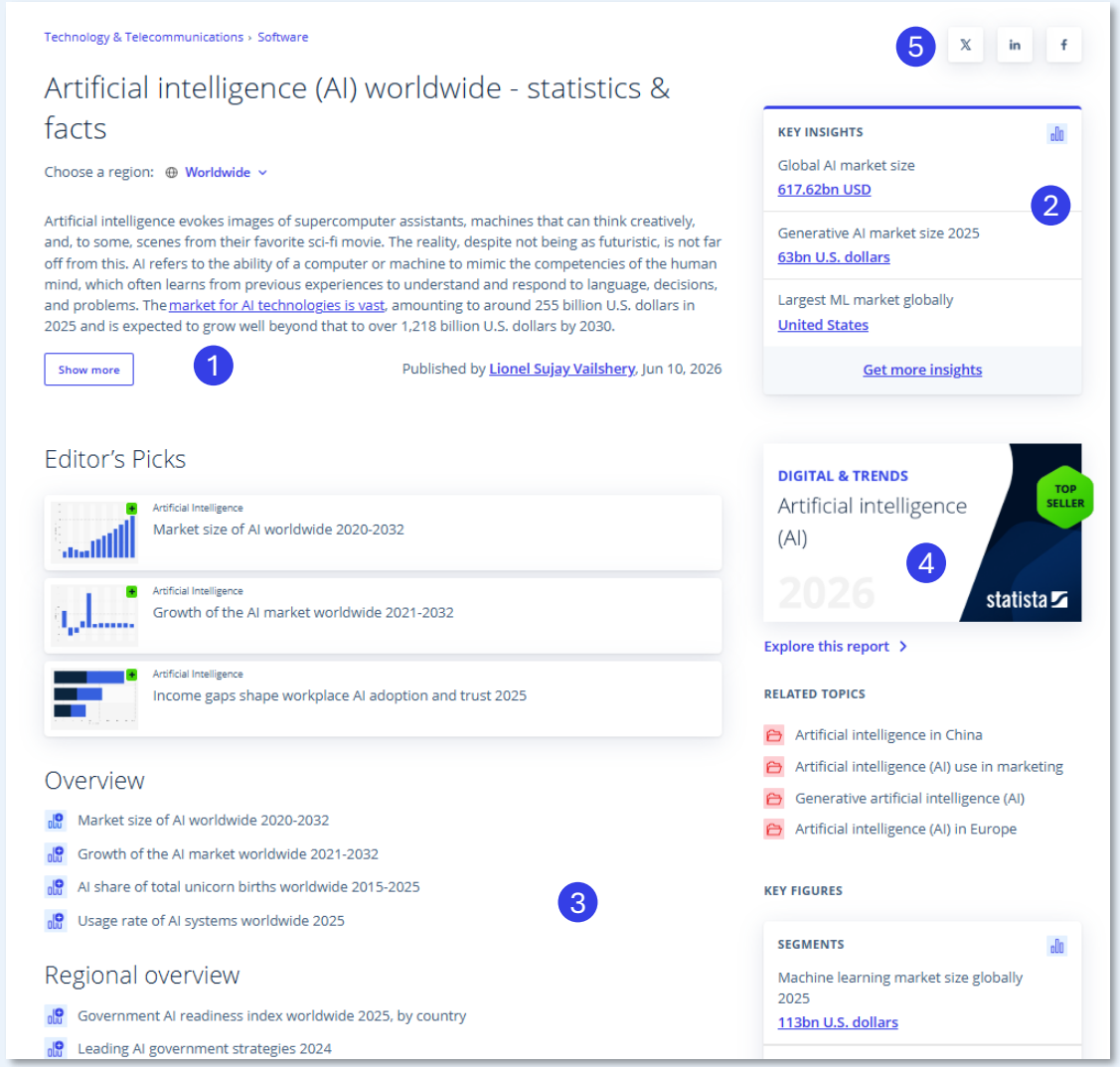


Copy for AI



Ask AI

What's included on Topic page



1. Introduction
Get started with a textual introduction to get an overview of your topic.

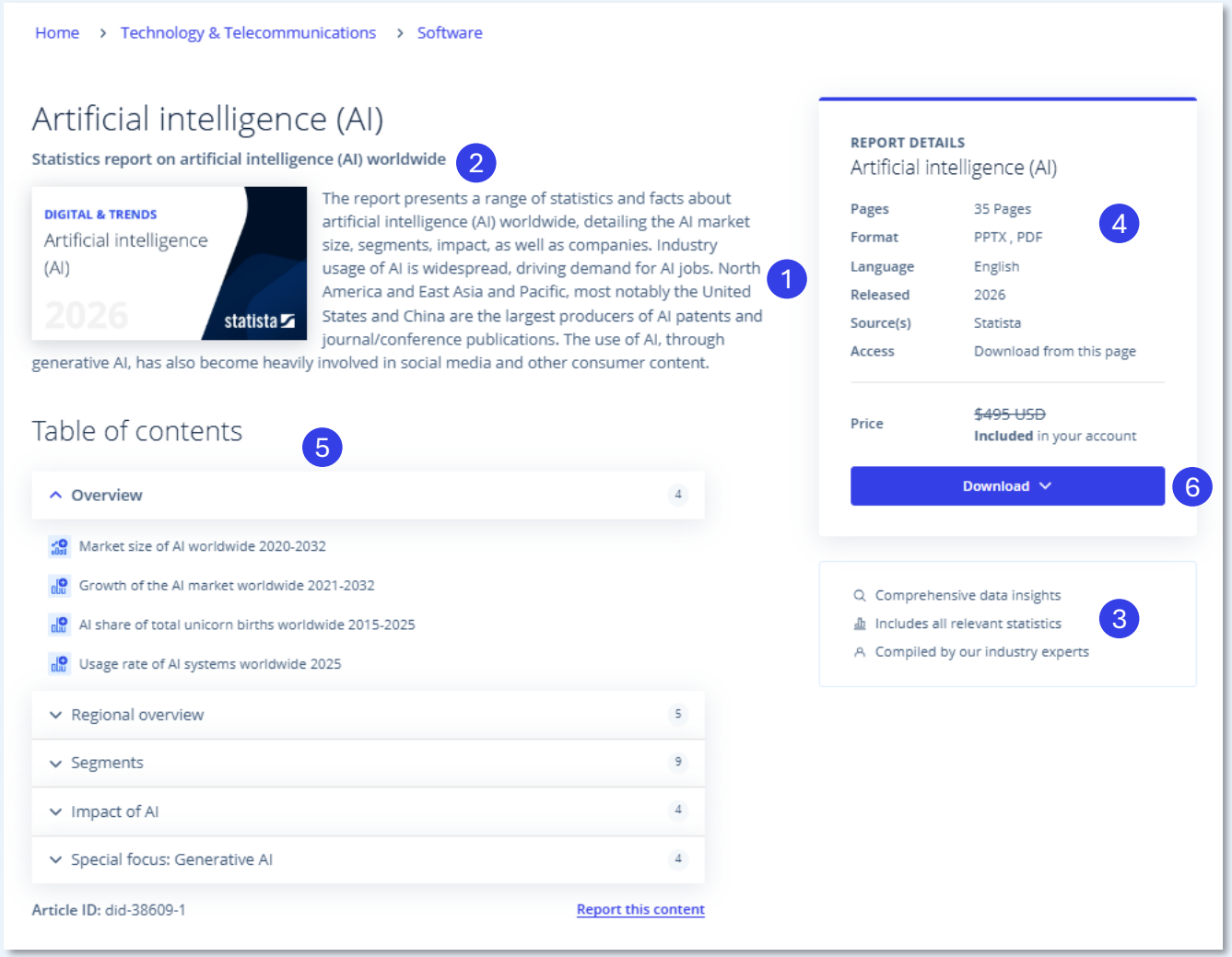
2. Important key figures
In these info boxes you will find the most important KPIs on your topic at a glance.

3. Selected statistics
To help you get started with your research, we have collected and categorized all the relevant statistics for you here.

4. Reports
You want all the data collected in one download? On each topic page we have stored the appropriate dossier for you.

5. Share
Also share topic pages on your social media channels.

What's included on Reports page



1. Content Description
Get started with a brief description to get an overview of your report

2 & 3. Report type & description
Report specific bullet points to let you know what type of content to expect

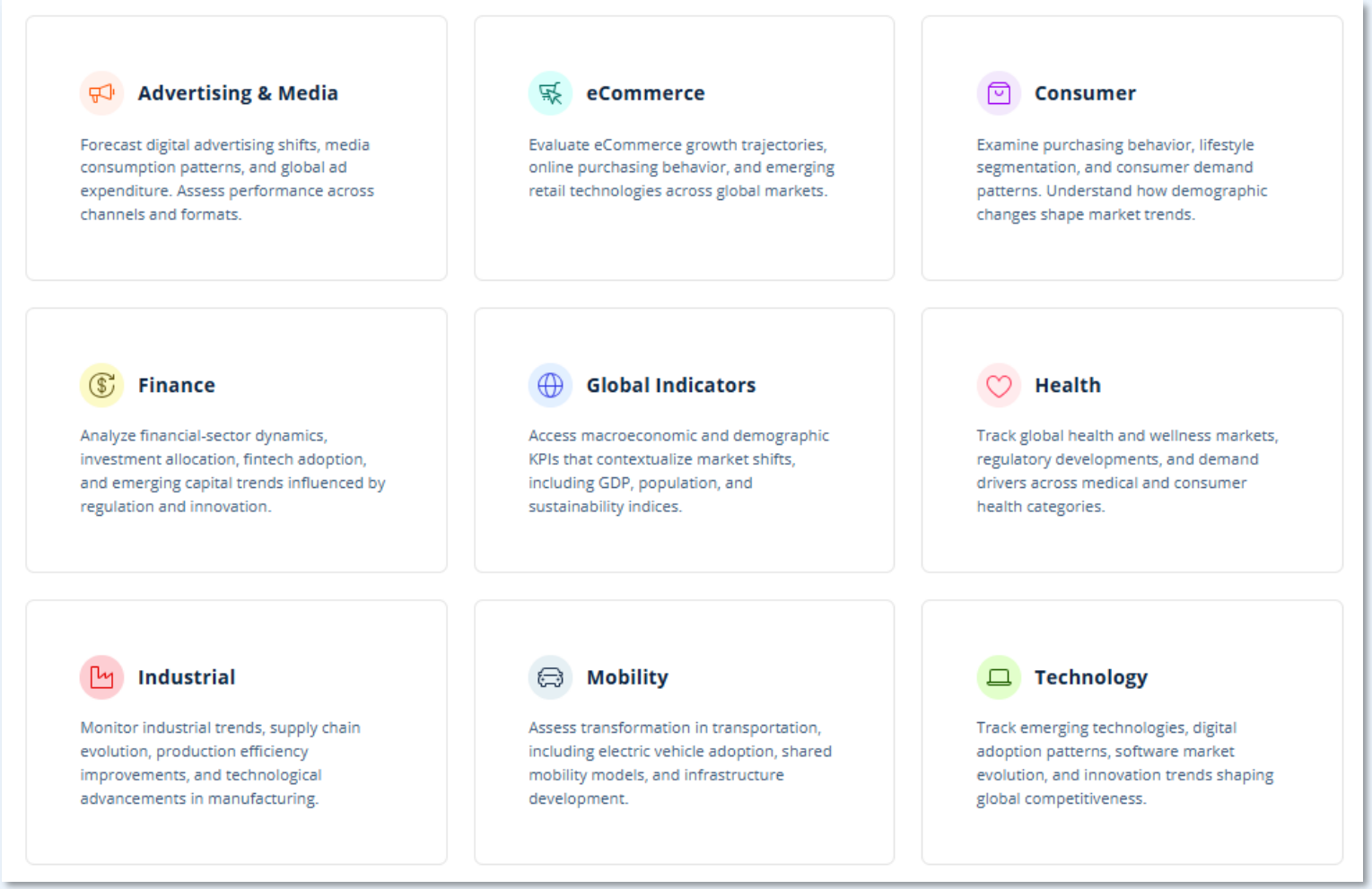
4. Report details
All relevant information about the report publication all in one place

5. Table of contents
The section that lists the main chapters or topics in a report, so readers can quickly see what's included and jump to the part they need.

6. Download
You can download the report as PPT or PDF for offline analysis.

Statista Proprietary Data – Market Insights

- **Quantify market potential** with a **detailed 5-year forecast** to support investment and growth decisions.
- **Dive deeper into a market** to identify the segments, demand drivers, and growth levers that matter most.
- **Analyze key market players** and the **market density**.
- **Key features** include direct country or region comparisons, customized visuals, and various data export options.



Statista Proprietary Data – Market Insights



1. Highlights
A brief overview of the most important factors relating to the selected market.

2. Market definition
A detailed description of the market and an explanation of the methodology.

3. In-Scope/ Out-Of-Scope
A brief overview of which factors were included and which were not.

4. Market structure
Markets are organized into clearly defined segments (e.g., Generative AI within Artificial Intelligence), allowing you to drill down from broad industries to specific sub-markets.

5. Methodology
In order to offer trustworthy and transparent data, you will find the methodology for each Market Insight here. You can also find this in detail as a downloadable PDF.

6. Currency
Easily switch between the ten currencies and facilitate your analysis with international comparability.

7. Cite & Share
Have the citation generated in the most common formats or share the entire data with your colleagues via e-mail.

Statista Proprietary Data – Market Insights



1. Market
Switch between the markets. The entire data sheet will update accordingly.

2. Region
Switch the region. We offer over 150 countries and political regions as well as continents for you to choose from.

3. Compare to
You can add four additional regions to your analysis.

4. Download
All data bundled as an Excel download is available with just one click.

5. Overview
Lists down the metrics covered on this page. Click here to jump directly to the section

6.Data label
Select only the data you need through our interactive graphics.

7. Toolbar
Change the chart view and get your view as a PNG download. Enlarge the chart to full screen, hide the data points or have more information displayed.