

STATISTA: FIND INDUSTRY & MARKET INFORMATION

To access **Statista** go to the MCC library website, click on the **Databases** tab (beneath the picture), then use the **Databases by Title** menu to select **Statista**.

Part 1: Default search box

1. Type the name of the industry, product, or service you are researching in the search box and click on **Search**.



2. The next screen displays a list of records. Each record is labeled with the record type (topic, report, statistic, etc.).

 Topic | December 7, 2022 EDITORIAL PICK

[Pizza restaurants in the U.S. - statistics & facts](#)
Statistics and facts on the pizza restaurant industry in the U.S.

 Report | June 22, 2023

[Domino's Pizza](#)
Statistics report on Domino's Pizza

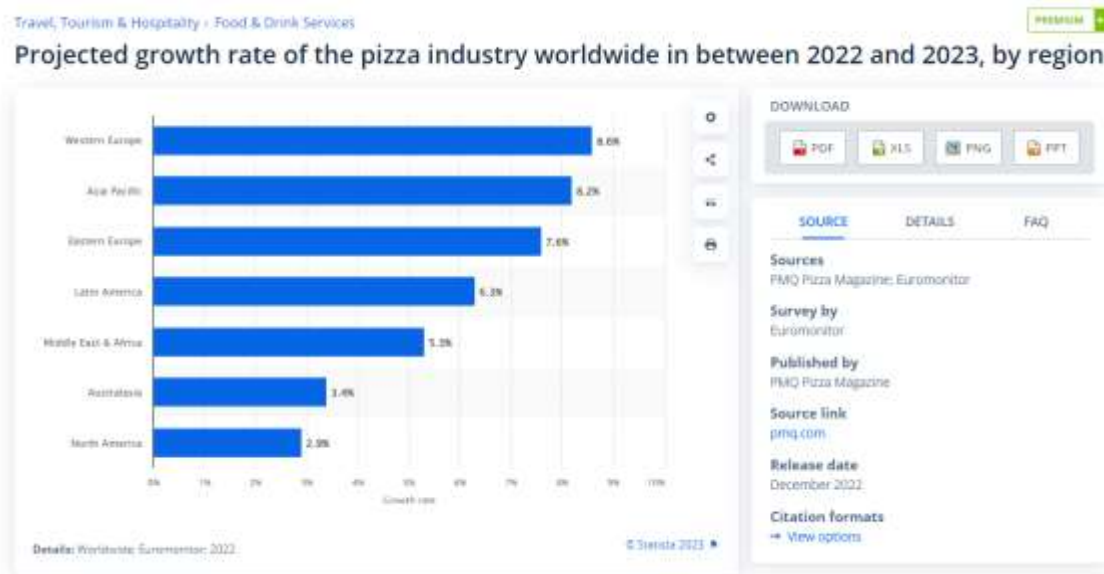
 Statistic | March 20, 2023

[Revenue by segment of Domino's Pizza 2013-2022, by segment](#)
Revenue of Domino's Pizza worldwide from 2013 to 2022, by segment (in million U.S. dollars)

- Statistic:** Clicking on a record labeled **Statistic** icon opens a chart, graph, table, etc. containing statistical data.

The record also includes information about the original **source** the data was provided by.

You can download the data in a number of formats: as a graphic, Excel spreadsheet, PowerPoint slide, or a PDF document.



- Report:** Clicking on a record labeled **Report** opens a record with a link to a study or report. The record also includes report details such as the **release date**, **total number of pages**, and **Table of Contents**.

Click on **PowerPoint** or **PDF** to open the report.

Papa John's Pizza

COMPANIES & PRODUCTS
Papa John's Pizza

2023

Statistics report on Papa John's Pizza

The report presents a range of statistics and facts about the global quick service chain Papa John's Pizza with a focus on the U.S. pizza restaurant industry. This includes statistics on sales, units, revenue, consumers and more.

Table of contents

1. Pizza restaurants in the U.S.

Report details

Papa John's Pizza

Source(s): Statista
Pages: 27
Document: PPTX, PDF
Access after purchase: Download from this page

Free of charge with your account

PowerPoint (PPTX) PDF

5. **Topic:** A record labeled **Topic** provides an overview with links to relevant statistics, reports, and related topics.

The screenshot shows a report page for 'Pizza restaurants in the U.S. - statistics & facts'. At the top, it is categorized under 'Travel, Tourism & Hospitality - Food & Drink Services'. A 'United States' dropdown menu is visible. The main text provides an overview of the industry, mentioning that sales exceeded 45 billion U.S. dollars in 2021 and that the number of restaurants has risen since 2012. A 'KEY INSIGHTS' table is present on the right side of the page.

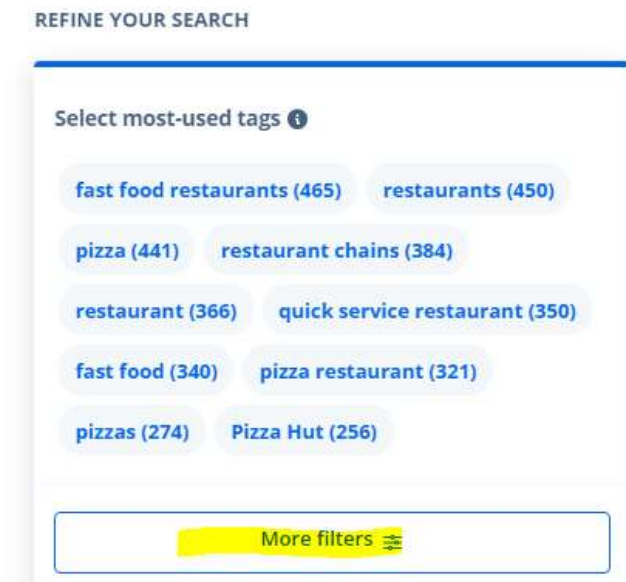
KEY INSIGHTS	
Pizza restaurant sales in the U.S.	46.98bn USD
Number of pizza restaurants in the U.S.	80,175
Number of employees in the U.S. pizza restaurant industry	845,650

Below the text, there is a 'Show more' link and a publication date of 'Dec 7, 2022'. At the bottom, a 'TABLE OF CONTENTS' section lists various sub-topics like 'Editor's Picks', 'Industry overview', and 'Delivery and takeout'.

6. **Refine your search:** Use the **Refine your search** options on the results page to focus your search results.
- a. For example, changing **Select regional boost** to **United States** limits your results to records relevant to the United States.

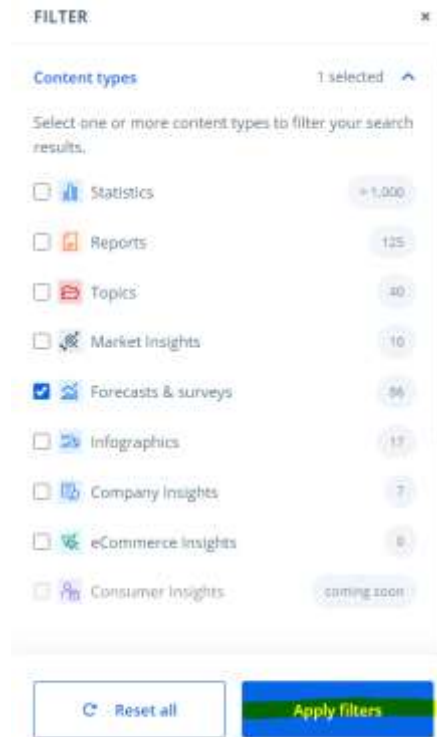
The screenshot shows a 'REFINE YOUR SEARCH' panel. It features a section for 'Select most-used tags' with several buttons: 'fast food restaurants (465)', 'restaurants (450)', 'pizza (441)', 'restaurant chains (384)', 'restaurant (366)', 'quick service restaurant (350)', 'fast food (340)', 'pizza restaurant (321)', 'pizzas (274)', and 'Pizza Hut (256)'. Below this is a 'More filters' button. At the bottom, there is a 'Select regional boost' dropdown menu, which is currently set to 'United States'.

b. Click **More filters** to view other options.



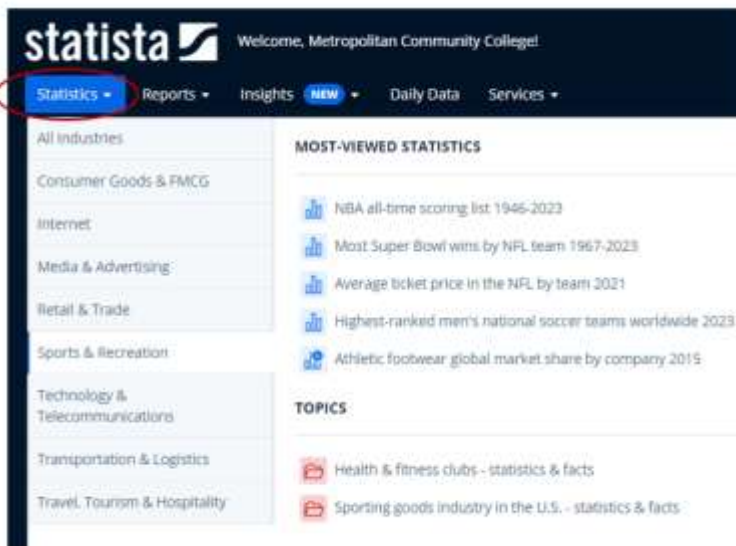
For example, selecting **Content types** lets you limit your results by record type.

FILTER	x
Content types	▼
Accuracy	All ▼
Location	All ▼
Industry	All ▼
Publication date	All ▼
Archive	Without archive ▼



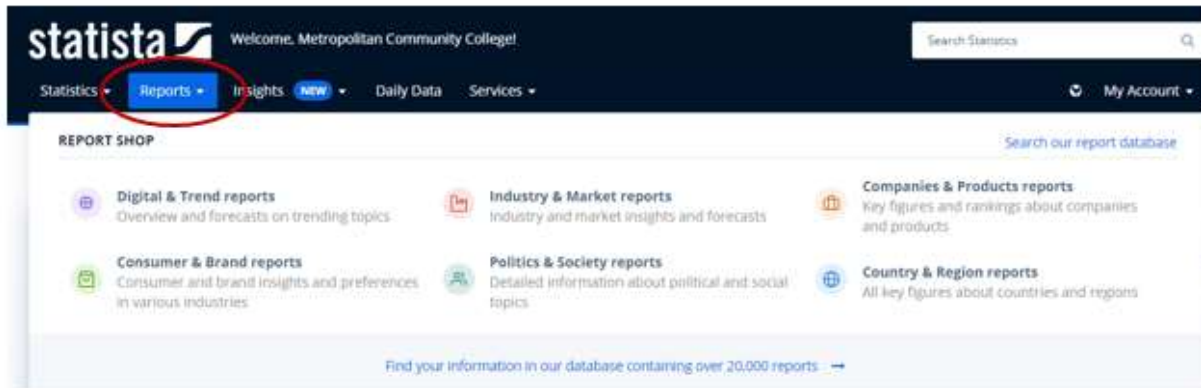
Part 2: Browse by Industry

Additional search options are also available. For example, click **Statistics** in the upper left to browse by industry.



Part 3: Reports

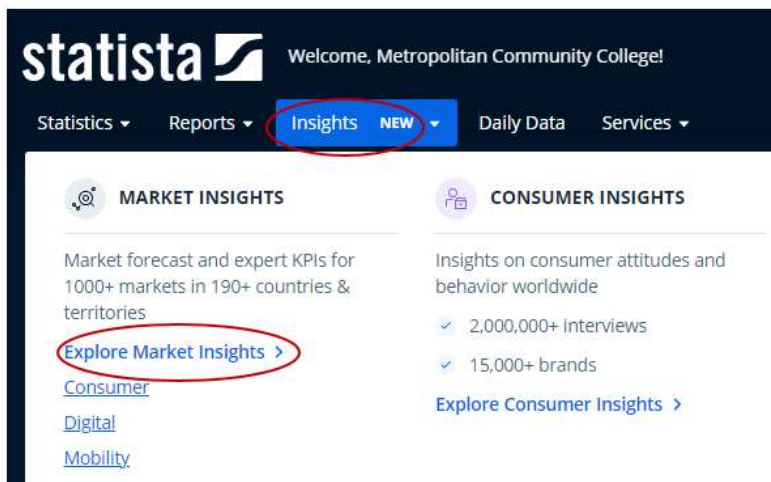
In addition to using the default search box, you can also access detailed reports by clicking the **Reports** link at the top. Then select from the list of categories.



Part 4: Market Insights

Click the **Insights** link to access insights, or in-depth analyses in selected sectors.

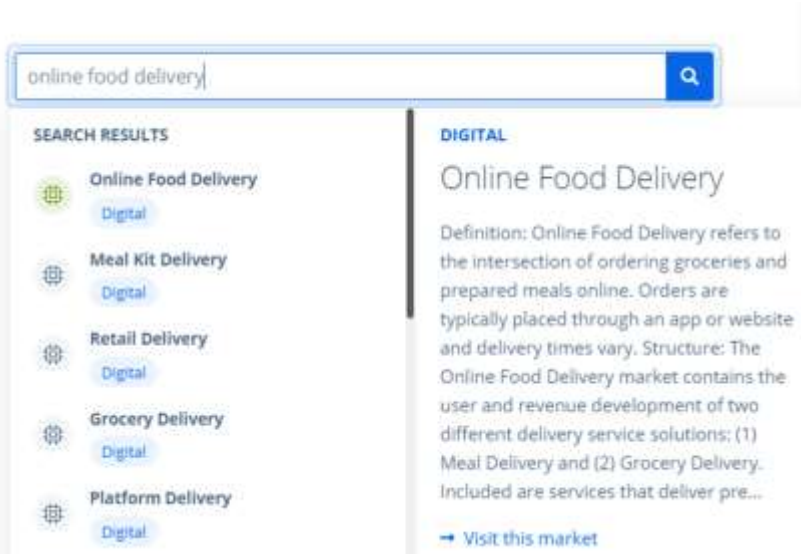
NOTE: The Library's subscription does not include full access to **Consumer Insights** or **eCommerce Insights**.



For example, select **Explore Market Insights**.

1. Enter the name of the market you want to research.

2. Make a selection from the search results.



3. The next screen displays detailed information including revenue, users, and key market indicators.
4. If necessary, change **Region** to a specific country or region, such as the United States.



5. Click the links at the top to view additional information, including Reports.

