

CLIENT SUCCESS STORY

How Stellantis uses Statista to uncover new opportunities, build business cases fast, & win internal buy-in

Stellantis, a global leader in automotive manufacturing, is driving strategic growth and innovation across South America. With a goal of identifying new market opportunities and creating long-term value, Stellantis South America's business planning team use Statista's human-verified data to support smart decision-making at every level.



Client Name Stellantis	Director Analytical Services Pedro Henrique Moreira
Company Size 10K+ employees	Industry Motor Vehicle Manufacturing

The challenge

Stellantis South America operates in a dynamic and rapidly evolving region. Identifying strategic growth opportunities, evaluating market trends, and supporting the development of new business models requires dependable, up-to-date, and granular data across multiple sectors and countries. For this, verifying unknown sources from search engines and second-guessing decisions wasn't cutting it.

The outcome

With Statista's Market Insights in their strategic toolkit, Stellantis South America gained access to reliable data that helps steer planning, prioritize new verticals, and build faster cases. The business and digital innovation team can more confidently analyze new opportunities, benchmark against market trends, align on strategic priorities across the organization, and act before competitors do.



“Statista is for sure one of my favorite tools I have in my toolkit.”

Pedro Henrique Moreira,
South America Business Development and Digital Innovation

Navigating a complex market landscape

Operating in a dynamic and rapidly evolving region, [Stellantis South America](#) needed dependable, up-to-date, and granular data to identify strategic growth opportunities and support the development of new business models. Since the automotive industry moves quickly, strategic planning teams need to move even faster.

Pedro Henrique Moreira, a business development and digital innovation leader at Stellantis South America, explains that his role focuses on “identify strategic growth new opportunities and add and generate value to our business” while supporting leadership in defining strategic directions.

“Considering the huge transformation we are facing in our region, **we need to have a strong view of what's going on**, how the market is moving, what are the trends, what are the expectations. And Statista provides us this information.”

Gathering credible insights that captured both local nuances and broader global shifts is essential for Stellantis to stay ahead in a competitive market.

Transforming insight into action

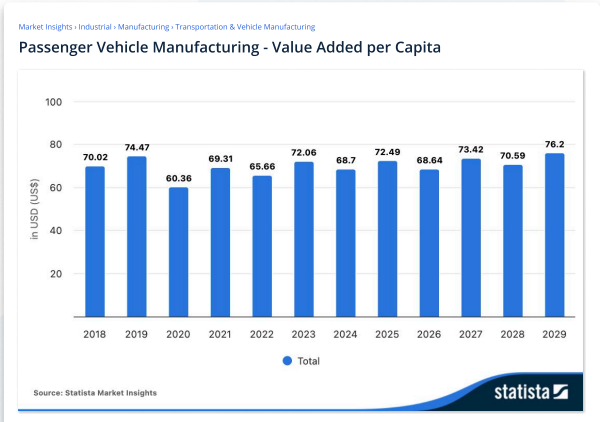
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Pedro highlights how having Statista at his fingertips allows him to “support the leadership with concrete data and information, and to support our decision making.”

“When I've been given a new challenge, the first step is to go to statistics in Statista to better understand the topic because **I know I'll find the right information**. When I need more data and context after my initial analysis, step two is to ask **Market Insights**,” says Pedro.

The platform's flexibility has empowered him to create customized analyses. As Pedro puts it, “I can cross-reference information, I can combine information, I can make analyses that before [Statista] was more difficult.”

Synthesizing market data, benchmarks, and forecasts has strengthened **Stellantis's ability to respond quickly and proactively to market shifts**.

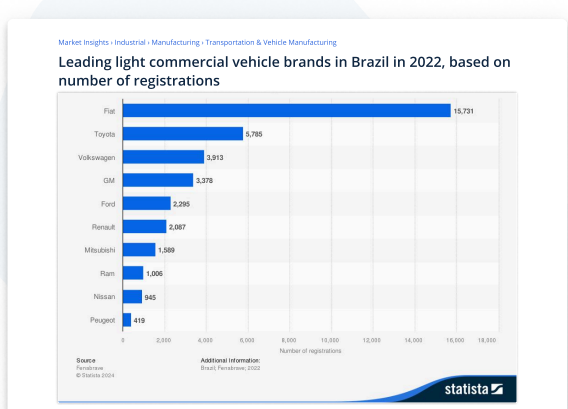


Efficiency that drives timely, competitive decisions

In a fast-paced industry where timing is everything, Stellantis South America depends on Statista's user-friendly platform to access critical insights quickly allowing the business to move at the speed of the engines they manufacture.

Before partnering with Statista, Stellantis South America relied on public reports, Google searches, and consultancy firms to gather market intelligence. But these sources often fell short in providing the organized, reliable insights Pedro's team needed.

With faster access to expert-verified data, Pedro's spends less time searching for answers and more time analyzing findings, aligning strategies, and delivering value to stakeholders. **“I save a lot of time, and I work even more efficiently with this platform,”** Pedro shares.



Time in the automotive manufacturing industry is of the essence, Pedro explains. “The time you have to make decisions is short. So, if I lose an opportunity to present a business case based on data this month, I probably will need to fight for a slot in next month's agenda,” says Pedro.

“And **two months in the automotive industry is a long time**. You can lose an opportunity to competitors just because 12 months postponed the decision-making and the follow ups.”

Gone are the days of losing hours to Google searches and verifying sources. Statista's trusted insights give Stellantis the confidence to present data-backed recommendations to leadership—supporting high-stakes decisions with clarity and speed that helps them stay ahead.

“Statista helps me provide concrete data that supports our leadership's strategic decisions.”

Pedro Henrique Moreira,
South America Business Development and Digital Innovation

A long-term partner in growth

By providing consistent, high-quality data, Statista plays a key role in helping Stellantis South America stay ahead of market shifts and make decisions with confidence.

“Statista helps me provide concrete data that supports our leadership's strategic decisions.” The combination of global reach, regional detail, and user-friendly tools means Stellantis has the insights it needs to succeed in a fast-moving market.

So, what do Statista's expert-baked insights mean for Stellantis South America? Pedro sums it up nicely.

“For roles where you need to make important decisions, **[Statista] is the difference between being first place or just following the other players.**”

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