

Leveraging industry insights to fuel growth strategies



Client Name: **edding International GmbH**
Employees: **700+**
Industry: **Manufacturing**

Challenge

edding, a major player in writing, marking, and visual communication solutions, prioritizes consumer-centricity and a data-driven approach at its strategic core. Confronted with the challenge of sourcing reliable data amidst a sea of questionable research, their goal was to find a tool that could deliver trustworthy insights into consumer behaviors and market trends. And, operating in over 110 countries, they needed the access to include global-scale data to avoid the hassle of navigating multiple data sources.



Solution

Inspired by a colleague's recommendation, edding began using Statista for insights, initially on a regional scale, before quickly expanding their usage more broadly. Statista provides edding's teams with fast access to key data, including industry sizes and growth rates across various regions, which helps the company identify market potentials and discover new opportunities for growth.

Another key advantage for edding? The askStatista research service. "Whenever we have a question regarding a specific statistic or need to dig deeper, Statista's research team is there to provide us with a quick, valid answer."

Business impact

By utilizing Statista, edding has achieved significant time and cost savings. The company's market intelligence team can easily access reliable data, reducing reliance on costly primary research and avoiding untrustworthy sources. edding employees can now quickly integrate key data into their decision-making process, fueling the company's data-driven strategy and market growth.

With Statista, it's more effortless than ever for edding to make decisions based on evidence rather than gut feeling or intuition.



"Statista strengthens our user-focused approach by providing the reliable insights we need for informed strategic decision-making."

Nicole Esser
Marketing Intelligence Manager,
edding International