What is the current state of content marketing worldwide? What strategies are B2B and B2C businesses pursuing and how are these playing out in different regions globally? What are the most important success factors in the field today and which trends and technologies are going to determine the future of content marketing? We surveyed businesses and agencies working in content marketing from around the world to discover the trends that are driving the topic in 2022.

Statista provides over 1 million statistics and facts covering 600 industries and more than 50 countries on a single platform. It also offers individualised market research, research and analysis services.

The Statista Content & Design department is specialised in data-based storytelling and the production of visual content such as infographics, animated video, microsites, presentations and corporate publishing.

statista.design/en
Our work

We turn data into brand experiences – in an understandable and detailed manner. With our individual graphics, animated videos, presentations, whitepapers, and interactive microsites.

Send a request: content-design@statista.com

Statista data storytelling

Content für mehr Aufmerksamkeit, Vertrauen und Leads.
MORE THAN A QUARTER OF B2C COMPANIES PUBLISH CONTENT DAILY. IN B2B, IT IS ROUGHLY ONE IN FIVE

How often do you publish content?*

* Persons who work in companies that do digital content marketing themselves
N total = 700; N B2C companies = 327; N B2B companies = 373
ALMOST 3 OUT OF 4 B2B COMPANIES DESIRE TO PUBLISH CONTENT MORE FREQUENTLY

Would you like to publish content more frequently?*

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>B2B</td>
<td>79%</td>
<td>29%</td>
</tr>
<tr>
<td>B2C</td>
<td>61%</td>
<td>39%</td>
</tr>
</tbody>
</table>

* People who work in companies that do digital content marketing themselves; N total = 700; N B2C companies = 327; N B2B companies = 373

What is lacking in your company such that your desire for a higher frequency of content publication cannot be realized?**

<table>
<thead>
<tr>
<th></th>
<th>B2B</th>
<th>B2C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time resources</td>
<td>79%</td>
<td>67%</td>
</tr>
<tr>
<td>Expertise Resources</td>
<td>49%</td>
<td>43%</td>
</tr>
<tr>
<td>Financial resources</td>
<td>40%</td>
<td>48%</td>
</tr>
<tr>
<td>Technical Resources</td>
<td>28%</td>
<td>27%</td>
</tr>
</tbody>
</table>

** People who work in companies that do digital content marketing themselves and like to publish content more often; Multiple choices possible; N total = 465; N B2C companies = 200; N B2B companies = 265
STRENGTHENING THE BRAND AND GENERATING LEADS ARE THE MAIN CONTENT MARKETING STRATEGIES

What strategic content marketing objectives do you pursue in your company?*

* Persons who work in companies that do digital content marketing themselves; Multiple choices possible; N total = 700; N B2C companies = 327; N B2B companies = 373

- To generate demand/leads
  - B2C: 71%
  - B2B: 80%

- To enhance brand recognition-awareness
  - B2C: 77%
  - B2B: 79%

- To build up trust & credibility
  - B2C: 72%
  - B2B: 76%

- To inform/educate target groups
  - B2C: 69%
  - B2B: 66%

- To boost brand loyalty & customer retention
  - B2C: 72%
  - B2B: 60%

- To acquire prospective customers/e-mail subscribers
  - B2C: 53%
  - B2B: 56%

- To become an opinion/thought leader
  - B2C: 37%
  - B2B: 54%

- To support product launches
  - B2C: 47%
  - B2B: 44%

- To generate event participants (digital/hybrid/physical)
  - B2C: 32%
  - B2B: 37%

- To recruit & retain employees
  - B2C: 20%
  - B2B: 27%

* Persons who work in companies that do digital content marketing themselves; Multiple choices possible; N total = 700; N B2C companies = 327; N B2B companies = 373
IN B2C, INFLUENCER MARKETING PLAYS A SIGNIFICANTLY MORE IMPORTANT ROLE THAN IN B2B

Which of the content marketing activities below have you implemented in your company to achieve your goals?*

* E-mail marketing & own newsletter: 69% B2C, 74% B2B
* Social media marketing / sponsored posts: 69% B2C, 78% B2B
* Targeted SEO actions: 54% B2C, 51% B2B
* Provision of explanatory content: 53% B2C, 53% B2B
* Lead generation with relevant content in whitepapers & studies: 53% B2C, 44% B2B
* Search engine marketing (SEM): 46% B2C, 52% B2B
* Traditional online advertising: 39% B2C, 54% B2B
* Surveys of existing customers & users: 33% B2C, 36% B2B
* Employer branding: 31% B2C, 27% B2B
* Influencer marketing: 18% B2C, 40% B2B

* People who work in companies that do digital content marketing themselves and are pursuing a strategic goal with the CM within the company; Multiple choices possible; N total = 693; N B2C companies = 324; N B2B companies = 369
NEARLY 80% OF B2C AND B2B COMPANIES CONSIDER THEIR CONTENT MARKETING STRATEGY TO BE SUCCESSFUL

How successful is your content marketing strategy?*

- Not (very) successful
  - B2B: 25%
  - B2C: 23%

- Very/somewhat successful
  - B2B: 75%
  - B2C: 77%

What do you think would need to change in order to make your content marketing (even) more successful?**

- More time for implementation: 59% (B2B), 69% (B2C)
- Better quality of content: 44% (B2B), 50% (B2C)
- More effective planning: 51% (B2B), 45% (B2C)
- Larger team: 37% (B2B), 42% (B2C)
- Use of marketing tech: 50% (B2B), 38% (B2C)
- Greater specialist knowledge in own team: 42% (B2B), 37% (B2C)
- Better ideas and themes: 42% (B2B), 37% (B2C)
- Bigger budget: 48% (B2B), 38% (B2C)
- More continuity: 41% (B2B), 33% (B2C)
- Better processes: 31% (B2B), 28% (B2C)

* People who work in companies that do digital content marketing themselves and are pursuing a strategic goal with the CM within the company; N total = 693; N B2C companies = 324; N B2B companies = 369
** Individuals doing digital content marketing in companies or planning to start digital content marketing soon; Multiple choices possible; N total = 700; N B2C companies = 327; N B2B companies = 373
MORE THAN HALF OF THE B2C COMPANIES ALLOCATE LESS THAN 16% OF THE BUDGET TO CONTENT MARKETING

How much of the marketing budget does your company allocate to content marketing?*

- More than 30%: 11%
- 16% to 30%: 15%
- 5% to 15%: 28%
- Less than 5%: 34%
- I don't know: 16%

* Persons who work in companies that use digital content marketing themselves; N total = 700; N B2C companies = 327; N B2B companies = 373
OVER HALF OF CONTENT MARKETING BUDGETS ARE EXPECTED TO INCREASE THIS YEAR

And how is your content marketing budget expected to change in 2022?*

* Persons who work in companies that use digital content marketing themselves; N total = 700; N B2C companies = 327; N B2B companies = 373
THE PANDEMIC CONTINUES TO DRIVE CONTENT MARKETING ACTIVITIES FORWARD

Let’s take a look back at the Covid-19 year, 2021: due to the impact of the pandemic, to what extent did your content marketing spending change in the last year compared to the original planned budget?*

* Persons who work in companies that use digital content marketing themselves; N total = 700; N B2C companies = 327; N B2B companies = 373
CONTENT IS MAINLY DISTRIBUTED VIA OWNED MEDIA

Which channels are the most important for you for distributing your content to your target groups?*

* Persons who work in companies that use digital content marketing themselves; N total = 700; N B2C companies = 327; N B2B companies = 373

- **B2B**
  - Owned-Media: 77%
  - Earned-Media: 13%
  - Paid-Media: 9%

- **B2C**
  - Owned-Media: 70%
  - Earned-Media: 13%
  - Paid-Media: 17%
SOCIAL MEDIA CHANNELS ARE THE MOST POPULAR CONTENT MARKETING CHANNELS
Which of the channels below do you use for your content marketing?*

* Persons who use digital content marketing; Multiple choices possible; N total = 700; N B2C companies = 327; N B2B companies = 373
Facebook remains the most important B2C channel – in B2B it is LinkedIn

Which social media channels do you use for your content marketing?*

* Persons who do digital content marketing and use social media channel for content marketing; Multiple choices possible; N total =652; N B2C companies = 304; N B2B companies = 348
IN COMPARISON TO B2C, FORMATS SUCH AS WEBINARS AND WHITEPAPERS ARE VERY POPULAR IN B2B COMPANIES

Which formats do you currently use online for your content marketing?*

**Ranking:**

<table>
<thead>
<tr>
<th>Format</th>
<th>B2B</th>
<th>B2C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Videos</td>
<td>17%</td>
<td>36%</td>
</tr>
<tr>
<td>Text-based formats</td>
<td>19%</td>
<td>18%</td>
</tr>
<tr>
<td>Whitepapers/publications</td>
<td>28%</td>
<td>18%</td>
</tr>
<tr>
<td>Webinars/Webcasts</td>
<td>28%</td>
<td>18%</td>
</tr>
<tr>
<td>Infographics</td>
<td>47%</td>
<td>28%</td>
</tr>
<tr>
<td>Image-based formats</td>
<td>50%</td>
<td>22%</td>
</tr>
<tr>
<td>Studies</td>
<td>36%</td>
<td>18%</td>
</tr>
<tr>
<td>Presentations</td>
<td>20%</td>
<td>18%</td>
</tr>
<tr>
<td>Studies</td>
<td>36%</td>
<td>18%</td>
</tr>
<tr>
<td>Whitepapers/publications</td>
<td>58%</td>
<td>25%</td>
</tr>
<tr>
<td>Interactive websites</td>
<td>54%</td>
<td>28%</td>
</tr>
<tr>
<td>Audio formats</td>
<td>20%</td>
<td>17%</td>
</tr>
<tr>
<td>Text-based formats</td>
<td>67%</td>
<td>54%</td>
</tr>
<tr>
<td>Webinars/Webcasts</td>
<td>55%</td>
<td>29%</td>
</tr>
<tr>
<td>Videos</td>
<td>70%</td>
<td>72%</td>
</tr>
</tbody>
</table>

* Persons who do digital content marketing; Multiple choices possible; N total = 700; N B2C companies = 327; N B2B companies = 373
AROUND 40% OF ALL COMPANIES WISH TO USE MORE INFOGRAPHICS

Which formats would you like to use more online for your content marketing in the future?

**Ranking:**

- Videos
- Infographics
- Webinars/Webcasts
- Audio formats
- Whitepapers/publications
- Interactive websites
- Studies
- Image-based formats
- Text-based formats
- Presentations
- GIFs

* Persons who do digital content marketing; Multiple choices possible; N total = 700; N B2C companies = 327; N B2B companies = 373
AROUND A HALF OF ALL COMPANIES ARE WORKING ON A SPECIFIC APPROACH TO MEASURING SUCCESS

Do you have a specific approach to measuring the success of your content marketing activities (e.g. clearly defined communication goals, responsibilities, budgets)?*

* Persons who work in companies that use digital content marketing themselves; N total = 700; N B2C companies = 327; N B2B companies = 373
B2C COMPANIES USE SOCIAL MEDIA MONITORING MORE OFTEN THAN B2B COMPANIES TO MEASURE THEIR SUCCESS

Which of the tools below do you use at least occasionally to measure the success of and/or optimise your content marketing?*

- Web analytics tool
- Surveys of own users
- Social media monitoring & metrics
- Social media listening
- Technical measurement via ad servers or engagement tracking
- Commissioning of market research surveys

* Persons who measure the success of your content marketing activity; Multiple selection possible; N total = 239; N B2C companies = 120; N B2B companies = 119
SOCIAL MEDIA ANALYTICS AND WEBSITE TRAFFIC ARE THE MAIN KPIS USED TO MEASURE SUCCESS

Which of the KPIs below do you use to measure the success of your content marketing activities?*

- Website traffic
- Social media analytics
- Website engagement KPIs
- E-mail engagement KPIs
- Qualified leads
- Number of downloads of white papers
- Conversion rates / sales transactions
- Search rankings
- E-mail subscriber growth
- Response rates to paid media (CTR)

* Persons who measure the success of your content marketing activity; Multiple selection possible.; N total = 239; N B2C companies = 120; N B2B companies = 119
TWO OUT OF FIVE OF ALL COMPANIES FAIL TO SHOW ROI IN CONCRETE TERMS

Which of the following statements best describe how you measure your content marketing success?*

- **5%**  5%
  We have virtually no data on what content marketing activities work well and what do not work well.

- **20%**  20%
  We have assumptions rather than hard data.

- **14%**  13%
  We have fully-integrated data for measuring the ROI (return on investment).

- **19%**  21%
  We have already proven the ROI for at least one of our CM campaigns and have good insights for the other campaigns.

- **42%**  42%
  We have good insights, but are unable to show the ROI in concrete terms.

* People who work in companies that do digital content marketing themselves and at least partially have a concept for measuring the success of their CM activity; Deviations from 100% total are due to rounding; N total = 587, N B2C companies = 278, N B2B companies = 309
NEARLY HALF OF B2B COMPANIES DO NOT LINK THEIR COMMERCE CONVERSION TO THEIR CONTENT MARKETING

How well is your content marketing linked to commerce conversions?*

*People who work in companies that do digital content marketing themselves.; N total = 699, N B2C companies = 327, N B2B companies = 372
**B2B COMPANIES IN PARTICULAR HAVE ACCELERATED THEIR DIGITAL TRANSFORMATION PROCESSES**

Let’s briefly return to the impact of the pandemic on your content marketing activities: which of the following changes have you made in your company due to the impact of coronavirus?*

<table>
<thead>
<tr>
<th>Change</th>
<th>B2C</th>
<th>B2B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accelerated digital transformation processes</td>
<td></td>
<td>55%</td>
</tr>
<tr>
<td>Customized our messages &amp; approach</td>
<td></td>
<td>34%</td>
</tr>
<tr>
<td>Adapted our website</td>
<td>26%</td>
<td>27%</td>
</tr>
<tr>
<td>Adapted our products &amp; services</td>
<td></td>
<td>26%</td>
</tr>
<tr>
<td>Adjusted the editorial &amp; topic calendar</td>
<td>36%</td>
<td>22%</td>
</tr>
<tr>
<td>Shifted resources to social media &amp; community management</td>
<td></td>
<td>22%</td>
</tr>
<tr>
<td>Reevaluated the customer journey</td>
<td>9%</td>
<td>21%</td>
</tr>
<tr>
<td>Spent more time talking to customers</td>
<td>21%</td>
<td>19%</td>
</tr>
<tr>
<td>We haven’t implemented any of the above changes/activities</td>
<td>10%</td>
<td>13%</td>
</tr>
<tr>
<td>Introduced new content marketing key figures and dashboards</td>
<td>18%</td>
<td>11%</td>
</tr>
</tbody>
</table>

* Persons who work in companies that use digital content marketing themselves; Multiple selection possible; N total = 700; N B2C companies = 327; N B2B companies = 373
CLEAR YES FOR PARTICIPATION IN ON-SITE EVENTS

Do you plan to hold on-site events again in 2022 or to participate in on-site events?*

- **Yes**: 78%
- **No**: 22%

<table>
<thead>
<tr>
<th></th>
<th>B2B</th>
<th>B2C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>71%</td>
<td>71%</td>
</tr>
<tr>
<td>No</td>
<td>29%</td>
<td>29%</td>
</tr>
</tbody>
</table>

Why do you wish to show your presence at physical events again?**

- **Networking is easier with human encounters**: 75%
  - **Yes**: 90%
  - **No**: 10%
- **Stronger customer retention thanks to direct exchange**: 73%
- **Building local relationships through links to specific places**: 54%
- **Enjoyment of the complete character of the event**: 44%
- **Giveaways**: 46%

* People who work in companies that do digital content marketing themselves; N total = 700; N B2C companies = 327; N B2B companies = 373
** People planning to return to on-site events; Multiple choices possible.; N total = 523; N B2C companies = 231; N B2B companies = 292
DISTRIBUTING PERSONALISED CONTENT THROUGHOUT THE CUSTOMER JOURNEY IS IMPORTANT

What importance do you attach to distributing personalised content along the customer journey?*

* Persons who work in companies that do digital content marketing themselves; Deviations from 100% total are due to rounding; N total = 700; N B2C companies = 327; N B2B companies = 373
MORE THAN TWO-THIRDS OF THE COMPANIES HAVE VIRTUALLY NO FORM OF NURTURING

How far advanced is automation in the addressing (‘nurturing’) of leads and customers?*

* Persons who work in companies that do digital content marketing themselves; Deviations from 100% total are due to rounding; N total = 700; N B2C companies = 327; N B2B companies = 373
# Influencer Marketing Has the Greatest Importance for B2B Companies – Part 1/2

How important are the following topics for your company?

*Values for "very high importance" and "high importance" combined; N total = 700; N B2C companies = 327; N B2B companies = 373

<table>
<thead>
<tr>
<th>Topic</th>
<th>B2B</th>
<th>B2C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Influencer marketing</td>
<td>60%</td>
<td>41%</td>
</tr>
<tr>
<td>Live videos &amp; webcasts</td>
<td>59%</td>
<td>59%</td>
</tr>
<tr>
<td>User-generated content</td>
<td>56%</td>
<td>67%</td>
</tr>
<tr>
<td>Podcasts</td>
<td>55%</td>
<td>54%</td>
</tr>
<tr>
<td>Webinars</td>
<td>54%</td>
<td>50%</td>
</tr>
<tr>
<td>Marketing automation</td>
<td>53%</td>
<td>50%</td>
</tr>
<tr>
<td>Social selling</td>
<td>51%</td>
<td>52%</td>
</tr>
<tr>
<td>Situational content marketing</td>
<td>41%</td>
<td>50%</td>
</tr>
</tbody>
</table>

*Values for "very high importance" and "high importance" combined; N total = 700; N B2C companies = 327; N B2B companies = 373*
INFLUENCER MARKETING HAS THE GREATEST IMPORTANCE FOR B2B COMPANIES – PART 2/2

How important are the following topics for your company (high/very high)?*

- Data storytelling: 39%, 53%
- Use of artificial intelligence: 28%, 33%
- Predictive analytics: 28%
- Community building: 27%, 49%
- Personalized content: 22%, 26%
- Augmented/Virtual/Mixed Reality: 17%, 26%
- Voice assistants: 11%, 15%

* Values for “very high importance” and “high importance” combined; N total = 700; N B2C companies = 327; N B2B companies = 373
## CONTENT CREATION & PRODUCTION WILL BE THE PREFERRED AREAS OF INVESTMENTS – PART 1/2

In which of the following content marketing activities/areas do you plan to invest (even) more in 2022?*

<table>
<thead>
<tr>
<th>Activity</th>
<th>B2C</th>
<th>B2B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content creation &amp; production</td>
<td>32%</td>
<td>57%</td>
</tr>
<tr>
<td>Website enhancements</td>
<td>34%</td>
<td>54%</td>
</tr>
<tr>
<td>Social media community building</td>
<td>31%</td>
<td>53%</td>
</tr>
<tr>
<td>More effective planning of content marketing actions</td>
<td>41%</td>
<td>41%</td>
</tr>
<tr>
<td>Continuity of content marketing actions</td>
<td>42%</td>
<td>40%</td>
</tr>
<tr>
<td>Development / expansion of own team</td>
<td>34%</td>
<td>38%</td>
</tr>
<tr>
<td>Marketing Tech (tools and software)</td>
<td>32%</td>
<td>32%</td>
</tr>
<tr>
<td>Organic content distribution</td>
<td>30%</td>
<td>30%</td>
</tr>
</tbody>
</table>

* Persons who work in companies that use digital content marketing themselves; Multiple selection possible; N total = 700; N B2C companies = 327; N B2B companies = 373
B2B INVESTS SIGNIFICANTLY MORE IN EVENTS THAN B2C – PART 2/2

In which of the following content marketing activities/areas do you plan to invest (even) more in 2022?*

- **Digital / face-to-face / hybrid events**:
  - B2B: 32%
  - B2C: 19%
- **Better user understanding**:
  - B2B: 38%
  - B2C: 29%
- **Customer experience**:
  - B2B: 42%
  - B2C: 27%
- **Earned Media**:
  - B2B: 30%
  - B2C: 23%
- **Paid media content distribution**:
  - B2B: 29%
  - B2C: 22%
- **Cooperation with specialized service providers**:
  - B2B: 19%
  - B2C: 18%
ABOUT THE STUDY – WHO WAS SURVEYED?

A total of 1,430 participants were questioned via an online survey distributed via newsletter between 11 January 2022 and 23 February 2022. The survey was conducted via Statista, mailing lists and people were also made aware of the survey via XING and LinkedIn.

### Participants' location

<table>
<thead>
<tr>
<th>Continent</th>
<th>Percentage of participants</th>
<th>Number of participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>4%</td>
<td>61</td>
</tr>
<tr>
<td>Asia</td>
<td>16%</td>
<td>232</td>
</tr>
<tr>
<td>Australia</td>
<td>2%</td>
<td>23</td>
</tr>
<tr>
<td>Europe</td>
<td>51%</td>
<td>731</td>
</tr>
<tr>
<td>North America (except USA)</td>
<td>4%</td>
<td>62</td>
</tr>
<tr>
<td>South America</td>
<td>4%</td>
<td>52</td>
</tr>
<tr>
<td>USA</td>
<td>19%</td>
<td>269</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Economic regions</th>
<th>Percentage of participants</th>
<th>Number of participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMER</td>
<td>27%</td>
<td>383</td>
</tr>
<tr>
<td>APAC</td>
<td>15%</td>
<td>209</td>
</tr>
<tr>
<td>EMEA</td>
<td>59%</td>
<td>838</td>
</tr>
</tbody>
</table>

### Digital content marketing

<table>
<thead>
<tr>
<th>Percentage of participants</th>
<th>Number of participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engage in digital content marketing</td>
<td>71%</td>
</tr>
<tr>
<td>Do not engage in digital content marketing</td>
<td>15%</td>
</tr>
<tr>
<td>Are planning to engage in digital content marketing</td>
<td>13%</td>
</tr>
</tbody>
</table>

### Type of business*

<table>
<thead>
<tr>
<th>Percentage of participants</th>
<th>Number of participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Companies that engage in content marketing themselves (publishers)</td>
<td>69%</td>
</tr>
<tr>
<td>Agencies that engage in content marketing (service providers)</td>
<td>31%</td>
</tr>
</tbody>
</table>

* Agencies that engage in content marketing (service providers)
**Target group**
N total = 1,018

B2B  52%  534
B2C  48%  484

* People that engage in digital content marketing, N total = 1018

**Position within the company**
N total = 1,430

- Executive manager/Chairperson/CEO: 31%  443
- Head of division/Director: 21%  300
- Team manager/project manager: 18%  257
- Employee with supervisory role: 10%  143
- Employee with no supervisory role: 14%  200
- Non of the above positions: 6%  86

**Size of the company**
N total = 1,430

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage of participants</th>
<th>Number of participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 50 employees</td>
<td>50%</td>
<td>715</td>
</tr>
<tr>
<td>50 to 249 employees</td>
<td>18%</td>
<td>257</td>
</tr>
<tr>
<td>250 to 499 employees</td>
<td>6%</td>
<td>86</td>
</tr>
<tr>
<td>500 and more employees</td>
<td>25%</td>
<td>358</td>
</tr>
</tbody>
</table>
## Industry in Which the Company Operates*

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage of participants</th>
<th>Number of participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automo Associations, societies, public bodies bil</td>
<td>5%</td>
<td>35</td>
</tr>
<tr>
<td>Automotive</td>
<td>3%</td>
<td>21</td>
</tr>
<tr>
<td>Banking, insurance, FinTech</td>
<td>6%</td>
<td>42</td>
</tr>
<tr>
<td>Construction and architecture</td>
<td>2%</td>
<td>14</td>
</tr>
<tr>
<td>Industrial products &amp; machine building</td>
<td>5%</td>
<td>35</td>
</tr>
<tr>
<td>Internet and digital business, media</td>
<td>17%</td>
<td>119</td>
</tr>
<tr>
<td>Law, controlling, personnel and administration</td>
<td>2%</td>
<td>14</td>
</tr>
<tr>
<td>Manufacturing industry, consumer goods</td>
<td>9%</td>
<td>63</td>
</tr>
<tr>
<td>Marketing, advertising, PR and consulting</td>
<td>10%</td>
<td>70</td>
</tr>
<tr>
<td>Pharmaceuticals, health care and medical systems</td>
<td>7%</td>
<td>49</td>
</tr>
<tr>
<td>Raw materials extraction, agriculture/forestry, nature, animals, and the environment</td>
<td>0%</td>
<td>0</td>
</tr>
<tr>
<td>Recreation, gastronomy &amp; tourism</td>
<td>4%</td>
<td>28</td>
</tr>
<tr>
<td>Retail</td>
<td>6%</td>
<td>42</td>
</tr>
<tr>
<td>Transport, warehousing and logistics</td>
<td>2%</td>
<td>14</td>
</tr>
<tr>
<td>Utilities</td>
<td>1%</td>
<td>7</td>
</tr>
<tr>
<td>Other</td>
<td>21%</td>
<td>147</td>
</tr>
</tbody>
</table>

* Companies that do not work in an agency; N total = 700