

# Global Market Information Database: A Guide to Searching the Database

The **Global Market Information Database (GMID)** contains data for many countries on consumer market sizes, market data & forecasts, consumer lifestyles, companies and brands, and business information sources. For United Kingdom, Germany, United States, and France it provides full-text market research reports for specific products/industries. Access GMID by going to the **Find Articles** tab on the Library's web page and clicking on "Databases A-Z."

## Searching in GMID:

There are three basic ways to search the database, a **text search**, a **browse analysis search**, and a **menu-driven search by geography and category**. For the menu-driven search, which is the recommended search strategy, select **Menu Search** from the **Search** tab.

The screenshot shows the University of Pittsburgh GMID interface. The 'SEARCH' tab is active, and the 'Menu Search' option is selected in the dropdown menu. A list of categories is displayed on the left, including Industries, Countries and consumers, Energy and environment, Finance, Foreign trade, Health, Households and homes, Industrial output and agriculture, IT and communications, Leisure and lifestyles, Population and people, and Transport. A text box on the right provides instructions: "The first step is to choose categories to research. Choose several categories at a time to retrieve the information in one search. Use the plus signs to see more specific choices within each category. Click in the check box to add a topic to your search and select **Next** to move on to the next stage."

The next step is to choose the geographical area to research. Select "World" or use the menus to choose a particular region or country. When you are finished selecting, choose **Run Search**.

The screenshot shows the 'Menu Search' page with 'PRE-DEFINED SELECTIONS' on the left, including All countries, APEC, ASEAN, BRIC, Commonwealth, EU, EuroZone, G8, Mercosur, NAFTA, NAM, and OECD. On the right, there are checkboxes for Asia Pacific, Australasia, Eastern Europe, Latin America, Middle East and Africa, North America, and Western Europe. The 'SELECTED ITEMS' section shows 'Leisure and lifestyles' is selected. A text box on the right provides a hint: "Hint — Not sure which broad category to look under? Use the box here to search for a more specific country. This option is also available on the category search screen." At the bottom, the 'RUN SEARCH' button is circled in red.

# Browse Analysis Searches

GMID reports provide an excellent source of information for in-depth understanding of how people around the world live, work, play, and spend. From the **Search** bar on the top of the screen, choose **Browse Analysis**.

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SEARCH INDUSTRIES COUNTRIES CONSUMERS COMPANIES GEOGRAPHIES

Menu Search  
Text Search  
**Browse Analysis**

Consumer markets  
Industrial markets  
Service markets

SEARCH COUNTRIES

Economic indicators  
Energy and environment  
Finance  
Foreign trade  
Health  
Households and homes  
Industrial output and agriculture  
IT and communications  
Leisure and lifestyles

Latest Reports  
Company Profiles  
Country Reports  
Global Reports  
Industry Reports

medium-sized enterprises: challenges and  
There is a rising trend for small and medium-sized enterprises (SMEs) to integrate or join in venture with international consumer goods companies in order to better penetrate local markets as...

Mobile TV begins to deliver  
Analysis from Euromonitor International's Countries and Consumers database has shown that despite mobile TV taking off in South Korea and Japan some performance challenges remain. Regardless of this, the majority...

more headlines...

**Latest Reports** are a compilation of the most up-to-date company profiles, country reports, and global reports. You can filter by geography or type of report.

**Company Profiles** include 3,000 leading consumer goods companies. Provides company rankings and identifies brands available in different markets.

**Country Reports** provide commentary on the country's sales trends, consumer preferences, and market strategies. Examples—Toys and Games in France, Consumer Lifestyles in Argentina, Retailing in Vietnam

**Global Reports** analyze key issues affecting international market performance.

Examples—Marketing to Teenagers, World Market for Wine, Working Women: A World Survey

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SEARCH INDUSTRIES COUNTRIES CONSUMERS COMPANIES GEOGRAPHIES

Menu Search  
Text Search  
Browse Analysis

10155 search results found

VIEW ALL RESULTS

Reports (10155)  
Company Profiles (10155)

Filter by Geography Filter by Category Filter by Sub Type Sort by Title

Title	Geography	Type	Sub Type	Date
Administradora de F...	Chile	Company Profiles	Local Company Profile	23/10/2007
Alexandria Detergent...	Egypt	Company Profiles	Local Company Profile	23/10/2007
Alimentos Araucos SA	Chile	Company Profiles	Local Company Profile	23/10/2007
Avesco SA - Consume...	Colombia	Company Profiles	Local Company Profile	23/10/2007
Copec SA - Consume...	Chile	Company Profiles	Local Company Profile	23/10/2007
Crepes & Waffles SA	Colombia	Company Profiles	Local Company Profile	23/10/2007
Dibaq as - Pet Food a...	Czech Republic	Company Profiles	Local Company Profile	23/10/2007
Distribución y Servi...	Chile	Company Profiles	Local Company Profile	23/10/2007
Frisby SA - Consume...	Colombia	Company Profiles	Local Company Profile	23/10/2007
KSK Bano sro - Pet F...	Czech Republic	Company Profiles	Local Company Profile	23/10/2007
Kamena Products Co...	Egypt	Company Profiles	Local Company Profile	23/10/2007
Misr Detergents & Chemicals Co - Household Care - Egypt	Egypt	Company Profiles	Local Company Profile	23/10/2007

## Text Searching

Begin by clicking on **text search** from the **Search** bar on the top of the screen. Enter your keywords using Boolean operators (AND, OR, or NOT). You can also search by company name to find market information on a specific company. Limit your search to find keywords in either the **title** or **full text** of a report, then click **Go**.

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SEARCH INDUSTRIES COUNTRIES CONSUMERS COMPANIES GEOGRAPHIES

My Home > Search >  
Text Search

Quick Text Search Advanced Text Search

Enter Search Term  
beer and Italy

Search within  
 Statistics  
 Reports  Title  Body  
 Information Sources

While you are building your search be aware that some information may be available for only certain categories. Look for the following icons which will indicate the types of data available for a selection—

- Statistics:** Consolidates information on consumer lifestyles, retailing, countries, consumer market sizes and forecasts.
- Reports:** These are published by Euromonitor International and include Country, Industry, and Global Reports
- Information Sources:** Over 30,000 sources of market information around the world with descriptions and full contact details.
- Comments:** These are information news releases with information on the categories and/or geographies being researched.

### Viewing Results

Search results are divided into three categories: Statistics, Reports, and Comments. Check the box next to the category you want to find statistics on, and hit **Go**.

Optionally, click **View All Results** to see a detailed list of each category available.

**Hint—** You can “filter” the reports results; choosing only a certain country or filtering by type of report. Pick an option from the drop-down box and hit **Go**.

Results List

21 search results found

**VIEW ALL RESULTS**

Statistics (1)  
Market Sizes (1)  
Reports (15)  
Company Profiles (14)  
Country Reports (1)  
Comment (5)

My Selection

BUILD MY SELECTIONS

Statistics

VIEW ALL STATISTICS

Show 20 results

Category: Pet food and pet care products

Geography: Western Europe

Type: Market Sizes

REVIEW MY SELECTIONS

Reports

VIEW ALL REPORTS

Show 20 results

Filter by Geography Filter by Type Filter by Sub Type Sort by Title

Title	Geography	Type	Sub Type	Date
<input type="checkbox"/> Agrolimen SA	Spain	Company Profiles	Company Factfile	01/03/2006
<input type="checkbox"/> Bayer AG	Germany	Company Profiles	Company Factfile	01/03/2006
<input type="checkbox"/> Bob Martin Co, The	United Kingdom	Company Profiles	Company Factfile	01/03/2006
<input type="checkbox"/> Colgate-Palmolive Co	USA	Company Profiles	Company Factfile	01/03/2006
<input type="checkbox"/> Heinz Co, HJ	USA	Company Profiles	Company Factfile	01/03/2006
<input type="checkbox"/> Mars Inc	USA	Company Profiles	Company Factfile	01/03/2006
<input type="checkbox"/> Nestlé SA	Switzerland	Company Profiles	Company Factfile	01/03/2006
<input type="checkbox"/> Nutro Products Inc	USA	Company Profiles	Company Factfile	01/03/2006
<input type="checkbox"/> Palmera SpA	Italy	Company Profiles	Company Factfile	01/03/2006
<input type="checkbox"/> Pfizer Inc	USA	Company Profiles	Company Factfile	01/03/2006
<input type="checkbox"/> Procter & Gamble Co, The	USA	Company Profiles	Company Factfile	01/03/2006
<input type="checkbox"/> Sadanlar Pet Dis Tic Ltd Sti	Turkey	Company Profiles	Company Factfile	01/03/2006
<input type="checkbox"/> Sara Lee Corp	USA	Company Profiles	Company Factfile	01/03/2006
<input type="checkbox"/> Vitakraft-Werke Wührmann & Sohn	Germany	Company Profiles	Company Factfile	01/03/2006
<input checked="" type="checkbox"/> Western European Market for Pet Food & Pet Care Products	Western Europe	Country Reports	Market Research Monitor	01/09/2005

REVIEW MY SELECTIONS

## Viewing Reports

Statistics Reports Comment

▼ TABLE OF CONTENTS

- Introduction & Definitions
- Pet Food & Pet Care Products: Sales by Country
- Pet Food & Pet Care Products: Forecast Sales
- Dog Food/cat Food: Sales by Country
- Dog Food/cat Food: Company Shares
- Dog Food: Sales by Country
- Dog Food: Company Shares
- Cat Food: Sales by Country
- Cat Food: Company Shares
- Other Pet Food: Sales by Country
- Pet Care Products: Sales by Country

▼ REPORTS

Filters

Agrolimen SA

Bayer AG

### Western European Market for Pet Food & Pet Care Products

1 Sep 2005

#### Introduction & Definitions

This report analyses the market for pet food and pet care products in Western Europe. It assesses key trends on a country-by-country basis and at sector level. Special attention is given to the core sectors of dog food/cat food, other pet food and pet care products. Analysis is also given of the leading dog and cat food manufacturers in the region.

For the purposes of the report, Euromonitor International has divided the market into the following three main product sectors:

- Dog food/cat food
- Other pet food
- Pet care products

#### Wet dog food

These products have a moisture content of 60-85% and are generally (though not always) preserved by heat treatment. They are packaged in steel or aluminium cans, rigid or flexible plastic or semi-rigid aluminium trays. This is the aggregation of premium, mid-priced and economy wet dog food.

#### Premium wet dog food

This screen shot is an example of a **country market report**. Use the **Table of Contents** area on the left to read different parts of the report. You also have an option to filter the results, or view a report for a specific company.

## Viewing Statistics

This screen shot gives the results of **statistical data**. Click on the button for **related reports**, or the button for a **visual representation** of the data. When viewing data, use the menu on the left to change the data you are viewing by currency, growth, per capita by household, etc.

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SEARCH INDUSTRIES COUNTRIES CONSUMERS COMPANIES GEOGRAPHIES

My Home > Results >

SAVED RESEARCH SUPPORT

HELP ?

Statistics Reports Comment

▼ STATISTICS TYPES

▼ CONVERT DATA

- [-] Currency conversions
- [-] Volume conversions
- [-] Unit multiplier
- [-] Growth
- [-] Per capita/household
- [-] Pet indicators

▼ CHANGE SELECTIONS

- Change Time Series
- Change Data Types
- Change Categories
- Change Geographies

### Market Sizes • Historic

Key: Related Reports Related Comment Chart for this Row

	2002	2003	2004	2005	2006	2007
<b>Western Europe</b>						
Pet food and pet care products - Retail Volume - Tonnes	-	-	-	-	-	-
Pet food and pet care products - Retail Value RSP - US\$ mn	14,661.1	17,630.2	19,927.1	20,606.1	21,406.3	21,403.0

Category definitions | Calculation variables

Sources:  
1. Pet Food and Pet Care Products: Euromonitor from trade sources/national statistics

Note: Historic regional/global values are the aggregation of local currency country data at current prices converted into the common currency using y-o-y exchange rates

Use the drop down menus at the left to **change your selection** without going back to the main search page.

## Printing, Saving, and Downloading Results

The buttons on the bar at the top of the page give several options for using and working with the data. Use these buttons (circled in the screen shot above) to save or print results, or download the results to a PDF or an Excel spreadsheet.

If you have questions about using **GMID** or any other research databases, finding information, or general research questions, please ask a librarian or call the reference desk at x7295.