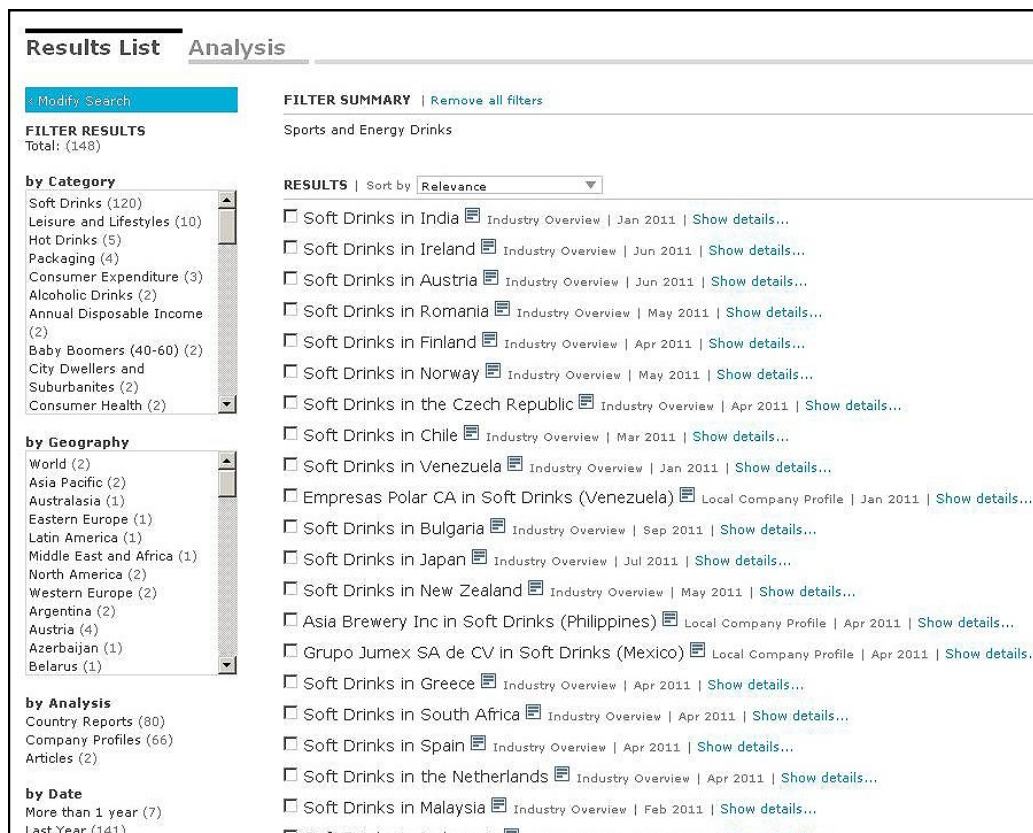


Global Market Information Database: A Guide to Searching the Database

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 "By TITLE" under Databases. You will encounter a Passport page after connecting to the database. Scroll down and click to accept the terms of use..

Searching in GMID:

There are three basic ways to search the database, (1) a **keyword search box**, (2) the **menu**, and (3) the **Search Tree** which lets you browse by **geography** and **category**. In this example we see a keyword search for *Sports and Energy Drinks*.

Results List Analysis

Modify Search

FILTER RESULTS
Total: (148)

by Category

- Soft Drinks (120)
- Leisure and Lifestyles (10)
- Hot Drinks (5)
- Packaging (4)
- Consumer Expenditure (3)
- Alcoholic Drinks (2)
- Annual Disposable Income (2)
- Baby Boomers (40-60) (2)
- City Dwellers and Suburbanites (2)
- Consumer Health (2)

by Geography

- World (2)
- Asia Pacific (2)
- Australasia (1)
- Eastern Europe (1)
- Latin America (1)
- Middle East and Africa (1)
- North America (2)
- Western Europe (2)
- Argentina (2)
- Austria (4)
- Azerbaijan (1)
- Belarus (1)

by Analysis

- Country Reports (80)
- Company Profiles (66)
- Articles (2)

by Date

- More than 1 year (7)
- Last Year (141)

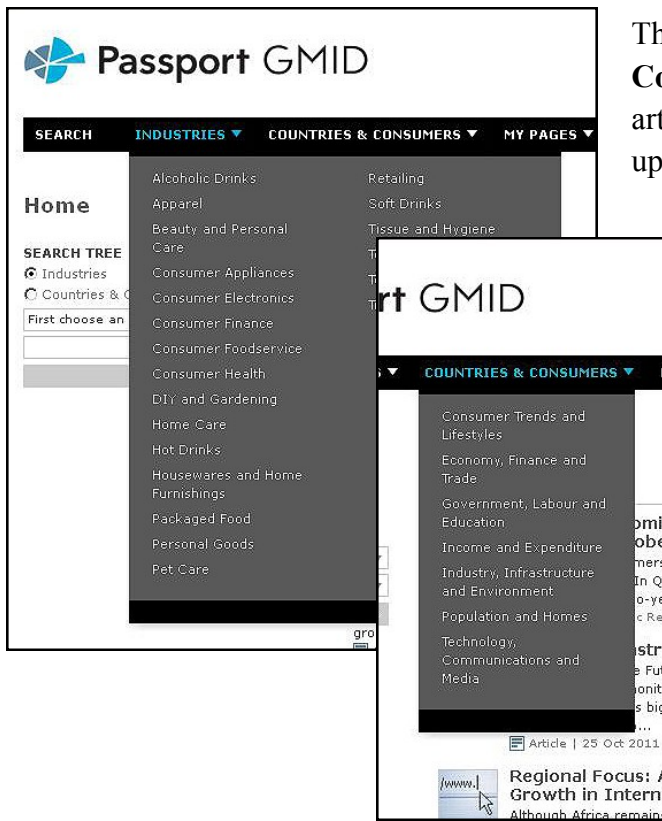
FILTER SUMMARY | Remove all filters

Sports and Energy Drinks

RESULTS | Sort by Relevance

- Soft Drinks in India | Industry Overview | Jan 2011 | Show details...
- Soft Drinks in Ireland | Industry Overview | Jun 2011 | Show details...
- Soft Drinks in Austria | Industry Overview | Jun 2011 | Show details...
- Soft Drinks in Romania | Industry Overview | May 2011 | Show details...
- Soft Drinks in Finland | Industry Overview | Apr 2011 | Show details...
- Soft Drinks in Norway | Industry Overview | May 2011 | Show details...
- Soft Drinks in the Czech Republic | Industry Overview | Apr 2011 | Show details...
- Soft Drinks in Chile | Industry Overview | Mar 2011 | Show details...
- Soft Drinks in Venezuela | Industry Overview | Jan 2011 | Show details...
- Empresas Polar CA in Soft Drinks (Venezuela) | Local Company Profile | Jan 2011 | Show details...
- Soft Drinks in Bulgaria | Industry Overview | Sep 2011 | Show details...
- Soft Drinks in Japan | Industry Overview | Jul 2011 | Show details...
- Soft Drinks in New Zealand | Industry Overview | May 2011 | Show details...
- Asia Brewery Inc in Soft Drinks (Philippines) | Local Company Profile | Apr 2011 | Show details...
- Grupo Jumex SA de CV in Soft Drinks (Mexico) | Local Company Profile | Apr 2011 | Show details...
- Soft Drinks in Greece | Industry Overview | Apr 2011 | Show details...
- Soft Drinks in South Africa | Industry Overview | Apr 2011 | Show details...
- Soft Drinks in Spain | Industry Overview | Apr 2011 | Show details...
- Soft Drinks in the Netherlands | Industry Overview | Apr 2011 | Show details...
- Soft Drinks in Malaysia | Industry Overview | Feb 2011 | Show details...
- Soft Drinks in Indonesia | Industry Overview | Feb 2011 | Show details...

The **Results List** lets you filter by **Category, Geography, Analysis and Date** so you can focus your search. Clicking on an article title or its **Show details** link will bring up more information.



The **Menu** lets us browse by **Industry** and **Countries & Consumers**. Clicking on an article title or its **Show details** link will bring up more information.

If we select *Soft Drinks*, we can use the **Quick Analysis Finder** to get reports and profiles. We can also find a variety of statistics by country using the **View Top Countries** tool.



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

Results List | **Statistics**

< Modify Search

CONVERT DATA

- Volume conversions
- Unit multiplier
- Growth
- Per capita/household

CHANGE TIME SERIES

CHANGE DATA TYPES

CHANGE CATEGORIES

CHANGE GEOGRAPHIES

Market Sizes | **Historic/Forecast** | Off-trade Volume | litres

Key: Related Analysis Chart this Row

Change View		2010						
Soft Drinks								
<input type="checkbox"/> <input type="checkbox"/>	Mexico	304.3						
<input type="checkbox"/> <input type="checkbox"/>	Germany	246.6	252.9	258.9	265.4	271.7	277.7	
<input type="checkbox"/> <input type="checkbox"/>	Argentina	233.6	237.9	241.7	244.9	247.9	250.4	
<input type="checkbox"/> <input type="checkbox"/>	USA	255.0	253.9	252.4	250.0	248.3	246.9	
<input type="checkbox"/> <input type="checkbox"/>	Belgium	223.2	224.5	225.6	226.4	227.0	227.5	
<input type="checkbox"/> <input type="checkbox"/>	Canada	217.5	218.2	218.4	218.2	217.9	217.7	
<input type="checkbox"/> <input type="checkbox"/>	Spain	204.2	203.8	204.0	204.6	205.4	206.8	
<input type="checkbox"/> <input type="checkbox"/>	Italy	193.3	194.0	195.2	196.7	198.3	200.0	
<input type="checkbox"/> <input type="checkbox"/>	Hungary	163.8	168.3	174.2	181.3	189.4	198.8	
<input type="checkbox"/> <input type="checkbox"/>	France	190.0	192.1	192.3	192.4	192.2	191.8	

Category definitions | Calculation variables

Research Sources:

- Soft Drinks: Euromonitor from trade sources/national statistics

Here is an example of statistics on soft drink consumption per capita.

The **Search Tree** lets us browse by **Industries** and **Countries & Consumers**. Drop down menus offer choices of topics and categories. Subsequent screens offer more filter options.

In this example, we have found smoking statistics for the US by gender.

Change View	2005	2006	2007	2008	2009	2010
USA						
Smoking Prevalence Among Male Population - % of male adult population	19.1	19.0	18.4	18.5	18.7	18.4
Smoking Prevalence Among Female Population - % of female adult population	16.1	15.9	15.4	15.4	15.4	15.2

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.