



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.

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.

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SEARCH INDUSTRIES COUNTRIES CONSUMERS COMPANIES GEOGRAPHIES

Menu Search
Text Search
Browse Analysis

Statistics Reports
Sources

Industries
Consumer markets
Industrial markets
Service markets
Countries and consumers
Economic indicators
Energy and environment
Finance
Foreign trade
Health
Households and homes
Industrial output and agriculture
IT and communications
Leisure and lifestyles
Population and people
Transport

SELECTED ITEMS

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**.

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SEARCH INDUSTRIES COUNTRIES CONSUMERS COMPANIES GEOGRAPHIES

My Home > Search >
Menu Search

PRE-DEFINED SELECTIONS

All countries
APEC
ASEAN
BRIC
Commonwealth
EU
EuroZone
G8
Mercosur
NAFTA
NAM
OECD

Asia Pacific
Australasia
Eastern Europe
Latin America
Middle East and Africa
North America
Western Europe

SELECTED ITEMS

Categories
Leisure and lifestyles

KEY
Statistics Reports
Sources

Find Geography:

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.

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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**.

The screenshot shows the GMID website interface. The top navigation bar includes 'SEARCH', 'INDUSTRIES', 'COUNTRIES', 'CONSUMERS', 'COMPANIES', and 'GEOGRAPHIES'. The 'Browse Analysis' menu is highlighted, showing options for 'Latest Reports', 'Company Profiles', 'Country Reports', 'Global Reports', and 'Industry Reports'. A featured article titled 'Mobile TV begins to deliver' is displayed, with a sub-headline 'medium-sized enterprises: challenges and' and a snippet of text: '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...'. Below the article is a 'more headlines...' link.

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

Industry Reports group together reports that present statistics and information on a certain industry.

Example—Under “alcoholic drinks” is The World Market for Beer, Alcoholic Drinks in Chile, and numerous company profiles associated with alcoholic drinks.

The screenshot shows the GMID website search results page. The search criteria are 'Alcoholic drinks'. The results are displayed in a table with columns for Title, Geography, Type, Sub Type, and Date. The table lists various reports and company profiles related to alcoholic drinks, including 'Administradora de Fr...', 'Beer (17)', 'Cigarettes (17)', 'Cigars (17)', 'Consumer electronics (144)', 'Consumer foodservice (330)', 'Contract foodservice (7)', 'Cosmetics and toiletries (37)', 'DIY (68)', 'Domestic electrical appliance', 'Financial cards (219)', 'Financial cards in circulation', 'Gardening (53)', 'Home furnishings (85)', 'KSK Bono sro - Pet Food', 'Kamena Products Co', and 'Misr Detergents & Chemicals Co - Household Care - Egypt'.

Title	Geography	Type	Sub Type	Date
Administradora de Fr...	Chile	Company Profiles	Local Company Profile	23/10/2007
Beer (17)	Chile	Company Profiles	Local Company Profile	23/10/2007
Cigarettes (17)	Egypt	Company Profiles	Local Company Profile	23/10/2007
Cigars (17)	Chile	Company Profiles	Local Company Profile	23/10/2007
Consumer electronics (144)	Colombia	Company Profiles	Local Company Profile	23/10/2007
Consumer foodservice (330)	Chile	Company Profiles	Local Company Profile	23/10/2007
Contract foodservice (7)	Colombia	Company Profiles	Local Company Profile	23/10/2007
Cosmetics and toiletries (37)	Czech Republic	Company Profiles	Local Company Profile	23/10/2007
DIY (68)	Chile	Company Profiles	Local Company Profile	23/10/2007
Domestic electrical appliance	Chile	Company Profiles	Local Company Profile	23/10/2007
Financial cards (219)	Colombia	Company Profiles	Local Company Profile	23/10/2007
Financial cards in circulation	Czech Republic	Company Profiles	Local Company Profile	23/10/2007
Gardening (53)	Egypt	Company Profiles	Local Company Profile	23/10/2007
Home furnishings (85)	Egypt	Company Profiles	Local Company Profile	23/10/2007
KSK Bono sro - Pet Food	Egypt	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.

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

Category
 Pet food and pet care products

Geography
Western Europe

Type
Market Sizes

REVIEW MY SELECTIONS

Reports
VIEW ALL REPORTS

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

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**.

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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SAVED RESEARCH SUPPORT

My Home > Results >

EUROMONITOR INTERNATIONAL

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
Western Europe						
  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.