MarketLine
Information from around the world, across markets and inside companies

www.marketlineinfo.com/library
Welcome to MarketLine

MarketLine offers a comprehensive and unique collection of company, industry and country information, extending across 200+ countries and every major industry sector. Updated on a daily basis, it is a dynamic access point to the world of market intelligence.

This valuable research resource is designed to enable users to build an understanding of markets and the factors that influence their development. It offers in-depth professional research and analysis in easy-to-digest formats, including interactive reports and databases. This content is supported by an array of advanced search and navigation tools which minimize the level of user effort required.

MarketLine provides...

- High-value and up-to-date information
- Access to highly pertinent and comparable data in easy-to-use formats
- Advanced search and browse tools
- Tried and tested methodologies you and your users can trust

MarketLine enables you and your users to...

- Create in-depth analyses of data across companies, industries and countries
- Research and develop new ideas, business and marketing plans, and job opportunities
- Save time and effort in generating customized research solutions
- Benefit from highly developed R&A processes
- Utilize extensive global resources

MarketLine is the perfect tool for students, lecturers, researchers, start-up businesses, job hunters and analysts.

Contact us for more information...

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Information from around the world, across markets and inside companies...

- The MarketLine homepage gives you access to our vast library of Industry, Company and Country data and reports | More on pages 4 to 9
- All our research is complemented by advanced search and functionality tools in order for you to efficiently find and use the information you require | More on page 10
- New content is constantly added to the site and aggregated, analyzed and crosschecked to comply with our strict research methodology | More on page 11
- Access our live feed of news, comment and analysis to keep you up-to-date with all the current business issues | More on page 10
Industry Information

MarketLine’s coverage is comprehensive, containing information on every major industry sector. Providing the perfect way to investigate new markets, assess the growth potential of new products and research and compare historical trends, our easy-to-use industry tools will help you and your users to gain an in-depth knowledge of whatever industry or sub-sector you are interested in.

MarketLine provides...

- Standardized data for easy market comparison
- Market size, segmentation, share and distribution data for 150 consumer products in 55 countries
- Coverage of approximately 200 non-consumer industries/markets, across 25 of the world’s largest economies
- Industry-standard analysis framework – Porter’s Five Forces
- Future industry event calendars
- Industry resource details

MarketLine enables you and your users to...

- Investigate new markets
- Assess product growth potential
- Understand competitive forces
- Research and compare historical trends
- Identify the fastest growing or largest markets for products
- Monitor key industry events

Industry Information covers the following areas...

- Aerospace and Defense
- Agriculture and Forestry
- Automotive
- Business and Consumer Services
- Chemicals
- Construction and Real Estate
- Consumer Packaged Goods
- Consumer Products
- Energy and Utilities
- Environmental and Waste Management Services
- Financial Services
- Food, Beverage and Tobacco
- General Business
- Government and Non-Profit Organizations
- Industrial Goods and Machinery
- Leisure / Arts
- Media
- Metals and Mining
- Paper and Packaging
- Pharmaceuticals and Healthcare
- Retail
- Technology
- Textiles
- Transport and Logistics
- Wholesale
There are four core products within MarketLine’s Industries portfolio...

**Industry Profiles**
Extending to 2,600+ titles across 25+ geographies and 200+ industries, MarketLine’s Industry Profiles are a quick and reliable way to get data on key industrial and consumer sectors across the world’s leading economies. The 20-25 page reports draw on extensive primary and secondary research, all aggregated, analyzed, cross-checked and presented in a consistent and accessible style.

**Consumer Markets Database**
MarketLine’s Consumer Markets Database offers market size, segmentation, consumption, share and distribution channel data for over 150 consumer products in 55 countries.

**Future Events Database**
MarketLine’s Future Events Database is a comprehensive searchable database of future event information. It is designed to provide users with up to 24 months of advance coverage of key industry, company and financial market events, including financial announcements, industry conferences, regulatory developments, company milestones, major product launches and major IPOs.

**Resource Database**
Designed as a research support tool, MarketLine’s Business Resource Database offers operation and contact details for 20,000+ trade/business associations, business information websites, trade journals, specialist libraries, government sources and market information providers.

With so many industry profiles available, the sort and filter options will enable you to fine tune your search.

Clicking on a profile will launch a 15-20 page report – a quick and reliable way to get data on the area of your choosing.

### Industry Profiles

<table>
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<tr>
<th>What type of information are you looking for?</th>
<th>FULL DOCUMENTS - 1 of 24 RESULTS</th>
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### Consumer Markets Database

- Market size, segmentation, consumption, share and distribution channel data for over 150 consumer products in 55 countries.

### Future Events Database

- Market size, share and segmentation data plus detailed analysis and company information for markets like healthcare, retail, technology, and more.

### Resource Database

- operation and contact details for 20,000+ trade/business associations, business information websites, trade journals, specialist libraries, government sources and market information providers.
Company Information

MarketLine contains in-depth information on 50,000 public and private companies. Detailed insight into how the world’s major companies are organized and function will help you create more informed views on companies. Our detailed information resource offers you a fast and easy way to build your knowledge of the business world.

MarketLine provides...

- Real-time updates with an unparalleled level of accuracy
- In-depth company profiling
- Executive biographies
- Industry-standard analysis framework – SWOT
- Key lists and rankings
- Extensive news feeds
- Extensive financial deal coverage
- Future company event calendars

MarketLine enables you and your users to...

- Perform company benchmarking and analysis projects
- Anticipate competitive moves
- Assess historical, current and proposed M&A and funding deals
- Track company performance and activity
- Monitor key company events, including product launches and result announcements
- Build contact lists
- Recognize good practice
The key components of MarketLine’s Companies portfolio are...

**Company Profiles**

MarketLine’s Company Profiles provide insight into how the world’s major companies are organized and function. These profiles are supported by a specialist team of 40 researchers, ensuring that content is always up-to-date and accurate. Currently containing 10,000+ profiles, the database will expand to cover 50,000 companies by the end of 2007.

**Executive Listings**

An essential resource for job hunters, MarketLine contains contact information for over 100,000 executives from the world’s most important companies.

**SWOT Analyses**

MarketLine SWOT Analyses provide independent analysis of the strengths, weaknesses, opportunities and threats that exist for the most important companies in each industry sector. Each analysis aims to show how the company is performing, as well as forecasting how performance is likely to change in the future.

**Financial Deals Database**

MarketLine’s Financial Deals Database tracks 3,000+ deals of over $5 million in value each month on a global basis, ensuring that the most important M&A, funding and joint venture deals are tracked for each of the world’s core industries.

Guided Search Navigation delivers highly-targeted search and browse options enabling you to find all related information on the company you are viewing.

Every company profile has an overview which provides you with a concise synopsis about the organization as well as a number of key facts.

Get an independent analysis of the strengths, weaknesses, opportunities and threats that exist for your chosen company.

The key executive section provides you with an at-a-glance summary of the main players within each company.
Country Information

Our Country Information resource gives you access to millions of macro-economic, socio-economic and demographic data points across 215 countries world wide via our Base Drivers Database. Whether you need to investigate new countries and markets, assess growth potential or understand a country’s dynamics, MarketLine has all the tools available in one place.

MarketLine provides...

- Over five million data points across 215 global countries and 46 political and geographic groupings
- Standardized data with easy country comparison
- Analysis of the socio-economic and political landscapes in 215 countries
- Industry-standard analysis framework – PESTLE
- Geographic risk assessment
- Future economic and political event calendars
- Government and statistical resource details

MarketLine enables you and your users to...

- Investigate new countries
- Assess product growth potential
- Formulate forecasts
- Understand country dynamics
- Anticipate risks to a company
- Research and compare historical trends
- Benchmark countries and geo-political groupings
- Identify the fastest growing or largest markets for products
- Monitor economic and political events

Country Information covers the following areas...

Asia-Pacific:
- Afghanistan
- American Samoa
- Armenia
- Australia
- Azerbaijan
- Bangladesh
- Bhutan
- Brunei Darussalam
- Cambodia
- China
- Cook Islands
- Fiji
- French Polynesia
- Georgia
- Germany
- Hong Kong
- India
- Indonesia
- Japan
- Kazakhstan
- Kiribati
- Republic of Korea
- Lao
- Macau
- Malaysia
- Maldives
- Marshall Islands
- Micronesia
- Mongolia
- Myanmar
- Morocco
- Myanmar
- Nepal
- New Caledonia
- New Zealand
- North Korea
- Pakistan
- Palau
- Papua New Guinea
- Philippines
- Samoa
- Solomon Islands
- South Korea
- Sri Lanka
- Taiwan
- Tajikistan
- Thailand
- Timor-Leste
- Tonga
- Turkmenistan
- Tuvalu
- Uzbekistan
- Vanuatu
- Vietnam
- Hong Kong
- India
- Indonesia
- Japan
- Korea
- Kyrgyzstan
- Laos
- Macau
- Malaysia
- Maldives
- Marshall Islands
- Micronesia
- Mongolia
- Myanmar
- Morocco
- Myanmar
- Nepal
- New Caledonia
- New Zealand
- North Korea
- Pakistan
- Palau
- Papua New Guinea
- Philippines
- Samoa
- Solomon Islands
- South Korea
- Sri Lanka
- Taiwan
- Tajikistan
- Thailand
- Timor-Leste
- Tonga
- Turkmenistan
- Tuvalu
- Uzbekistan
- Vanuatu
- Vietnam
- Egypt
- Eritrea
- Estonia
- Ethiopia
- Ethiopia
- Greece
- Hungary
- Iceland
- Ireland
- Italy
- Latvia
- Liechtenstein
- Lithuania
- Luxembourg
- Macedonia
- Malta
- Monaco
- Netherlands
- Norway
- Poland
- Portugal
- Republic of Moldova
- Romania
- Russian Federation
- San Marino
- Serbia and Montenegro
- Slovakia
- Slovenia
- Spain
- Sweden
- Switzerland
- Ukraine
- United Kingdom
- Middle East and Africa:
  - Algeria
  - Angola
  - Benin
  - Botswana
  - Burkina Faso
  - Burundi
  - Cameroon
  - Cape Verde
  - Central African Republic
  - Chad
  - Comoros
  - Congo, Democratic Republic
  - Cote d’Ivoire
  - Djibouti
  - Egypt
  - Equatorial Guinea
  - Eritrea
  - Ethiopia
  - Gabon
  - Ghana
  - Guinea
  - Guinea-Bissau
  - Iran
  - Iraq
  - Israel
  - Jordan
  - Kenya
  - Kuwait
  - Lebanon
  - Lesotho
  - Liberia
  - Libya
  - Madagascar
  - Malawi
  - Mali
  - Mauritania
  - Mauritius
  - Morocco
  - Mozambique
  - Namibia
  - Niger
  - Nigeria
  - Oman
  - Qatar
  - Republic of the Congo
  - Rwanda
  - Saint Tome and Principe
  - Sao Tome and Principe
  - Senegal
  - Seychelles
  - Sierra Leone
  - Somalia
  - South Sudan
  - Sudan
  - Swaziland
  - Syria
  - Tanzania
  - Togo
  - Turkey
  - Uganda
  - United Arab Emirates
  - Yemen
  - Zambia
  - Zimbabwe

South and Central America:
- Anguilla
- Antigua and Barbuda
- Argentina
- Aruba
- Bahamas
- Barbados
- Belize
- Bermuda
- Bolivia
- Brazil
- British Virgin Islands
- Cayman Islands
- Chile
- Colombia
- Costa Rica
- Cuba
- Dominica
- Dominican Republic
- Ecuador
- El Salvador
- French Guiana
- Grenada
- Guatemala
- Guyana
- Haiti
- Honduras
- Jamaica
- Martinique
- Mexico
- Montserrat
- Netherlands Antilles
- Nicaragua
- Panama
- Paraguay
- Peru
- Puerto Rico
- Saint Kitts and Nevis
- Saint Lucia
- Saint Vincent and the Grenadines
- Suriname
- Trinidad and Tobago
- Uruguay
- Venezuela

North America:
- Canada
- United States

Geographic Groupings:
- Africa
- Americas
- Asia
- Australia
- Europe
- Middle East
- North Africa

Political Groupings:
- Big Four
- Commonwealth of Independent States
- European Union
- League of Arab States
- Non-Aligned Movement
- Organization of African Unity
- Organization of American States
- NATO
- United Nations

Economic Groupings:
- APEC
- ASEAN
- MERCOSUR
- CARICOM
- COMESA
- EFTA
- EUROZONE
- G8
- NAFTA
- OECD
- OPEC
- WTO
- World Trade Organization
There are two core components in MarketLine’s Countries portfolio...

**Country Profiles**
Each Country Profile provides comprehensive industry, political and economic analyses plus macroeconomic and demographic data for one of the major countries of the world.

MarketLine’s 155 Standard Country Profiles contain:
- Introduction
- Key country facts
- Economic summary
- Political summary
- Economic analysis
- Political analysis
- Macroeconomic, demographic and social indicators

**Base Drivers Database**
MarketLine’s Base Driver Database includes over five million data points across 215 global countries and 46 political and geographic groupings. The database is a one-stop tool that allows you to identify and contextualize key country and market trends – both historically and into the future.

Coming soon...MarketLine’s 60 Premium Country Profiles will also contain:
- PESTLE analysis
- Risk scorecards
- Country comparisons

Use our quick links to view our most recent news and comment articles from your chosen region as well as profiles about all the key players.

Identify key country and market trends – both historically and into the future – with our Base Drivers Database or download a full profile of the country you are browsing.
News, Comment and Analysis

MarketLine is supported by a live feed of news, comment and analysis to keep users up-to-date with current business issues. Our analysts provide their opinion to breaking industry news and provide insight into how these issues will impact both companies and consumers. Each article is tagged by company and industry, ensuring that they are linked to all relevant reports and profiles.

MarketLine provides...
- Real-time news feeds
- 5,000+ articles every month
- Industry, company and country comment
- Expert views on the major issues dominating each industry
- Industry and company spotlight
- Value-added background research and analysis of the issues and trends that matter to you
- Coverage of company activity, including product launches, result announcements, financial deals etc.
- Future focus

MarketLine enables you and your users to...
- Keep up-to-date on company, industry and country events
- Monitor trends and issues as they develop
- Add supporting detail to your reports and presentations
- Track competitive movement
- Interrogate expert opinion

Advanced Functionality

MarketLine offers a range of new time-saving desktop tools to enable you to easily find the information you require. Once you have found what you need the site's advanced functionality lets you build your own reports and presentations that can be easily distributed and shared.

MarketLine provides...
- Interactive databases and reports
- Intuitive search and browse engines
- An extensive report library

MarketLine enables you and your users to...
- Quickly find all the information you need
- Search and build company and contact lists
- Generate graphical and statistical analysis
- Incorporate historical research and analysis into your work
Sources and Methodology

The information on MarketLine draws on extensive primary and secondary research, all aggregated, analyzed, crosschecked and presented in a consistent and accessible style.

Our research and analysis is collated by a dedicated, full-time team of 500+ employees, including Researchers, Analysts, Economists and Editors. The data is fed into vast databases and forecasting models which in turn drive our analysis and recommendations. Each step of the data gathering process is subject to strict quality control processes that are reviewed and maintained by our senior staff. This means you can be confident that MarketLine information is completely accurate, reliable and up-to-date.

Sources

Primary
- Field Research
- Expert Panels
- Client Feedback
- End-User Surveys
- Focus Groups
- Industry Opinion

Consolidated

Primary research

Secondary
- Government Departments
- National Statistic Offices
- Central Banks
- Trade Associations
- Official Organizations
- Broker and Analyst Reports
- Company Filings

Validated

Audited

Methodology

Forecasting tools

Previous year’s data

Market modeling

Initial data estimate

Primary research

Completed questionnaire responses

Data consolidation

Sign-off by managing researcher; specific sanity checks

Sign-off by managing researcher; random compliance checks

Finalized data set

Sign-off by managing researcher; specific sanity checks

Client feedback

Other in-house research

Base drivers

Online surveys

Qualitative and quantitative secondary research

Additional primary research if consolidation highlights discrepancies

Quality Control Checks