The Global Market Information Database (GMID) is an award-winning online information resource providing intelligence on Industries, Countries and Consumers.

A subscription to GMID gives library users unlimited access to a huge market research resource

- 4 million+ statistics on industries, countries and consumers
- 15,000 industry, company, country and consumer reports
- Daily articles offering topical reaction to news events
- 25,000 sources of further research information

Key benefits to academic libraries

- GMID offers a global perspective. More than 200 countries are researched, with in-depth written analysis for 80 countries. Consistent research methodologies across countries allow data to be compared internationally.
- GMID is a multi-disciplinary resource. It supports a wide range of courses, ranging from international business and marketing to courses for economics, international relations, social sciences, humanities, geography and travel and tourism students.
- A subscription prepares students for the working environment. GMID is widely available in major companies and the government sector.
- GMID’s easy-to-use interface makes it simple for students to find, save and export information. There is lots of related content allowing students to find information they might not have known existed.
- GMID is an excellent resource for all types of research projects, including market entry case studies, country, company and customer profiling, business and marketing planning and forecasting.
- GMID’s site-wide licence means data is available to all current students, faculty and staff. Off-campus access is also available.

## Historic Value at Current Prices

<table>
<thead>
<tr>
<th>Year</th>
<th>Total GDP</th>
<th>Average gross income of population aged 15-64</th>
<th>Average population (15-64)</th>
<th>Gain elasticity in population aged 15-64</th>
<th>Gain elasticity in population aged 15-64</th>
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</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>1,062,500</td>
<td>29,226,2</td>
<td>7,350,410</td>
<td>12,114,100</td>
<td>2,142,500</td>
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</tbody>
</table>

## Use expert analysis to inform case studies and business plans

- Industry market performance trends
- Key market drivers
- Future market outlook

### Chocolate confectionery - Taiwan

**By: Euromonitor International**

**Headlines**

- **In 2006, volume sales of chocolate confectionery decline by 1%, with value sales inching up by 2% to NT$6.1 billion**.
- **Premium trend drives retailers to introduce more imported brands/products along with greater variety in retailing activity**.
- **Chocolate with nuts enjoys 3% value growth to reach NT$1.3 billion**.
- **Volume outperforms value; unit price increases only slightly, from NT$445 per kg in 2005 to NT$455 kg in 2006**.
- **Foreign companies are the most active; international players lead with Kinder, Kinder, Kinder, Kinder, Kinder, and Kinder**.
- **Stable unit price supports a forecast period value CAGR of 0.8%, with sales reaching NT$6.4 billion in 2011**.

**Trends**

- **The premium chocolate market was quite stable in Taiwan thanks to continued support from sophisticated consumers. Competition among chocolatiers was much more fierce in 2006, when premium products became fashionable, particularly during valley periods. The trend led to positive growth in sound assortments**.
- **An increasing number of chocolatiers, such as Isadore and Feta, launched homemade chocolates. In addition, Hotel Grand Formosa Airport Taipei introduced a "Kinder" homemade chocolate, packaged to express a sense of luxury, while Hong Kong Peninsula hotel sold imported premium homemade chocolate gifts during holiday periods such as Christmas, and Western and Chinese Valentine’s Day. Most of these were in limited quantities.**

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**Find demographic, economic, social and political data for 205 countries**

- Population structures
- Household profiles
- Lifestyle preferences

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Access a huge amount of research through a single web platform

The breadth and depth of content is unmatched. Students, faculty and staff have access to the same data and analysis that companies and government departments use to support business decisions. Students can create research projects using real data that they will encounter in the working environment.

Market size data for 300+ consumer products
- Historic and forecast market size data helps users identify the largest country markets for consumer products, the fastest growing markets, those that are mature and those that are in decline.
  - Consumer markets
  - Industrial markets
  - Service markets
- Company share data helps users identify the leading companies operating in the market and how their market performance is changing year-on-year.
- Brand share data helps users identify the key brands in the market and the companies that own them.

3 million+ demographic, economic and ‘other’ country statistics
Historic and forecast statistics for 205 countries allows users to build detailed country profiles and analyse long term trends.
- Key economic indicators: GDP, inflation, exchange rates
- Population structure: age, sex, immigration, emigration, birth and death rates
- Business environment: labour, taxes, education
- Policy: government policy, expenditure, investment
- Infrastructure: IT and telecommunications, transport, public services
- Environment: pollution, recycling, energy resources and consumption
  and much more

1 million+ consumer lifestyle statistics
Users can create bespoke statistical profiles of consumers and households and compare trends across countries.
- Household profiles: home ownership, family sizes, marital status
- Possession of household goods: TVs, washing machines, fridges, computers
- Finances: consumer confidence, income and spending, savings and borrowing
- Health: causes of death, nutrition, smoking, obesity, access to health services
- Leisure activities: travel, entertainment, cultural interests
- Online trends: Internet users, online households, internet shopping
  and much more

STATISTICS

Understand factors influencing a country environment
- Government policy
- Country infrastructure
- Economic outlook

Identify leading companies and their strategies for success
- Market shares and brand shares
- SWOT analysis
- Prospects for the business

“An invaluable resource for teaching Marketing and International Marketing”

Professor, Graduate School of Business, Sydney, Australia
15,000 industry, company, country and consumer reports

> **Global and national market reports** provide in-depth analysis of industry market performance trends and key market drivers

> **Company profiles** analyse the market performance of companies at a global and national level and the strategies driving success

> **Country and regional profiles** help users locate important country facts easily. They provide an overview of a country’s political structure, economic situation and economic outlook

> **Future demographics** analyse changing population structures by age and sex from now until 2020

> **Consumer lifestyle reports** examine how people live their lives and the factors influencing lifestyle choices

> **Strategy briefings** offer in-depth analysis of global trends predicted to influence consumer markets

Daily articles offering topical reaction to industry, country and consumers news

Daily articles from Euromonitor International’s industry and country analysts complement news reporting services. They add value to newsfeeds by examining the impact and implications of industry, country and consumer events.

Contact details for 25,000 organisations providing research information

This is Euromonitor International’s research address book. These information sources are the sources that our analysts use when starting new research projects.

**GMID’s web interface is very easy to use**

> **Intuitive online navigation** makes it easy for students to find research by ‘browsing’ the site. It is easy to navigate from statistics to supporting written analysis

> **Users can do a single search to find statistics, reports, comment and other research because ALL content is available in one web interface.**

> **All reports and comment articles have hyperlinks to related content.** It is easy for students to find content they might not have known existed

> **There are a range of powerful data analysis functions** that allow students to analyse statistics and create brand new datasets customised to match their research needs

> **It is easy to save searches and export results** to Microsoft Excel and Adobe Acrobat

**Understand consumer lifestyles, attitudes and opinions**

> **Consumer trend monitoring**

> **Lifestyle statistics and analysis**

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"With students and staff from all over the world, we find the international coverage of the GMID database invaluable."

Judge Business School, University of Cambridge
Robust research methodology
Data in the Global Market Information Database are researched from thousands of national and international sources. Methodologies vary dependent on the nature of the information being collected, but they are always consistent across countries to allow international comparisons.

We are fully transparent about our research methodology and sources, and provide detailed data definitions to ensure users understand our research and use it with confidence.

International research network
Euromonitor International has a network of 600 researchers worldwide carrying out primary and secondary research. Many are local to the country they research, and therefore have the best sources of information. This is the foundation for delivering genuine local flavour for each country.

Local research is supported by teams of project managers and analysts in our offices in London, Chicago, Singapore, Shanghai and Vilnius. They ensure consistency of our data and interpretation of trends across international markets.

Geographic coverage
The Global Market Information Database allows you to compare trends across regional and national markets.

Western Europe: Andorra; Austria; Belgium; Cyprus; Denmark; Finland; France; Germany; Gibraltar; Greece; Iceland; Ireland; Italy; Liechtenstein; Luxembourg; Malta; Monaco; Netherlands; Norway; Portugal; Spain; Sweden; Switzerland; Turkey; United Kingdom

Eastern Europe: Albania; Belarus; Bosnia-Herzegovina; Bulgaria; Croatia; Czech Republic; Estonia; Georgia; Hungary; Latvia; Lithuania; Macedonia; Moldova; Poland; Romania; Russia; Serbia and Montenegro; Slovakia; Slovenia; Ukraine

North America: Canada; USA

Latin America and the Caribbean: Anguilla; Antigua; 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; Netherlands Antilles; Nicaragua; Panama; Paraguay; Peru; Puerto Rico; St Kitts; St Lucia; St Vincent and the Grenadines; Suriname; Trinidad and Tobago; Uruguay; Venezuela

Asia Pacific: Afghanistan; American Samoa; Armenia; Azerbaijan; Bangladesh; Bhutan; Brunei; Cambodia; China; Fiji; French Polynesia; Guam; Hong Kong; China; India; Indonesia; Japan; Kazakhstan; Kiribati; Kyrgyzstan; Laos; Macau; Malaysia; Maldives; Mongolia; Myanmar; Nauru; Nepal; New Caledonia; North Korea; Pakistan; Papua New Guinea; Philippines; Singapore; Solomon Islands; South Korea; Sri Lanka; Taiwan; Tajikistan; Thailand; Tonga; Turkmenistan; Tuvalu; Uzbekistan; Vanuatu; Vietnam; Western Samoa

Australasia: Australia; New Zealand

Africa and the Middle East: Algeria; Angola; Bahrain; Benin; Botswana; Burkina Faso; Burundi; Cameroon; Cape Verde; Central African Republic; Chad; Comoros; Congo; Democratic Republic; Congo-Brazzaville; Côte d’Ivoire; Djibouti; Egypt; Equatorial Guinea; Eritrea; Ethiopia; Gabon; Gambia; Ghana; Guinea; Guinea-Bissau; Iran; Iraq; Israel; Jordan; Kenya; Kuwait; Lebanon; Lesotho; Libya; Libya; Madagascar; Malawi; Mali; Mauritania; Mauritius; Morocco; Mozambique; Namibia; Niger; Nigeria; Oman; Qatar; Réunion; Rwanda; Sao Tomé e Príncipe; Saudi Arabia; Senegal; Seychelles; Sierra Leone; Somalia; South Africa; Sudan; Swaziland; Syria; Tanzania; Togo; Tunisia; Uganda; United Arab Emirates; Yemen; Zambia; Zimbabwe

Economic regions: APEC; ASEAN; Commonwealth; EU; Eurozone; G8; Mercosur; NAFTA; NAM; OECD

Your own tailor-made groupings