

# EUROMONITOR/PASSPORT

## Global Market Information Database

### HIGHLIGHTS

**Industry News and Analysis:** Covers numerous industries with news briefs and in-depth market research

**Consumer Market Sizes:** This module has volume and value market size data for 330 consumer products across 49 countries.

**Marketing Forecasts:** Contains market forecasts for 330 consumer products as well as demographic breakdowns and economic forecasts to the year 2010.

**Major Market Profiles & Analysis:** Provides overviews of major market factors in the UK, USA, France and Germany. Some of the data provided includes: market size, market activity, market share, and key players for different consumer and product sectors.

### CONNECT

Go to <http://library.fuqua.duke.edu/masterdb.htm> and click on Euromonitor GMID in the database list.

### SEARCH TIPS

The following are basic search tips for Industries, Countries and Consumers.

1. For simple searches, use the drop down menu under *Industries* or *Countries and Consumers*.
2. Choose search in the left corner of the screen to access statistics on companies and brands or do an advanced text search of the database.
3. Results will be listed with a blank check box to the left. Click the boxes and follow the buttons below your results list to access the articles or reports.

## **SAVING AND PRINTING**

Reports, articles and statistics will have small icons directly above their titles. Choose your file format (usually.pdf or.xls) to load the information on screen. You may also choose the printer icon for printing rather than saving.

Paula Robinson  
Reference Librarian  
Ford Library at the Fuqua School of Business