

MarketLine

MarketLine
Publication List
Global Industry Guides

About MarketLine

MarketLine is a leading business information company specializing in industry analysis.

Through its proprietary databases and wealth of expertise, MarketLine provides clients with unbiased expert analysis and in depth forecasts for six industry sectors: Healthcare, Technology, Automotive, Energy, Consumer Markets, and Financial Services.

Our series of company, industry and country profiles complements our premium products, providing top-level information on 10,000 companies, 2,500 industries and 50 countries. While they do not contain the highly detailed breakdowns found in premium reports, profiles give you the most important qualitative and quantitative summary information you need - including predictions and forecasts.

MarketLine Methodology

MarketLine Industry Profiles draw on extensive primary and secondary research, all aggregated, analyzed, cross-checked and presented in a consistent and accessible style.

Review of in-house databases

Created using 250,000+ industry interviews and consumer surveys and supported by analysis from industry experts using highly complex modelling & forecasting tools, MarketLine's in-house databases provide the foundation for all related industry profiles

Preparatory research

We also maintain extensive in-house databases of news, analyst commentary, company profiles and macroeconomic & demographic information, which enable our researchers to build an accurate market overview

Modelling & forecasting tools

MarketLine has developed powerful tools that allow quantitative and qualitative data to be combined with related macroeconomic and demographic drivers to create market models and forecasts, which can then be refined according to specific competitive, regulatory and demand-related factors. Continuous quality control ensures that our processes and profiles remain focused, accurate and up-to-date.

Market Definitions

Are standardized to allow comparison from country to country. The parameters of each definition are carefully reviewed at the start of the research process to ensure they match the requirements of both the market and our clients. Extensive secondary research activities ensure we are always fully up-to-date with the latest industry events and trends

MarketLine aggregates and analyzes a number of secondary information sources, including:

- National/Governmental statistics
- International data (official international sources)
- National and International trade associations
- Broker and analyst reports
- Company Annual Reports
- Business information libraries and databases

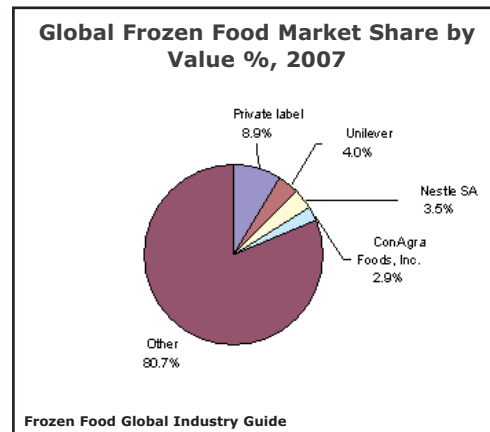
MarketLine Global Industry Guides

MarketLine Global Industry Guides contain easily comparable data on market value and segmentation on each market.

They provide full five-year forecasts and examines the competitive landscape, analyzing potential threats, future innovations and opportunities for growth.

Each **Global Industry Guide** will enable you to:

- **Save time and money on research** with their easily comparable data and succinct market analysis.
- **Evaluate the competitive landscape** and benchmark performance against key competitors and the market.
- **Assess the key macro-economic trends** in each market from population, inflation and GDP to exchange rates.
- **Identify new and emerging investment opportunities** by product, country and region.
- **Quantify the size and growth of the market** with this report's five years of historic data and forecasts through to 2012.



“Unilever is the leading company in the global frozen food market, holding a 4% market share by value. Nestlé holds a further 3.5% share of the market's value. Private label sales account for 8.9% of the global frozen food market by value...”

Sample Table of Contents - Frozen Food (abridged)

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- United States

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 - Trends 2003-2007
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- ConAgra Foods, Inc

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- Revenue & Profitability

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- Data Research Methodology

MarketLine

About MarketLine

MarketLine offers a comprehensive and unique collection of company, industry and country information, extending across 200+ countries and every major industry vertical. 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 companies 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.

Methodology and Sources

The information on MarketLine draws on extensive primary and secondary research, all aggregated, analyzed, cross-checked 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. You can be confident that MarketLine information is completely accurate, reliable and up-to-date.

Food

- Biscuits
- Bread & Rolls
- Breakfast Cereals
- Canned Food
- Chilled and Deli Food
- Confectionery
- Dairy
- Frozen Foods
- Ice cream
- Milk
- Organic Food
- Packaged Foods & Meats
- Savory Snacks

Drinks

- Alcoholic Drinks
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- Bottled Water
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- Juices
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Personal Care

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- Deodorants
- Facial Care
- Hand & Body Care
- Make-Up
- Personal Products
- Suncare
- Fragrances

Clothing & DIY

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- Infantswear
- Paints & Coatings
- Toys and Games
- Sports Equipment

Other Consumer Industry Guides

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- Dishwashing Products
- Bleach
- Containers & Packaging
- Hotels & Motels
- Textile Washing Products
- Tobacco
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Industry Profiles

MarketLine's industry coverage is comprehensive, containing information on every major vertical market. 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 to gain an in-depth knowledge of whatever industry or sub-sector you are interested in.

Company Profiles

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 effective and informed meetings with prospective partners and clients. Our detailed information resource offers you a fast and easy way to build your knowledge of your clients' and their competitors' sectors

Country Profiles

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.

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