

# ABOUT RESEARCH MONITOR

 EUROMONITOR  
INTERNATIONAL



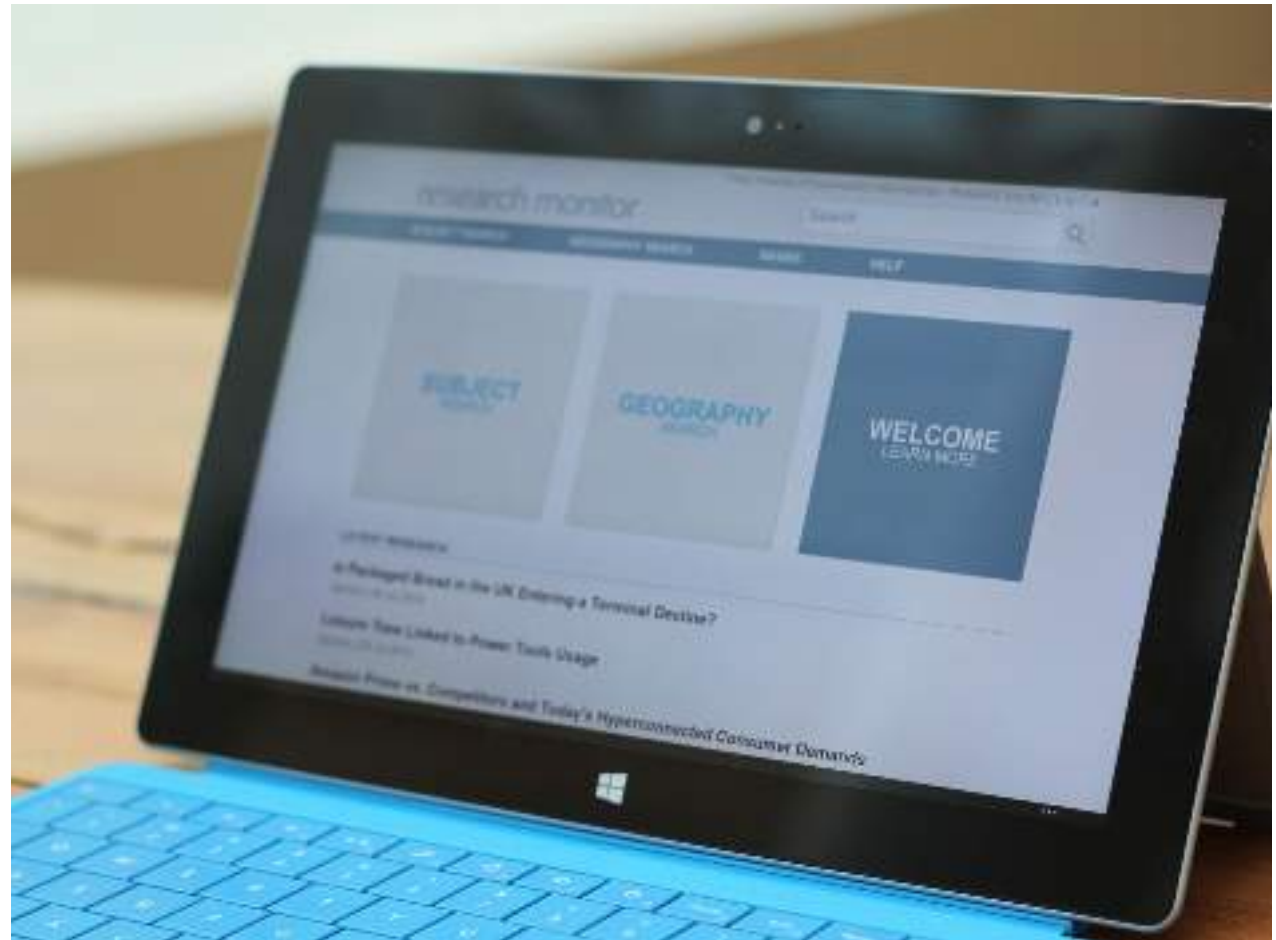
# RESEARCH YOU CAN TRUST

Research Monitor is a business reference database offering an affordable introduction to Euromonitor International's market research on industries, countries and consumers.

With unlimited access to more than 5,000 industry and country reports across 80 countries and daily articles written by expert industry and country analysts, it is an ideal resource for business research.

A subscription to Research Monitor gives users an introduction to the same high-quality research used daily by the world's leading consumer goods companies, the global finance industry, advertising agencies and professional services companies.

## research monitor



# BUSINESS RESEARCH SUPPORT

Research Monitor features simple search functionality and content in many languages, offering users, regardless of location and experience, easy answers to business research questions.

## Questions We Help Answer UNDERSTAND THE BUSINESS LANDSCAPE

- » How is the economy performing?
- » What is the business infrastructure like?
- » How educated is the workforce?
- » What are the political and economic risks?

## GAIN CONSUMER INSIGHT

- » What is the size of my target audience?
- » Where do they live?
- » How much do people earn?
- » Are there cultural preferences?

## ASSESS INDUSTRY PERFORMANCE

- » How big is the market for a product/service?
- » Who are the leading companies and brands?
- » What is driving industry growth?
- » What can I learn from trends in other countries?

## Business Research Support

With expertise across consumer goods and business-to-business and service industries, our analysis supports many projects.

## GAIN A WIDER GLOBAL OUTLOOK

Make international comparisons across 80 countries and leverage local insight from our global network of 1,000 on-the-ground analysts. Use their knowledge of the local market, fluency in the local language and access to the best research sources.

## REAL INSIGHT INTO WHAT IS DRIVING CHANGE

Discover what is happening and why using our expert insight. Reports are written in a clear, simple style and can be translated into many languages.

## SIMPLE AND EASY TRAINING

Research Monitor is easy to navigate; in just a few clicks, you will find research on a subject or country of interest. It works equally well on laptops, tablets and mobile devices.

## WHO USES RESEARCH MONITOR

Developed for universities and colleges, it supports students and faculty across a range of disciplines.

Research Monitor supports public libraries, delivers value to small-and-medium-sized companies and helps entrepreneurs validate ideas and business plans.





## RESEARCH AND REPORTS

Research Monitor reports and articles offer timely analysis of key issues influencing industries, countries or business environments and trends predicted to influence markets in the future.



### Risk and Vulnerabilities Briefings

- » Major components of the economy
- » Socio-political risk
- » External sector
- » Government finance
- » Financial stability
- » Real estate
- » Energy and the environment



### Income and Expenditure Briefings

- » Gross income by age
- » Social class composition
- » Household income distribution
- » Consumer expenditure by category
- » Consumer expenditure by region
- » Consumer expenditure by income level



### Business Environment Briefings

- » Operating environment
- » Trade environment, regulation and infrastructure
- » Tax environment
- » Innovation and technology
- » Labour market and population skill set



### Technology, Communications and Media Briefings

- » Market overview
- » Physical infrastructure
- » Mobile, home and public connectivity
- » Consumers of TCM services
- » Online business participation



## Future Demographic Overviews

- » Population forecasts by age and sex
- » Life expectancy
- » Migration
- » Diversity
- » Urbanisation
- » Cities



## Country Profiles

- » Facts
- » Government
- » Economy
- » Business environment
- » Energy
- » Society



## Industrial Snapshots

- » The industrial sector makes up the world's 18 largest economies
- » Valuable market size data to understand their relative importance to a country's economy
- » Extensive industrial coverage, from Accounting and Auditing to Wines and Cider

## Industry Overviews

- » Overview of consumer goods, service and supply industries
- » Valuable market size, share and forecast data to assess market potential

- » Alcoholic Drinks
- » Apparel and Footwear
- » Automotive
- » Beauty and Personal Care
- » Consumer Appliances
- » Consumer Electronics
- » Consumer Finance
- » Consumer Foodservice
- » Consumer Health
- » Eyewear
- » Fresh Food
- » Health and Wellness
- » Home and Garden
- » Home Care
- » Hot Drinks
- » Ingredients
- » Institutional Channels
- » Luxury Goods
- » Nutrition
- » Packaged Food
- » Packaging
- » Personal Accessories
- » Packaging
- » Pet Care
- » Retailing
- » Soft Drinks
- » Tissue and Hygiene
- » Tobacco
- » Toys and Games
- » Travel

### CONSUMER PRODUCTS



### ECONOMIES



### SERVICES



### CONSUMERS



### SUPPLY



# COUNTRIES RESEARCHED

Research Monitor offers a consistent research approach and depth of coverage across 80 countries.

## WESTERN EUROPE

Austria; Belgium; Denmark; Finland; France; Germany; Greece; Ireland; Italy; Netherlands; Norway; Portugal; Spain; Sweden; Switzerland; Turkey; United Kingdom

## EASTERN EUROPE

Belarus; Bosnia-Herzegovina; Bulgaria; Croatia; Czech Republic; Estonia; Georgia; Hungary; Latvia; Lithuania; Macedonia; Poland; Romania; Russia; Serbia; Slovakia; Slovenia; Ukraine

## AFRICA AND MIDDLE EAST

Algeria; Cameroon; Egypt; Iran; Israel; Kenya; Morocco; Nigeria; Saudi Arabia; South Africa; Tunisia; United Arab Emirates

## LATIN AMERICA

Argentina; Bolivia; Brazil; Chile; Colombia; Costa Rica; Dominican Republic; Ecuador; Guatemala; Mexico; Peru; Uruguay; Venezuela

## ASIA PACIFIC

Azerbaijan; China; Hong Kong, China; India; Indonesia; Japan; Kazakhstan; Malaysia; Pakistan; Philippines; Singapore; South Korea; Taiwan; Thailand; Uzbekistan; Vietnam

## AUSTRALASIA

Australia; New Zealand

## NORTH AMERICA

Canada; USA





# CONTACT US

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## SOCIAL MEDIA

