Euromonitor International’s Global Market Information Database (GMID) is an award-winning online business information resource providing intelligence on industries, countries and consumers.

A subscription to GMID offers library users unlimited access to a vast market research resource

- 4 million+ statistics on industries, countries and consumers
- 15,000 industry, company, country and consumer reports
- Insightful comment from industry and country experts
- 25,000 sources of further research information

Key benefits to academic libraries

- GMID offers a global perspective. Euromonitor International researches more than 200 countries worldwide. Consistent research methodologies across countries allow data to be compared internationally
- GMID is an excellent resource for all types of research projects, including market entry case studies and country, company and consumer analysis
- GMID supports a wide range of courses. As well as being a ‘must-have’ database for international business and marketing courses, it supports economics, social sciences, humanities, geography, international relations 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’s site-wide licence means data is available to all current students, faculty and staff. Off-campus access is also available

GMID: Global Market Information Database
2005 winner of ‘Best Business Information Database’ – International Information Industry Awards

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

- Population structures
- Household profiles
- Lifestyle preferences

Find expert analysis to inform research projects

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

Chocolate confectionery - Taiwan
3 Mar 2006

HEADLINES
- In 2004, volume sales of chocolate confectionery declined by 3% with value sales rising by 2% to NTD44.4 billion
- Premium trend drives retailers to introduce more branded products along with greater variety in retailing activity
- Chocolate with less sugar enjoys 3% value growth to reach NTD138 million
- Volume outperforms value; unit price increases only slightly, from NTD4.45 per bar in 2005 to NTD4.55 in 2006
- Foreign companies are the most active; Ferrero leads with Ferrero Rocher, Kinder Surprise, Kinder Bueno, and Kinder Bueno
- Stable unit price supports a forecast period value CAGR of 0.3% with sales reaching NTD 4.8 billion in 2011

TRENDS
- The premium chocolate market was quite stable in Taiwan thanks to continued support from local consumers. Competition among chocolate makers was much more fierce in 2006, with premium products becoming fashionable, particularly during holidays period. This trend led to positive growth is sized assortments.
- An increasing number of bars, such as Isabell and Vanille, launched homemade chocolates. In addition, Hotel and Promessa Regent Taipei introduced its "Gin Box" homemade chocolate, packaged to express a sense of love, while Kung Kung Peninsula Hotel sold imported premium homemade chocolate gifts during holiday periods such as Christmas, and Western and Chinese Valentine’s Day. Both of these were in high demand among guests.

Table: Chocolate confectionery - Taiwan

<table>
<thead>
<tr>
<th>Year</th>
<th>Volume (Units)</th>
<th>Value (NTD million)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>393.3</td>
<td>384.6</td>
</tr>
<tr>
<td>2005</td>
<td>391.9</td>
<td>391.7</td>
</tr>
<tr>
<td>2006</td>
<td>389.8</td>
<td>390.5</td>
</tr>
</tbody>
</table>

Use expert analysis to inform research projects

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

www.portal.euromonitor.com
Access a vast amount of research through a single web platform

The breadth and depth of content found in GMID is unmatched. Students, faculty and staff have access to the same business intelligence that world leading companies and government departments rely on to support strategic 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 allows users to identify the largest country markets for consumer products, the fastest growing markets, those that are mature and those that are in decline
- Company shares give users the ability to identify the leading companies operating in the market and how their market performance is changing year-on-year
- Brand shares make it possible to 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
- Government policy: expenditure, investment
- Country 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 custom statistical profiles of consumers and their households, and compare these trends country-by-country.

- Household profiles: home ownership, family sizes, marital status
- Possession of household goods: TVs, washing machines, fridges, computers
- Finances: disposable income, household income, income by age, savings
- 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

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

There’s nothing else as comprehensive for consumer market data

US Business Librarian, Columbia University
15,000 industry, company, country and consumer lifestyle 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
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- 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

Insightful comment from expert analysts

On a daily basis Euromonitor International’s industry and country analysts offer insight into the impact and implications of:

- Industry events and news
- Changing country and business environment
- Emerging consumer trends and attitudes

Business information sources for further research

GMID contains contact details for more than 25,000 organisations publishing business information. This is Euromonitor International’s research address book. These information sources are the sources 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
- GMID is an integrated information system. Because ALL content is available in one web interface, users can do a single search to find statistics, reports, comment and other research
- All reports and comment articles offer links to related content. It is easy for students to find content they might not have known existed
- Powerful data analysis functions allow students to create datasets customised to match their specific 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

“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

www.portal.euromonitor.com
Robust research methodology

Data and analysis 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.

Euromonitor International is fully transparent about its research methodology and sources. Detailed data definitions are provided to ensure users understand the 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 a genuinely local flavour for each country.

Local research is supported by a global team of project managers and analysts who ensure consistency of data and interpretation of trends across international markets.

Geographic coverage

The Global Market Information Database allows users 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

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Canada; USA

Latin America and the Caribbean:
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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; Liberia; Libya; Madagascar; Malawi; Mali; Mauritania; Mauritius; Morocco; Mozambique; Namibia; Niger; Nigeria; Oman; Qatar; Réunion; Rwanda; Sao Tomé e Principe; 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

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