

Kresge Library Instruction

Industry and Market Research Resources

<http://www.bus.umich.edu/KresgeLibrary>

Get Help:

E-mail: kresge_library@umich.edu

Phone: 734.764.9464

In person: Reference Desk 2nd floor

Monday-Thursday 11:00am-7:00pm

Friday 11:00am-5:00pm

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MSN: kresge_library@hotmail.com

Yahoo: kresge_library

AIM: kresgelibraryIM

GoogleTalk: kresgelibraryIM@gmail.com

Web sites:

Kresge Library Wiki: <http://webservices.itcs.umich.edu/mediawiki/KresgeLibrary/>

News: <http://mblog.lib.umich.edu/kresgenews/>

Kresge Podcasts: <http://www.bus.umich.edu/kresgelibrary/about/podcasts.htm>

Instruction Session Handouts:

<http://www.bus.umich.edu/kresgelibrary/support/instruction.htm>

Kresge FAQ: http://finditfast.bus.umich.edu/recordList?library=umich_business&institution=Umich

Use Marketing and Industry Resources to Find:

Market Research Reports

Market Share Data

Demographic/Consumer Behavior Data

Demographic Data

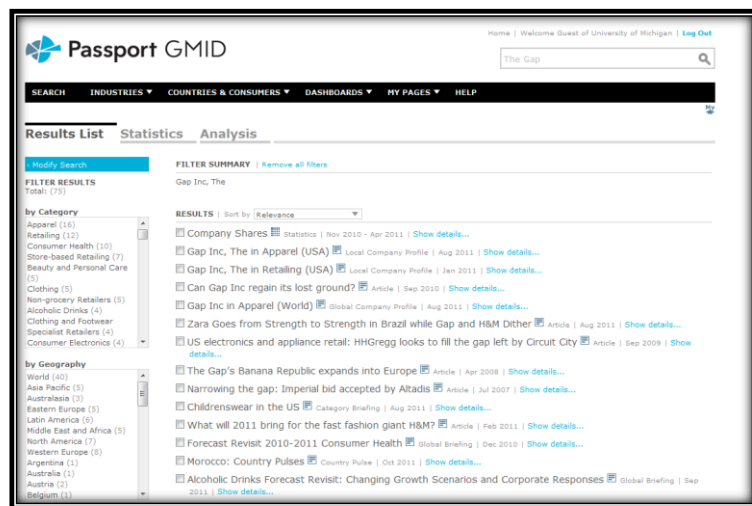
Advertising and Media Sources

General Business and Market Databases

Market Research Reports

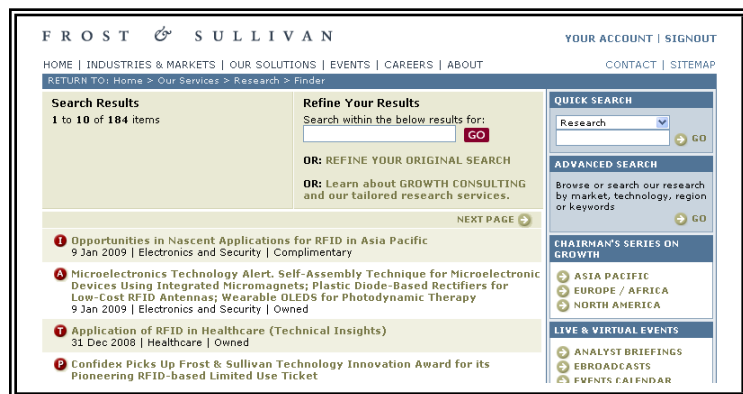
GMID Passport

Full text market analysis reports on a wide variety of topics
 Industry, demographic, consumer and economic data
 Market data for 330 consumer products in 49 countries
 A "Companies and Brands" section provides data on 100,000 consumer brands and the 12,000 companies that own them



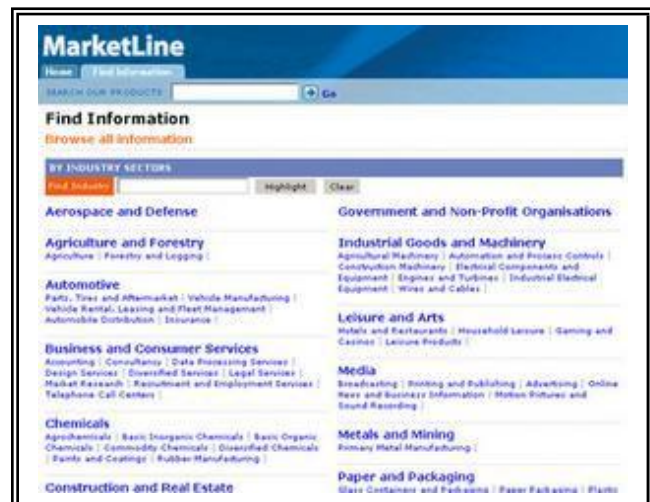
Frost & Sullivan

Frost & Sullivan Marketing Reports offer the latest research in market analysis, technical reports, end-user studies and more quantitative measurement based reports
 For assistance with downloading this content full-text, please email kresge_library@umich.edu with the title of the report you need.



MarketLine

Over 50,000 public and private, international company profiles
 Source for Datamonitor company and industry reports
 Industry, company, country focus allows you to easily find key competitors in the field
 215 international reports from the "Base Drivers" database feature key macroeconomic, social, demographic and industry statistics



MarketResearch.Com Academic

Full text of market research reports
 Excellent publishers include Packaged Facts, Kalorama Information, SBI, Simba Information, and others.
 Search
 International business services, consumer goods, food and beverages, life sciences, demographics, heavy industry and technology/media

Search Results
 (506 reports)

Keywords: **Coffee**

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 Use column headings to sort

Rel.	Title	Published
	<p>Top Global Food and Beverage Companies: Strategies for Success By: <i>Packaged Facts</i></p> <p>Global branding in the food and beverage consumer packaged goods industry has never been more challenging. Manufacturers are undoubtedly used to working in a 'fast moving' industry but in recent years the pace of change more...</p>	Jan. 2009
	<p>Market Trend: The Couponing Consumer in a Down Economy By: <i>Packaged Facts</i></p> <p>Crisis is the word of the day when it comes to the U.S. economy late in 2008. Housing crisis, credit crisis, auto industry crisis. As Americans find themselves caught in the grip of more...</p>	Dec. 2008
	<p>Coffee in the U.S.: Retail, Foodservice and Consumer Trends By: <i>Packaged Facts</i></p> <p>With Starbucks' U.S. store business soft, McDonald's rolling out its McCafé specialty beverages concept and Procter & Gamble selling its Folger Coffee division to J.M. Smucker massive changes are brewing in</p>	Aug. 2008

Mintel

Research reports covering the US and European marketplace
 Data & analysis of the competitive landscape
 Market-share analysis and consumer profiles
 Complex demographic issues are broken into easy-to-understand sections

My Reports

Mintel Reports: USA

<p>Subscription</p> <ul style="list-style-type: none"> Beauty and Personal Drink Finance Food and Foodservice Health and Wellbeing Household Lifestyles Retailing and Apparel Technology Travel 	<p>Reports</p> <ul style="list-style-type: none"> Customized Health - US - January 2009 Cakes and Pies - US - December 2008 Natural Products Marketplace Review: The Evolving Natural Lifestyle - US - December 2008 Red Meat - US - December 2008 <p style="text-align: right;">Show All Mintel Reports: USA Reports ></p>
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- [Market Size and Forecast](#)
- [Competitive Context](#)
- [Segment Performance](#)
- [Segment Performance —Antacids](#)
- [Segment Performance —Laxatives](#)
- [Segment Performance —Anti-diarrheals](#)

Gastrointestinal Remedies - US - September 2008



...more >

OTCs settle into a market formerly ruled by prescriptions

With the percentage of adults using OTC GI remedies holding steady in recent years, the category's modest growth has been driven primarily by Rx to OTC switches. After a pause in 2008, OTC switch activity is expected to pick up in 2009 and beyond, particularly in the antacid segment where new entrants will continue to strengthen the high-end of the market and accelerate the decline of older, less effective traditional brands.

In addition to these overarching trends, this report examines the following:

Company News

- Shareholders call for ousted
- Witty reshuffles GSK's se
- GSK reveals disappointing
- [...more >](#)

News

- Merck joins generic drug r
- New biological drugs have study says

Market Updates

- Pharmaceutical sales in tl
- Astrazeneca heartburn dr

This report is part of the following subscriptions:
 Mintel Reports: USA - Health and Wellbeing

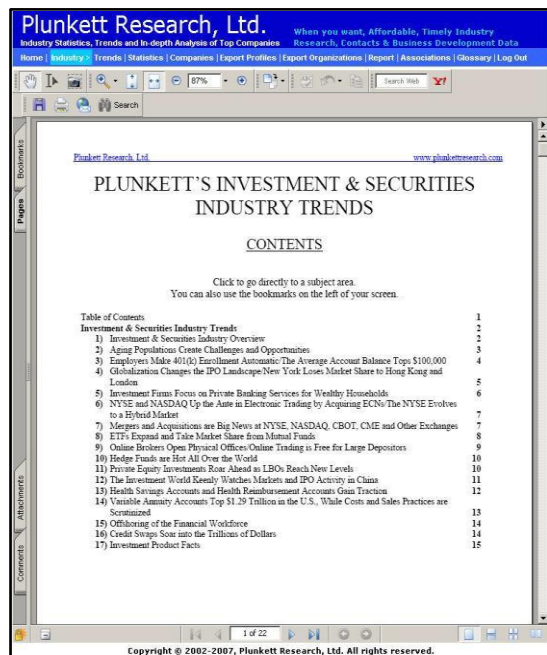
[set as homepage](#)

Plunkett Research Online

Provides industry sector analysis, research, trends and statistics for 29 different industries

Includes alternative, renewable and conventional energy; automotive; biotechnology; health care; outsourcing & offshoring; real estate; telecommunications; supply chain and more

Content is updated weekly



Market Share

Business & Company Resource Center

Why use this?

Company profiles, brand information, rankings, investment reports, company histories, chronologies and periodicals

Investext Plus analyst reports included

Market Share Reporter (Print):

Call Number: HF 5410. M34 (Current year in Reference)

Tables of market share data from multiple source

Demographic/Consumer Behavior

American Generations series (print)

Call No. Ref. HN60 .R96 2004

Looks at predefined demographic groups, Baby Boomers, Generation X, etc. Who they are, what they think, where and how they live

Lifestyle Market Analyst (print)

Call No. Ref. HF5415.33U6 2006

Updated yearly with lifestyle information on American consumers

Simmons OneView (see separate handout)

This database provides data on the demographic, psychographic and media use characteristics of users of products, brands and services

Available on standalone computer in front of the Reference desk

Simply Map

SimplyMap is a web-based mapping application that allows you to create thematic maps and reports using demographic, business and marketing data. Data can be downloaded for use with other software such as Excel and GIS.

Demographic, income, and expenditure data by geography, including state, county, zip code, and census tract. Available reports include summaries, comparisons, rankings, and maps.

Technical notes: Users need to create their own account with @umich.edu email address in order to be able to save work.

General Industry and Company Data and Articles

ABI/Inform Global (ProQuest) Database

Why use Abi/Inform Global?

Articles on consumers, including scholarly journals, trade press
Use Advanced Tab to search

Business Source Complete

Why use Business Source Complete database?

Business and trade press, academic publications, market and industry research, company information
Includes full text of the *Harvard Business Review*

Factiva

Why use Factiva?

Articles from 6000 business publications
Use near operator to search, for example: echo boom near20 housing

Standard and Poor's NetAdvantage

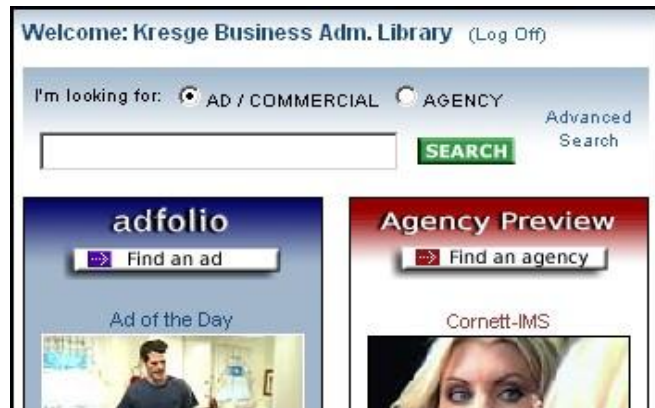
Why use this database?

One-stop shopping for company data, includes current industry news, competitors
Use Tools, Create list for a downloadable report by industry, geography, company size and more

Advertising and Media Sources

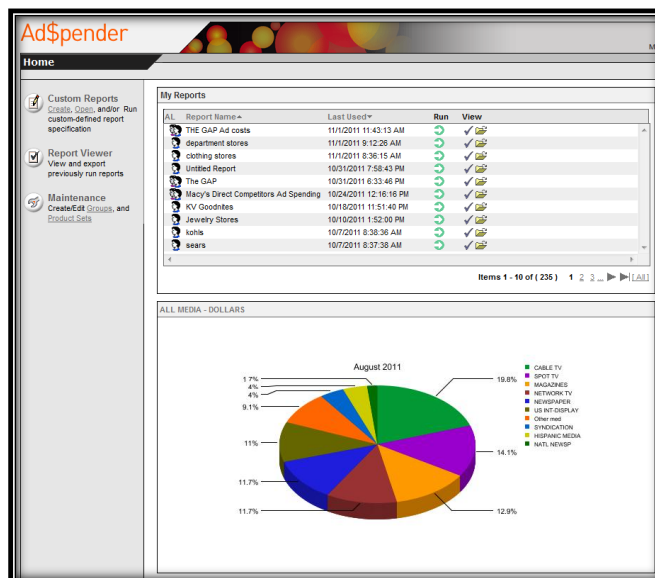
Adforum

35,000 advertisements in all media,
video and audio
International in scope
Advertising



Ad\$ponder:

Advertising expenditure information
for millions of product brands
Television, radio, magazine, newspaper,
internet and outdoor channels
You can search for information based
on category, company name, subsidiary
and brand
Spenders can be ranked by category,
company name, brand and more
Data is available back to 1986.



Advertising Red Book (Print):

Call No. Ref. HF5805.S792

Covers Advertisers and ad agencies

Company ad campaigns, including amounts spent on each ad medium

Ad\$Summary (Print):

Call No. Ref. HF5805.S792

Advertising statistics by brand name

Market- Specific Resources

Bankscope

Current and historical financial and other data on 22,000 global financial institutions

Corporate Environmental Profile Database

Environmental performance for over 1800 companies

Medical and Healthcare Market Guide

Research reports covering the worldwide medical device, healthcare markets

Sports Business Research Network

Annual and monthly statistics for 63 sports

Venture Xpert

Executives and other personnel, deals and IPO data

Information Technology Market Research

eMarketer

Market research on the Internet, e-business, online marketing, and emerging technologies, aggregated from over 1,700 sources. Includes analyst reports, daily research articles, market share and user data

Faulkner Advisory for IT Studies

Library of IT-related market and technical information covering e-business, wireless, IT asset management and more

Forrester Research

International market information and research specializing in the Internet economy; also includes research with an industry focus (i.e. IT use for automotive, retail market)

Gartner

Market and technical information used by thousands of IT end users and vendors