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Industry and Market Research Resources

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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

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

Gastrointestinal Remedies - US - September 2008

OTC's settle into a market formerly ruled by prescriptions

With the percentage of adults using OTC remedies holding steady in recent years, the category's modest growth has been driven primarily by Rx-to-OTC switches. After a plateau in 2006, 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 this market and accelerate the decline of older, less effective traditional brands.

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

- set as homepage

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

Company News

Shareholders call for cash
Witty restates GSK's as
GSK reveals disappointing
...more

News

Merck joins generic drug
New biological drugs have study says

Market Updates

Pharmaceutical sales in
AstraZeneca hoists di
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$ spender:**
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