EUROMONITOR INTERNATIONAL
making sense of global markets

GMID: Global Market Information Database User Guide

Euromonitor International's Global Market Information Database (GMID) is an integrated online information system providing business intelligence on industries, countries and consumers.

Understanding the homepage
The homepage provides an overview of the latest industries, countries, consumers and companies information.

Search allows you to find data using either:
Menu Search: find data by selecting categories or countries from the hierarchical menu
Text Search: find data using keywords
Browse Analysis: find the latest reports, comment and other analysis we offer

View a short online demonstration on how to navigate the site

Click here for contact details of your local office and training materials

Return to your homepage from anywhere on the site

Access research you have saved to your personal account

These links allow you to quickly search for data using the menu search. The categories you see are related to the page you are viewing

Access the help file and glossary of terms

Insightful comment from expert analysts

Click here to view all reports

The navigation bar provides quick access to the latest research

Click here to access all comment

Industries: access to comment, key trends and latest reports

Countries: access to economic, demographic and marketing statistics, reports and comment for up to 205 countries

Consumers: access to statistics, reports and comment on consumers

Companies: access to comment and profiles for companies analysed across industries

Geographies: consolidates all industry, country and consumer information for each country or region

Searching for data

The Menu Search allows you to access all our data by selecting categories or countries from hierarchical menus. The number of menus to select from will depend on your subscription and type of search being carried out.
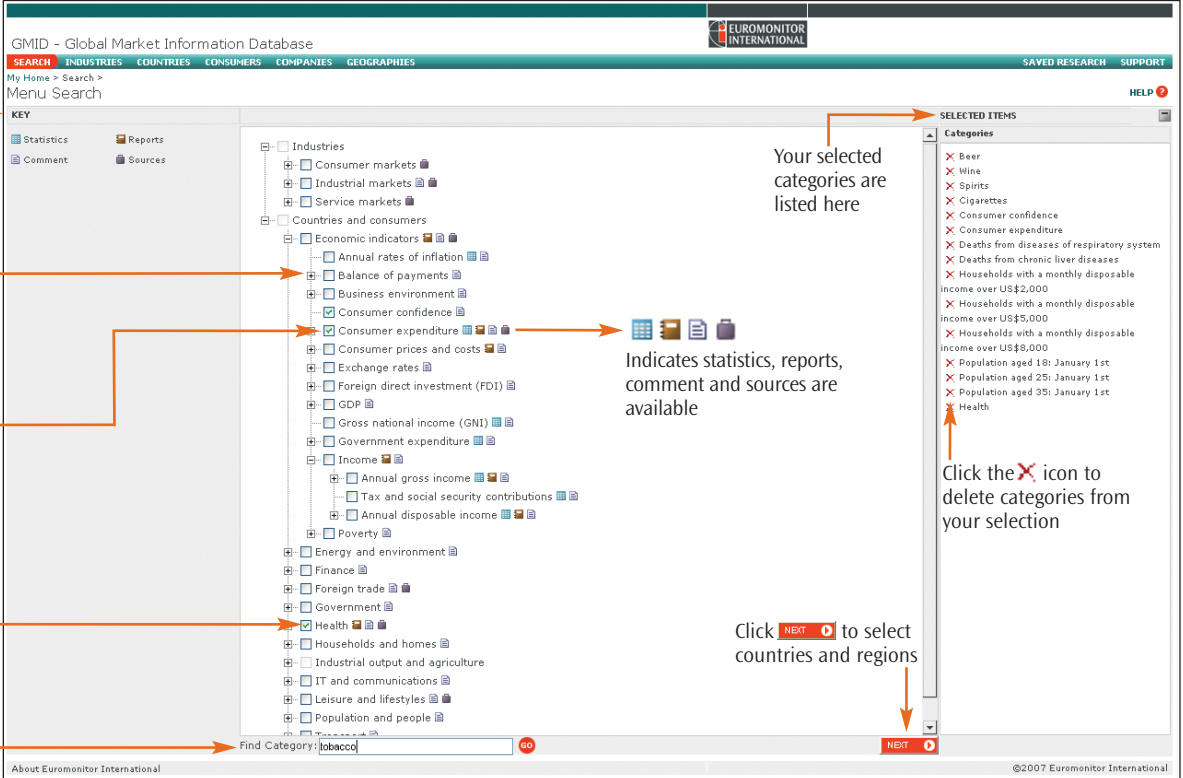
STEP ONE
Select categories

These symbols indicate the content available for different categories

Click the ⊞ icon to expand categories in the menu

Double click a category name to select all subcategories at one level below

Selecting category checkboxes will add them to your search query

You can also search for items in the hierarchy using the find category function

Your selected categories are listed here

Indicates statistics, reports, comment and sources are available

Click the ✕ icon to delete categories from your selection
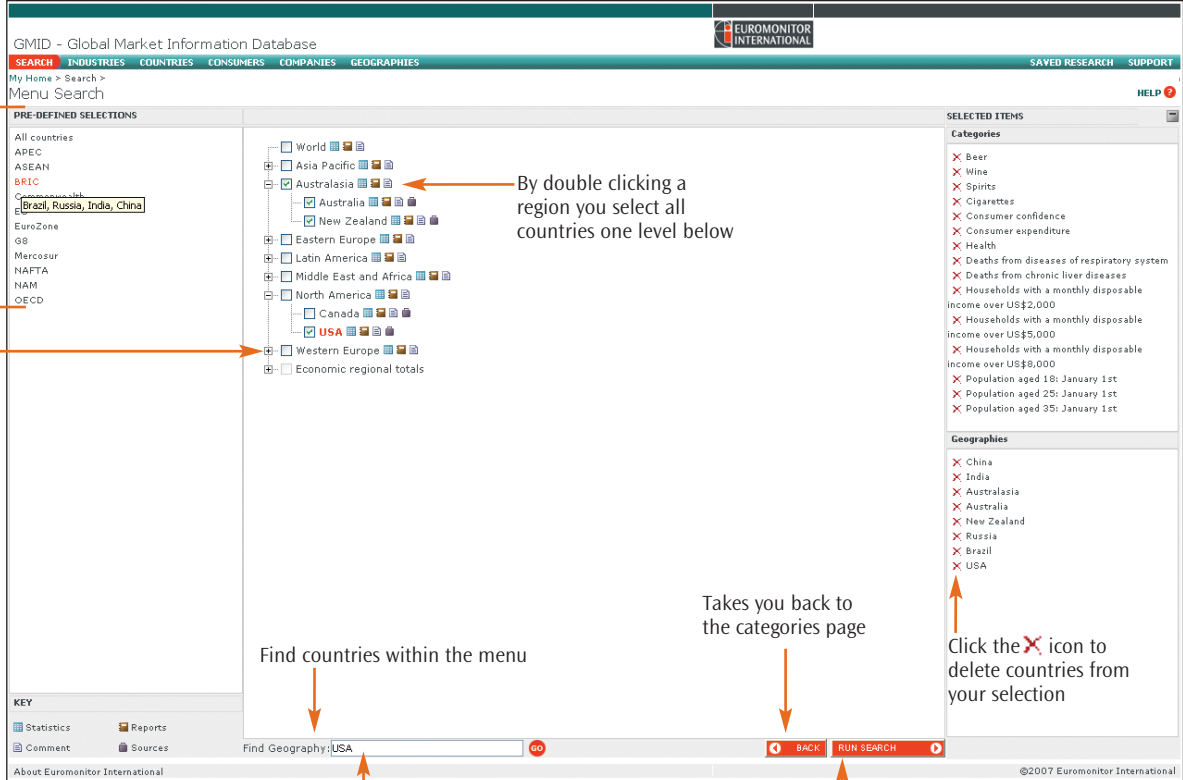
Click NEXT to select countries and regions

STEP TWO
Select countries

Predefined geographical selections are listed here.

For example, click on BRIC to select Brazil, Russia, India, China

Click the ⊞ icon to expand regions and select individual countries

By double clicking a region you select all countries one level below

Takes you back to the categories page

Click the ✕ icon to delete countries from your selection

Find countries within the menu

Your search item will be highlighted in red

Once you have built your search query, click RUN SEARCH to generate your results

Understanding the results page

The results list contains all the data matching your search criteria.
You can view: All Results, Statistics, Reports, Comments, Sources and create a personalised results list.

The 🔎 icon takes you back to the menu search to modify selections

The quickest way to view data is to click the **VIEW ALL RESULTS** button

A summary of the types of data found

The number of results returned are in brackets

Clicking on the 🔁 icon allows you to view all country reports

Click 🖫 to save your results list

This icon allows you to print your results list

Clicking here allows you to view all the statistics data

These tabs allow you to filter results by geography, type or category.
Click GO to apply the filter

This drop down menu allows you to change the number of results displayed

Creating a personalised results list

The results list highlights all matching statistics, reports and comment from your research criteria. This can be filtered to build a tailored list of results.

The 🔎 icon takes you back to the menu search to modify selections

Filter Results List to show country reports

1.
Tick boxes to select data you want to add to your personalised results list

2.
Expand menu to review your selections

3.
Click to view your personalised Results List

Filter results list using the drop down boxes.
Click GO to apply the filter

Analysing your results

When you click View All Results on the Results List, Statistics, Reports, Comments and Sources display automatically. Navigate from statistics to reports, sources and related results using the tabs at the top of the results pages.

Easily navigate between results

When appears you can create a graph of the whole table

Clicking here will return to the results list view

Click ▼ to rank data

Expand to view all statistics available

Convert data

Use analysis tool to create customised datasets

Currency conversions
Local currency, $,€,£,Yen, Swiss Franc

Current/constant
Assess the impact of inflation by swapping the current (nominal) to constant (real) value data

Unit multiplier
Thousands, millions, billions

Volume conversions
Litres, Hecto-litres, UK/US barrels, Cases of different sizes

Growth
Year-On-Year growth, period growth, growth index

Per capita/households

Change selection

Use the drop down boxes to change the information displayed in a results table. For example, view forecasts, change categories and countries

View related reports

Chart data

View related comment

Click here to find data definitions and conversion values

Pivot rows and columns

Create unique totals by summing selected rows. Use the check boxes to specify which rows to sum

Group and sum all rows

Percentage button

Change groupings button

Market Sizes • Historic • Retail Value RSP • US$ mn • Fixed 2006 Exchange Rates • Value at Current Prices

Key: Related Reports | Related Comment | Chart for this Row | Company Shares

	2001	2002	2003	2004	2005	2006
China						
Cosmetics and toiletries	6,842.4	7,532.4	8,467.9	9,528.9	10,556.2	11,700.0
Shampoo	370.7	501.8	740.8	908.0	1,069.8	1,307.8
2-in-1 products	953.2	931.9	802.6	742.9	647.1	537.2
Conditioners	153.2	163.1	175.9	193.6	222.8	274.8
Styling agents	109.5	113.8	118.2	123.1	128.2	134.1
Colourants	84.5	97.3	109.9	122.4	133.8	147.6
Colour cosmetics	669.3	746.1	855.5	956.3	1,054.6	1,168.6
India						
Cosmetics and toiletries	2,994.0	3,176.2	3,347.7	3,517.2	3,734.0	4,000.3
Shampoo	218.4	241.9	265.3	281.4	304.6	338.3
2-in-1 products	-	-	-	-	-	-
Conditioners	345.2	375.3	402.5	429.7	464.0	499.8
Styling agents	5.5	6.1	6.7	7.3	8.2	9.1
Colourants	54.4	59.6	64.5	69.4	76.7	85.0
Colour cosmetics	33.5	43.5	57.1	83.5	111.9	146.6
Russia						
Cosmetics and toiletries	3,683.4	4,639.5	5,665.5	6,446.9	7,426.4	8,452.6
Shampoo	292.7	336.7	386.4	435.7	487.3	516.3
2-in-1 products	81.0	98.8	115.8	128.9	138.3	147.3
Conditioners	69.8	79.3	92.6	106.9	121.8	141.2
Styling agents	80.0	97.6	114.6	129.6	153.3	167.4
Colourants	205.3	282.8	378.8	447.7	524.9	621.8
Colour cosmetics	513.4	629.5	767.1	881.8	993.7	1,103.8
Brazil						
Cosmetics and toiletries	8,437.3	9,957.7	11,660.0	13,793.7	16,135.7	18,202.9
Shampoo	503.5	614.1	755.9	928.8	1,013.8	1,101.0
2-in-1 products	27.5	27.7	29.4	26.5	25.2	24.2
Conditioners	692.0	838.7	1,018.1	1,356.7	1,607.7	1,804.6
Styling agents	58.2	63.8	71.1	82.9	85.1	86.7
Colourants	542.4	777.3	862.0	1,090.9	1,236.0	1,381.8
Colour cosmetics	724.5	852.4	861.5	1,022.8	1,227.4	1,430.3

Category definitions | Region definitions | Calculation variables

Navigation and output

Depending on the type of results you have selected, there are a number of ways in which you can navigate and output your analysis easily.

Easily navigate to supporting statistics and comment

Output options

Export to Word

Export to Excel

Export to PDF

Print

Save to Saved Research

Navigate to the sections of interest within a report

View whole report

Alcoholic Drinks – Russia

12 Sep 2007

EXECUTIVE SUMMARY

New regulations aim to reduce illegal trade in wine and spirits

Russia's alcoholic drinks market experienced radical changes during 2006. This was mainly due to government actions aimed at curbing the illegal production and trade of alcoholic drinks products in the country. New legislation introduced in July enforced state regulations on spirits and wine products. The regulations governing the production, importation and sale of spirits products were changed, while imports of wine products from Georgia and Moldavia were stopped. Unlike spirits and wine, which both experienced product shortages arising from the legislative changes, the beer sector remained unaffected by the new regulations and performed well above expectations.

RTDs/high-strength premixes remains the most dynamic performer in the market

RTDs/high-strength premixes remained the youngest alcoholic drinks sector in Russia in 2006, having been initiated towards the end of the 1990s. RTDs/high-strength premixes products quickly proved popular with local consumers, and the sector developed at a rapid pace throughout the review period to become an integral part of the market. This dynamism was still evident in 2006, with RTDs/high-strength premixes showing significantly faster growth in volume and current value terms than beer, the second best performing sector. Growth in current value sales was driven by new product launches and various promotional campaigns, with spirit-based RTDs showing the most impressive development. Overall, in 2006 RTDs/high-strength premixes was still characterised by the impulse nature of demand for products, as well as a low level of consumer loyalty towards individual brands.

Beer continues to perform well as local production of premium brands increases

While it is no longer as celebrated a field for investors in Russia as was once the case, beer still showed a very impressive performance in 2006, with retail current value sales growing at over twice the rate of volume sales. Faster growth in current value terms was attributable to an increase in local production of premium brands, while unusually warm autumn weather spurred growth in volume sales, particularly in the off-trade channel.

New regulations for importing spirits products come into force

The spirits sector witnessed major changes with regard to the distribution of imported products in 2006. In the past, imported spirits products were kept in customs warehouses before being collected by distributors. In 2006, these customs warehouses ceased to exist.

Procedures for the importing and local production of alcohol drinks products in general were also changed. The government's greatest accomplishment in this regard was its success in securing the most effective element of trademark protection as a Federal Law.

These new measures should bring a greater degree of regulation to alcoholic drinks in Russia, making production and distribution processes more transparent while also reducing the scale of illegal or 'grey' trade in the market.

next...

RELATED INFORMATION

Statistics
View Related Statistics

Industry Reports
Beer – Russia
Cider/perry – Russia
Rtds/high-strength Premixes – Russia
Spirits – Russia
Wine – Russia

Company Profiles
Daguno VKZ ZAO – Alcoholic Drinks – Russia
Ivan Taranov Pivovarny GK – Alcoholic Drinks – Russia
Kedr OAO – Alcoholic Drinks – Russia
Ladoga PG ZAO – Alcoholic Drinks – Russia
Ochakovo MPBK ZAO – Alcoholic Drinks – Russia
Ost-Alko ZAO – Alcoholic Drinks – Russia
Topaz LVZ ZAO – Alcoholic Drinks – Russia
Vena OAO – Alcoholic Drinks – Russia

Comment
Pernod Ricard spruce up Beefeater for premium growth
Eastern European consumers go west
Amstel aims for the high street and beyond
UB Group – Going Global
Ukranians go global in search of vodka rewards
Foster's without Foster's, what next?
Russians go west in search of vodka gold
Malt-based soft drinks – finding new paths to growth
Port wine industry: in need of surgery
Predictions for the Beer Industry in 2006