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Research Library

DATAMONITOR

Datamonitor's Research Library is an unrivalled collection of world-leading independent market analysis, providing global coverage across the Consumer Markets, Financial Services, Automotive, Logistics & Express and Energy & Utilities sectors.

Datamonitor's Research Library gives your users access to premium global business information, comprising independent data, opinion, research and analysis, putting the strength of an extensive global network of industry specialists at their fingertips.

Accurate and pertinent market analysis of the global Consumer Markets, Financial Services, Automotive, Logistics & Express and Energy & Utilities industries are available in a central and user-friendly online resource.

Through the Research Library, your users will gain access to:

- Reports: insightful analysis and forecasting based on unique research presented in reports ranging from 50 - 300 pages in length, providing a full picture on a particular market, issue or trend
- Briefs: a more concise overview of a specific industry, issue or company, typically 10-50 pages in length
- Interactive Models: databases of detailed market and product data designed to be 100% user-friendly, easy-to-search and contain data that can be manipulated to extract the exact information required by the user
- Company Profiles: searchable profiles of thousands of companies from around the world
- Case Studies: a concise evaluation of a company selected due to its role in its market, allowing readers to develop an understanding of strategy formulation, benchmarking and competitive advantage

How you and your users will benefit

- vital historical data that students will need for writing case studies for MBA and other business-related disciplines
- students will be able to produce a higher level of coursework by referencing accurate and in-depth analysis included in the reports
- academics and students can improve their knowledge of their chosen industry with access to comprehensive global market research and analysis
- students of MBA and other business courses can develop their skills in using real market intelligence used by business leaders around the world
- confidence from sourcing the most reliable market analysis that is highly transferrable to their professional careers
- access to the expertise of industry specialists, drawing on the experience of a team of over 800 researchers and in-house analysts

Datamonitor's Research Library covers the following sectors:

Consumer Markets

Datamonitor's research covers consumer and shopper behavioral analysis, product innovation, market sizing across both retail and foodservice channels, as well as competitor and country intelligence.

Datamonitor's core Consumer Markets research covers all key fast moving consumer goods (FMCG) sectors:

- Food
- Non-alcoholic beverages
- Alcoholic beverages
- Personal care
- Household products
- Pet care

Energy and Utilities

Give your users a unique and unbiased insight into the way businesses respond to governments, regulators and market conditions The key components covered include:

- Strategic analysis and issue briefing - five key market drivers: regulation and policy, corporate agenda, market fundamentals, environment and technology, and retail strategies
- Price analysis and forecasts - oil, gas, electricity and coal
- Utility asset database - ownership of key utility assets in including wholesale, networks and retail, and in-depth market analysis

Logistics and Express

Datamonitor has created and continues to develop its Global Logistics and Express Model to provide detailed understanding of market sizing, company profiles and regional specializations of key industry sectors:

Contract Logistics, Freight Management, Warehousing, Road and Rail Freight, Air Freight and Sea Freight

Express research provides an unrivalled and unique insight into the Courier, Express and Parcels markets in Europe and beyond.

Financial Services

Give your users a resource relied upon by the world's premier financial services companies. With its proprietary databases, forecasting skills, extensive networks of industry contacts and expert in-house analyst team, Datamonitor delivers an unbiased viewpoint on competitive and regulatory market developments.

Analysis, forecasting, vital data, market sizing, structure and competitor positioning is covered in the following sectors:

- General insurance
- Life and pensions
- Savings and investments
- Wealth management
- Cards and payments
- Retail banking
- Financial services technology

Automotive

Your users will benefit from Datamonitor's vast experience in the automotive sector, with coverage focusing on two key segments of the industry:

Aftermarket – notoriously difficult to analyze, Datamonitor's detailed coverage of the automotive aftermarket is highly regarded by industry, and includes:

- retail aftermarket breakdown by country, product family, vehicle manufacturer and retail channel
- detailed data on 25 products in the retail aftermarket
- wholesale aftermarket supply chain
- routes to wholesale aftermarket and manufacturer's networks
- analysis of market penetration of each vehicle manufacturer

Fleet market – provides detailed information on the company car market, leasing, fleet management and rental sectors

About Research For Libraries

Research For Libraries is the one stop information resource for academic and public libraries around the world. We bring together business and market intelligence from the world's leading market analysis companies, giving your library users instant access to information on 10,000+ companies, 2,500+ industries and over 200 countries worldwide.

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