

a unique collection of online resources for the academic community and public libraries



Product Launch Analytics

DATAMONITOR

As the world's largest online database of new consumer packaged goods, Product Launch Analytics supports your library users' projects with a unique global awareness tool of new product launches and emerging trends.

### A single source for worldwide newly launched products

Formely known as Productscan Online, Product Launch Analytics (PLA) spans food, beverages, health and beauty aids, household, pet and tobacco products, and is the world's largest online database of consumer products.

PLA will help staff and students form a better understanding of advertising campaigns, branding, innovation, new product development, trend tracking and developments in food production and packaging.

With over two decades of global new product information on over 145 categories, PLA superior market coverage and advanced functionality gives you and your library users access to:

- Keyword search – Fast and easy; one text box searches multiple database fields
- What's hot, what's not – Generate product statistics by changing your display format
- Downloadable reports – Full text and spreadsheet formats
- Hyperlinks – Go from Product Launch Analytics directly to manufacturers' websites
- Online product retrieval – Order any product online with one click
- Passwordless log-in – Option of one click log-in
- Trend analysis – Chart and track key trends over time

### Library users will gain access to

- **The largest database of global consumer product profiles**  
Strengthen new product research with a database of over half a million new products from worldwide markets
- **Over two decades of history established...**  
Access an archive of product launches dating back to 1980
- **Detailed descriptions**  
Conduct thorough product analysis and evaluate new product ideas from complete product descriptions
- **Graphing and chart features**  
Identify market gaps and trends with a set of analytical tools
- **Sophisticated searching tools**  
Quick searches deliver accurate results every time
- **Product pictures**  
Download full colour photographs of each product
- **Print advertising**  
Gain an insight into strategic product positioning

## Key components

### Global data collection

Each week, new product intelligence is meticulously gathered from around the world by a worldwide network of field agents who monitor test markets, scour retail outlets, cover exhibitions and trade shows and comb through hundreds of publications to uncover every new product detail.

### Superior customization and analytical tools

PLA offers a wide range of customization and analytical support in order to meet client-specific needs. With customizable eAlerts, fully incorporated graphing and chart features, a wide range of download options and personalized 'my notes' features, PLA can support the various demands of your library users.

### Innovation ratings

PLA has devised a technique for quantifying product innovation; use these six categories to help you identify and track truly novel ideas from me-too products:

- Formulation
- New market
- Positioning
- Merchandising
- Packaging
- Technology

### Email alerts

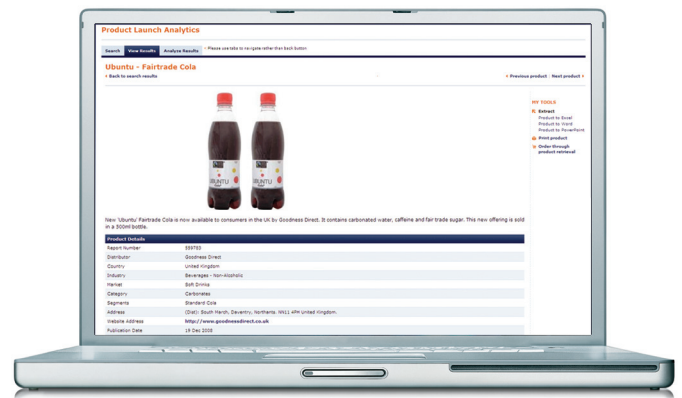
Receive either weekly or monthly email alerts providing customized updates on new products as they are added to the PLA database. eAlerts are inclusive with all PLA subscriptions and are an excellent means for tracking new product launches of market players.

### Company profiling

Assess product positioning trends over a 20-year period with instant access to company profiling. The search tools allow you to uncover company product information – old and new – including all the ingredients they use; how many products they have launched; associated SKUs; and categories they are focusing on for the future. All data can be downloaded and manipulated in spreadsheet applications to compile intelligence reports, category analyses or market trend reports.

### Statistical programs

Your users can monitor trends within market segments by displaying our comprehensive data in tabular or graphical format. They will be able to identify trends such as the top flavour in a given category, who launched the most new products this year and which categories are the most active.



## 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.

### Contact us today for further information

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