

Company, Industry, Market, Consumer and Country report content

Market, industry and consumer information		
Database	Type of report	Report content can include:
Intel	Market research reports	Market information e.g. market drivers. Consumer attitudes e.g. towards brands and behaviour e.g. purchases and shopping behaviour. Company and brand information: product range and innovation, marketing, advertising and promotional activity
Passport	Industry Overview reports	Key trends and developments (incl. e.g. online shopping, outlook, events) ; Market data (sales per unit) ; Company shares, brand shares ; Distribution (e.g. store/online).
	Category Briefing (i.e. Industry sector reports)	Trends, competitive landscape, prospects, market/product data.
	Consumer information and lifestyle reports	Top consumer trends ; consumer segmentation ; household ownership ; money, lending and saving ; grooming and fashion ; health and wellness ; shopping habits ; leisure and recreation ; transport
Business Source Premier	Industry reports	Market Overview and analysis; Market Data and value; Market Segmentation: Category segmentation; Geography segmentation; Market distribution; Market Outlook and Market value forecast. Five Forces Analysis: Buyer power; Supplier power; New entrants; Threat of substitutes; Degree of rivalry. Leading Companies; Macroeconomic Indicators and Country Data.

Company information		
Database	Type of report	Report content
Business Source Premier	Company profile	Business description; products and services; top competitors; SWOT analysis ; revenue analysis.
Passport	Local company profile	Strategic direction, competitive positioning (incl. market share); retail operations and internet strategy.
	Global company profile	Strategic evaluation (incl. SWOT analysis) ; Competitive positioning ; Market assessment ; Geographic and category opportunities ; Brand strategy ; Operations.
Mintel	Report section: Brand/company	Product range and innovation, marketing, advertising and promotional activity.

Country information		
Database	Type of report	Report content
Passport	Country profile	Government, economy, business environment, energy, society.
	Country briefings	Business environment: operating environment, government regulations and trading across borders, tax environment, innovation and technology, labour market and skills set. Risks and vulnerabilities (under Economy, finance and trade) Technology communications and media.
Business Source Premier	Country Review	Political conditions ; Political risk index ; political stability ; freedom ranking ; human rights ; government function ; government structure ; foreign relations ; national security and defence forces.
Business Source Premier	Country Profile	Includes a country PESTLE analysis and an overview of the political, environmental, social, technological, legal and economic landscape.