

**Foodline®: MARKET****FILE DESCRIPTION**

**Foodline®: MARKET** provides detailed analyses of international food and drink markets, identifying key market players, highlighting new product launches, assessing consumer attitudes and retail trends and tracking company news. The database serves as an ideal quick reference source for key market and company data, such as market values and volumes, market shares, advertising expenditures, production and trade figures, and retailing and packaging trends. File 54 has extensive coverage of international markets including the United Kingdom, mainland Europe, North America, Australia, and the Pacific Rim, as well as emerging markets in South America, Eastern Europe, and the Far East. All food and drink product groups are covered, including both branded and own label products, as well as reports on specialty food sectors, alcoholic beverages, pet foods, fresh produce, and food additives.

**SUBJECT COVERAGE**

- Advertising Expenditures
- Bakery and Cereal Products
- Beverages and Soft Drinks
- Chocolate and Confectionery Products
- Dairy Products
- Fats and Oils
- Food Additives and Ingredients
- Food Packaging Trends
- Frozen, Chilled and Ambient Foods
- Fruit, Vegetables and Nuts
- Market Shares
- Meat, Fish, Poultry and Game
- Petfoods
- Production and Trade
- Statistics
- Retail and Consumer Trends
- Sales and Consumption Figures

**SOURCES**

Information is derived from more than 200 marketing and food-related journals, statistical publications and market reports. Approximately 350 records are added each month, including data on market values and volumes, company and sector shares, production and trade statistics, consumption and sales figures, consumer trends, company turnover and advertising

spends. The database also contains information (approximately 150 records added each month) on new UK branded and own-label product launches, and novel product launches worldwide. Informative abstracts with all relevant statistics are provided for each document.

**TIPS****USE FILE 54**

to find information in the international food and drink markets, key food market players, new product launches, consumer attitudes, retail trends, company news.

**USE /DE**

to search for a subject:

SELECT MARKET SHARE/DE

**USE THE ONLINE THESAURUS**

to check and select Descriptor terms:

EXPAND (LIVER)

**USE GN=**

to search for a Geographic Name:

SELECT GN=WORLD

**USE RANK**

to see what other terms could be used as descriptors:

S YOGHURT/DE

RANK DE

**DIALOG FILE DATA**

Inclusive Dates: 1982 to present

Update Frequency:

Twice weekly (Approximately 500 records added per month)

File Size: More than 500,000 records as of July 2010

**CONTACT**

Foodline: MARKET is provided by Leatherhead Food Research. Questions concerning file content should be directed to:

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## SAMPLE RECORD

DIALOG(R)File 54:FOODLINE(R): Market  
(c) 2004 Leatherhead Food Res. Assoc.

**AA=** 00329861 FOODLINE ACCESSION NUMBER: 0000233400  
**/TI** Finger on the impulse. (Ice cream and frozen-yoghurt market worldwide.)

**AU=** Brice A  
**JN=** European Frozen Food Buyer (May/June), 7 (3), 35-40 (4pp.)  
**PY=** 1995  
**LA=** LANGUAGE: English  
**/DE, /GN, GN=** GEOGRAPHIC NAME: WORLD  
**FS=** FILE SEGMENT: Market Data  
**/AB** ABSTRACT: In terms of value, Australasia/Pacific is the leading region for ice-cream expenditure (\$30.3 per capita), followed by the US (\$22.2 per capita) and western Europe (\$22 per capita). Western European manufacturers are market leaders with volume sales of 2.450 million litres in 1994. An analysis is given of the major national markets (US, UK, Japan, Germany, Italy, France, Spain, Australia, Canada, Netherlands, Belgium, Sweden, Denmark, Norway) for ice cream in 1994, in terms of value and % growth. A detailed examination of the European market shows that the UK ice-cream market in 1994 was worth #820m: a growth of 49% since 1989. Premium products accounted for much of this growth. The UK market for frozen yoghurt is expected to increase from #12m to #40m in the period 1994 to 1996. The market shares held by the leading ice-cream manufacturers in the UK, Scandinavia, Belgium and Germany are examined.

**/DE** DESCRIPTORS: 1994; ASIA; AUSTRALIA; CONSUMPTION; E U; GERMANY; ICE CREAM FROZEN FOOD DAIRY PRODUCT; MARKET SHARE; PER CAPITA; PREMIUM; PRODUCTION; SCANDINAVIA; STATISTIC; UK; US; VALUE; YOGHURT

## SEARCH OPTIONS

## BASIC INDEX

SEARCH SUFFIX	DISPLAY CODE	FIELD NAME	INDEXING	SELECT EXAMPLES
—	—	All Basic Index Fields	Word	S ICE(W)CREAM
/AB	AB	Abstract	Word	S MARKET(W)LEADERS/AB
/DE	DE	Descriptor <sup>1</sup>	Word & Phrase	S MARKET(W)SHARE/DE S MARKET SHARE/DE
/GN	GN	Geographic Name <sup>2,3</sup>	Word	S UNITED(W)KINGDOM/GN S WORLD/GN
/TI	TI	Title	Word	S ICE(W)CREAM/TI

<sup>1</sup> Also /DF.<sup>3</sup> For complete retrieval of geographic names, also search using the descriptor field, e.g. S UNITED(W)KINGDOM/DE,GN.<sup>2</sup> Searchable in the Basic Index and in the Additional Indexes.

## ADDITIONAL INDEXES

SEARCH PREFIX	DISPLAY CODE	FIELD NAME	INDEXING	SELECT EXAMPLES
AA=	AA	FOODLINE Accession number	Phrase	S AA=0000233400
—	AN	DIALOG Accession Number		
AU=	AU	Author <sup>4</sup>	Phrase	S AU=BRICE A
CS=	CS	Corporate Source	Word & Phrase	S CS=(FOOD(1W)AGRICULTURE(W)ORGAN?) S CS=EUROMONITOR?
FS=	FS	File Segment	Phrase	S FS=MARKET DATA
GN=	GN	Geographic Name <sup>2,3</sup>	Phrase	S GN=WORLD
JN=	JN	Journal Name	Phrase	S JN=EUR. FROZ. FOOD?
LA=	LA	Language <sup>5</sup>	Phrase	S LA=ENGLISH
PY=	PY	Publication Year	Phrase	S PY=1993:1999
SN=	SN	International Standard Serial Number (ISSN)	Phrase	
—	SO	Source Information <sup>6</sup>		
UD=	—	Update Code	Phrase	S UD=9999

<sup>4</sup> Author is usually anonymous.<sup>6</sup> Source Information includes journal name, publication date, pagination.<sup>5</sup> Market Information records only.

**SPECIAL FEATURES**

For command descriptions, enter HELP LIMIT, HELP SORT, HELP RANK, HELP DUP, HELP CURRENT online.

<b>LIMIT</b>	/ -- DIALOG Accession Number /DATA -- Market Data Articles /ENG -- English Language /NEWS -- News Articles /NONENG -- Non-English Language /YYYY -- Publication Year	S S3/14017-99999999 S S3/DATA S S1/ENG S S4/NEWS S S5/NONENG S S2/2002
<b>SORT</b>	<b>AU, JN, PY, TI</b>	SORT S1/ALL/TI SORT S3/ALL/PY/D
<b>RANK</b>	All phrase- and numeric-indexed fields in the Additional Indexes can be ranked. Other RANK codes include: DE	RANK DE RANK AU S4
<b>RD, ID</b>	Remove duplicates (RD) or identify duplicates (ID,IDO).	RD S5
<b>CURRENT</b>	Search only the most recent year plus one (CURRENT1) to five (CURRENT5) years.	B 54 CURRENT2

**PREDEFINED FORMAT OPTIONS**

NO.	DIALOGWEB FORMAT	RECORD CONTENT
1	--	DIALOG Accession Number
2	--	Bibliographic Citation and Indexing
3	Medium	Bibliographic Citation
4	--	Full Record with Tagged Fields
5	--	Full Record
6	Free	Title and Publication Year
7	Long	Bibliographic Citation and Abstract
8	Short	Title, Indexing, and Publication Year
9	Full	Full Record
K	--	KWIC (Key Word In Context) displays a window of text; may be used alone or with other formats

**OTHER OUTPUT OPTIONS**

For an explanation, enter HELP TYPE, HELP UDF, HELP TAG online.

<b>USER DEFINED FORMATS</b>	Display codes listed in the Search Options tables can be used to customize output.	TYPE S3/TI,AU,PY/1-5 PRINT S1/TI,AB/ALL
<b>TAG</b>	Output can be displayed with tags identifying each display field.	TYPE S3/5/1-10 TAG PRINT S1/9/ALL TAG DISPLAY S2/9/ALL TAG
<b>DIRECT RECORD ACCESS</b>	If the accession number of a specific record is known, it can be used to display the record directly.	TYPE 00010005/5 DISPLAY 00074483/4 PRINT 14017/9

**FOR ONLINE HELP:**

See HELP FIELDS 54 for searchable fields; HELP FORMAT 54 for output formats; HELP LIMIT 54 for limits; HELP RATES 54 for cost information; HELP SORT 54 for sorts.