

Business Insights

FILE DESCRIPTION

Business Insights reports are complete text reports published by Datamonitor, a leading international market research company renowned for providing independent market analysis.

Business Insights appreciates the importance of accurate and incisive market and company analysis. Their aim is to provide a single, off-the-shelf, objective source of data analysis and market insight.

This file no longer updates. The most recent update is from June 2011.

SUBJECT COVERAGE

Business Insights reports are focused on the following industries and markets:

- Banking and Finance
- Biotechnology
- Computers and Electronics
- Consumer Goods
- Demographics and Lifestyle
- eCommerce and Technology
- Energy
- Finance
- Food and Beverages
- Health Care
- Marketing Services
- Pharmaceuticals
- Telecommunications

The following examples of titles from each sector indicate the subjects of typical reports to be found in the database:

- Brand Strategies in Food and Drinks (Consumer Goods sector)
- The European Gas Markets (Energy sector)
- The Next Generation Delivery of Retail Financial Services (Financial sector)
- The Pharmacogenomics Outlook (Healthcare sector)
- Benchmarking Customer Services Technology (eCommerce/Technology sector)

TIPS

USE FILE 759

to track the latest market trends in the consumer, energy, financial services, health care, and eCommerce and technology sectors.

EXPAND MT=

to see a complete list of reports included in the file.

USE SF=TABLE

to locate records that contain tables or exhibits.

USE REPORT TITLES

to gather all records together for an individual report.

DIALOG FILE DATA

Inclusive Dates: October 2000 to June 2011

Update Frequency: Closed Does not update

File Size: 49,456 records as of June 2011

CONTACT

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SAMPLE RECORD

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File 759:Business Insights 1992-2003/May
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00112NNN

SE=/TI      FUTURE: 1.4 SNACKS

/MT,MT=    Main Title: HEALTH FOOD AND DRINKS MARKET
PD=,PY=    Pub. Date: May 01, 2003
CS=        Source: DATAMONITOR
           Telephone: +44 20 7675 7000
WD=        Word Count: 1354 (1 pp.)
LA=        Language: English

           Summary
/TX        Within the health positioning, low and light dominates product
           launches, especially in North America. 93% of Americans snack,
           50% doing so three times a day. The entire snack category is a
           $52.5 billion market in the US alone. Of that, $1.1 billion is
           in wholesome or healthy snacks and this is considered to be an
           area of strong growth potential. According to Ms. Zammer, Senior
           Manager with Arthur D. Little, the savoury snack category has
           been missing from the snacks market. She notes that people who
           choose diet programs tire of all the sweet beverages and snacks
           and there are not enough salty diet products to provide diversity
           in the diet.

           (. . .)
           Calorie reduced cocoa butter substitutes, like caprenin, will
           continue to expand reduced calorie chocolate confectionery. These
           substitutes, used in combination with polydextrose, help to create
           the mouth feel of a traditional chocolate bar. Diet chocolate sales
           in the US rose 52% in 2000 earning $42.1 million. As a result of
           these advancements and the sweetener replacement options, consumers
           are buying these substitutes based on the taste as well as the
           health benefits. Hard sweets containing green tea and prebiotic
           toffee are other innovative products in this category.

THIS IS THE FULL-TEXT.
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/CN,CN=    Country: WORLD
/DE,IN=    Industry: FOOD AND BEVERAGES
/CO,CO=    Company Names (DIALOG Generated): Food Technology ;
           Grocery Manufacturers ; Information Resources ;
           Procter and Gamble ; Unified Products ;
           UK Government Actuary Department

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Sample Report Titles

All records comprising a report can be grouped together with the REPORT TITLES command, e.g., REPORT S2/TITLES.

EXAMPLE

?b759

04jun03 14:04:07 UserNNNNN Session D2321.1

File 759:Business Insights 1992-2003
(c) 2003 Datamonitor

Set	Items	Description
S1	1856	PY=2003
S2	5922	CN='WORLD'
S3	1208	IN='FOOD AND BEVERAGES'

?s s1 and s2 and s3

	1856	S1
	5922	S2
	1208	S3
S4	75	S1 AND S2 AND S3

?report s4/titles

S5 75 Sort 4/ALL/PD,D MT,A FROM 759
DIALOG(R) ONLINE TABLE OF CONTENTS

Sample Report Titles (cont'd)

LIST OF REPORT TITLES

ITEM NUMBER, MAIN TITLE

-
- 1 HEALTH FOOD AND DRINKS MARKET
F0759: DATAMONITOR
May 2003/9 records
 - 2 HEALTH FOOD AND DRINKS MARKET
F0759: DATAMONITOR
April 2003/6 records

(...)

Enter one item number, P for next page, or EXIT to leave TITLES:

?1

Enter (S)ection Headings only, (C)omplete table of contents,
M to return to Main Menu Listing or EXIT to leave TITLES:

?c

DIALOG(R) F0759: DATAMONITOR
Table of Contents

Main Title: HEALTH FOOD AND DRINKS MARKET

Date: May 2003

FUTURE

- 1 1.0 HEALTH MARKET DYNAMICS; AN=001NNNN3
- 2 1.1 DAIRY; AN=001NNNN3
- 3 1.2 BABY AND TODDLER; AN=00NNNNN3
- 4 1.3 LOW AND LIGHT CATEGORY DEVELOPMENT; SF=TABLE; AN=00NNNNN4
- 5 1.4 SNACKS; AN=00NNNNN5
- 6 1.5 BEVERAGES; SF=TABLE; AN=00NNNNN6
- 7 1.6 FUNCTIONAL CONFECTIONERY; SF=TABLE; AN=00NNNNN7
- 8 1.7 FUNCTIONAL BEVERAGES; SF=TABLE; AN=00112758

Enter item number(s) (i.e. 1,4,6-10) only, C to repeat Table of Contents,
M to return to Main Title Listing or EXIT to leave TITLES:

?exit

(. . .)

SEARCH OPTIONS

BASIC INDEX

SEARCH SUFFIX	DISPLAY CODE	FIELD NAME	INDEXING	SELECT EXAMPLES
—	—	All Basic Index Fields	Word	S DRINK(W)MARKETPLACE
/CN	CN	Country Name ¹	Word	S WORLD/CN
/CO	CO	Company Name (Dialog Generated) ¹	Word	S SCHERING(W)PLOUGH/CO
/DE	DE	Industry Description	Word & Word	S "FOOD AND BEVERAGES"/DE
/MT	MT	Main Title ¹	Word	S BRAND(W)STRATEGIES/MT
/TI	TI	Section and Subtitle	Word	S GLOBAL(W)TASTES/TI
/TX	TX	Text	Word	S FOOD(W)NETWORK/TX

¹ Searchable in the Basic Index and in the Additional Indexes.

ADDITIONAL INDEXES

SEARCH PREFIX	DISPLAY CODE	FIELD NAME	INDEXING	SELECT EXAMPLES
—	AZ	DIALOG Accession Number		
CN=	CN	Country Name ¹	Phrase	S CN=WORLD
CO=	CO	Company Name (Dialog Generated) ¹	Phrase	S CO=SCHERING PLOUGH
CS=	CS	Source of Data	Phrase & Phrase	S CS=DATAMONITOR
IN=	IN	Industry Description	Phrase	S IN="FOOD AND BEVERAGES"
LA=	LA	Language	Phrase	S LA=ENGLISH
MT=	MT	Main Title ¹	Phrase	S MT=BRAND STRATEGIES?
PD=	PD	Publication Date	Phrase	S PD=20000928
PY=	PY	Publication Year	Phrase	S PY=2000
SE=	SE	Section Name	Phrase	S SE=GLOBAL TASTES?
SF=	—	Special Feature	Phrase	S SF=TABLE
UD=	—	Update	Phrase	S UD=9999
WD=	WD	Word Count ²	Phrase	S WD=900:1000

² For searching, numbers are rounded down to the two left-most significant digits. Use numeric operators (>, <, >=, <=) to search a range of values.

SPECIAL FEATURES

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

LIMIT	/NONUS -- Report has a non-U.S. focus /USA -- Report focuses on U.S. /YYYY -- Publication Year	S S3/NONUS S S3/USA S S2/2000
SORT	AN, CN, CS, IN, MT, PD, PY, SE, TI, WD	SORT S1/ALL/TI PRINT S5/5/1-24/PD,D
RANK	All phrase- and numeric-indexed fields in the Additional Indexes can be ranked.	RANK CN S3
CURRENT	Search only the most recent year plus one (CURRENT1) to five (CURRENT5) years.	B 759 CURRENT2

PREDEFINED FORMAT OPTIONS

NO.	DIALOGWEB FORMAT	RECORD CONTENT
1	--	DIALOG Accession Number
2	--	Full Record except Text
3	Medium	Bibliographic Citation
5	Long	Full Record
6	Short	Main Title, Title, Publication Date, and Word Count
8	Free	Main Title, Title, Publication Date, Word Count, and Indexing
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.

USER DEFINED FORMATS	User-defined formats can be specified using the display codes indicated in the Search Options tables.	TYPE S3/TI,MT/1-5
TAG	TAG can be used for tagged fields.	TYPE S3/5/1-10 TAG
DIRECT RECORD ACCESS	DIALOG Accession Number	TYPE 00019427/3 DISPLAY 0004483/TI,MT PRINT 00005964/9

FOR ONLINE HELP:

See HELP FIELDS 759 for searchable fields; HELP FORMAT 759 for output formats; HELP LIMIT 759 for limits; HELP RATES 759 for cost information; HELP SORT 759 for sorts.