

Datamonitor Market Research

FILE DESCRIPTION

Datamonitor Market Research contains the full text of reports published in the United Kingdom, covering the U.K., France, Italy, Germany, Spain, Europe, United States, and the world. The material is written by a specialized team of industry experts who rely on data drawn from exclusively commissioned Gallup surveys, consumer panels, and in-depth trade interviews. Reports typically discuss products, the competitive environment, pricing, market share, and other key issues affecting industries. Most records have tables containing valuable facts and figures on companies and products.

SUBJECT COVERAGE

Datamonitor Market Research includes the full text of syndicated research, as well as tables included in the original text, with the exception of graphs that cannot be reproduced online. Areas of coverage from 1992 through 1998 include: Apparel, Automobiles, Banking, Communications, Cosmetics and Toiletries, Electrical Products, Food, Insurance, OTCs, Packaging, Paper, Passenger Airlines, Petrochemicals, Pharmaceuticals, Plastics, Professional Services, Retailing, and Software.

TIPS

USE FILE 761

to track the latest market trends in the consumer marketplace.

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 CO=

to locate a company name mentioned in an individual report.

USE REPORT TITLES

to gather all records together for an individual report.

DIALOG FILE DATA

Inclusive Dates: 2003 to the present

Update Frequency:

Monthly (Updated as reports are received)

File Size: 631,294 records as of July 2008

CONTACT

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SAMPLE RECORD

DIALOG(R)File761:Datamonitor Market Research
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SE=, /TI 00019427
 Executive Survey: FACTORS IMPACTING ON THE ANALGESICS AND OTC
 MARKETS
 /MT, MT= Main Report Title: European Analgesics
 CS= Source: DATAMONITOR Telephone: 071-625 8548
 PD=, PY= September 01, 1993
 LA=, WD= Language: English Word Count: 511 (1 pp.)

3.0 EXECUTIVE SURVEY

The Overall OTC Market

/TX Datamonitor undertook an executive survey which examined the
 impact of a number of crucial factors on the European OTC market.
 Respondents were asked to assign either a positive or negative
 value between -2 and +2 to each factor depending on its
 influence on the OTC market. For example, if one particular
 respondent thought that the ageing population had had a
 strong positive effect on the market, a value of +2 was
 assigned. A nil impact was recorded as zero.
 As one would expect, the global economic recession has had a
 negative impact on overall OTC sales. However, what is
 surprising is the number of

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The following table breaks down responses by their country of
 origin. In the United Kingdom, the impact of government
 legislation is seen as having a beneficial effect on sales,
 while most other EC countries view the governments influence
 as being detrimental, in terms of sales, to the market.
 Another area of discrepancy between the countries is in the
 development of generics. The UK and Other (which includes
 France, Belgium and the Netherlands) view their development as
 negative. Germany on the other hand has seen a positive influence
 on the market with this development.

Table : Impact of Factors on OTC Markets in Europe.

	Total	UK	Germany	Other
Ageing Population	0.89	0.81	1.09	0.78
Economic Recession	-0.27	-0.13	-0.36	-0.33
Brand Switching Rx. to OTC	0.95	0.69	0.73	1.44
Brand Extensions	0.58	1.00	0.40	0.33
Advertising/Promotion	1.33	1.63	1.36	1.00
Development of Generics	-0.01	-0.25	0.45	-0.22
Healthier Lifestyles	0.80	0.50	0.91	1.00
Increased Competition	0.49	0.19	0.50	0.78
Government Legislation	-0.17	0.13	-0.18	-0.44
Demand for Natural Products	0.63	0.13	1.09	0.67
Packaging	0.42	0.81	-0.10	0.56
Awareness of Self-Medication	1.09	1.06	1.00	1.22

Source: Datamonitor

THIS IS THE FULL-TEXT. Copyright Datamonitor 1993

/CN, CN= Country: EUROPE
 /DE, IN= Industry: PHARMACEUTICALS

Sample Report Titles

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

EXAMPLE

?S ANALGESIC?/MT, TI
 S1 129 ANALGESIC?/MT, TI

Sample Report Titles (cont'd)

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?REPORT S1/TITLES  
Processed 100 records...  
Processed ALL records  
DIALOG(R)File 761:Datamonitor Market Research  
(c) 1998 Datamonitor All rts. reserv.  
2 Market Research Reports Available  
Item Number, Main Title  
-----  
1 European Analgesics  
September 1993/ 122 records  
2 UK OTC Remedies  
May 1993/ 86 records  
  
Enter one item number, P- for previous page,  
P to start again at first menu, or EXIT to leave TITLES:  
  
?EXIT  
Leaving Report/TITLES...  
  
?
```

SEARCH OPTIONS

BASIC INDEX

SEARCH SUFFIX	DISPLAY CODE	FIELD NAME	INDEXING	SELECT EXAMPLES
—	—	All Basic Index Fields	Word	S ANALGESIC?
/CN	CN	Country Name ¹	Word	S UNITED(W)KINGDOM/CN
/DE	DE	Industry Description	Word	S PHARMACEUTICALS/DE
/MT	MT	Main Title ¹	Word	S EUROPEAN(W)ANALGESICS/MT
/TI	TI	Section and Subtitle	Word	S EXECUTIVE(W)SURVEY/TI
/TX	TX	Text	Word	S OTC(W)MARKET/TX

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

ADDITIONAL INDEXES

SEARCH PREFIX	DISPLAY CODE	FIELD NAME	INDEXING	SELECT EXAMPLES
—	AN	DIALOG Accession Number		
CN=	CN	Country Name ¹	Phrase	S CN=EUROPE
CS=	CS	Source of Data	Phrase	S CS=DATAMONITOR
IN=	IN	Industry Description	Phrase	S IN=PHARMACEUTICALS
LA=	LA	Language	Phrase	S LA=ENGLISH
MT=	MT	Main Title ¹	Phrase	S MT=EUROPEAN ANALGESICS
PD=	PD	Publication Date	Phrase	S PD=199309
PY=	PY	Publication Year	Phrase	S PY=1993
SE=	SE	Section Name	Phrase	S SE=EXECUTIVE SURVEY
SF=	—	Special Feature	Phrase	S SF=TABLE
UD=	—	Update	Phrase	S UD=9999
WD=	WD	Word Count ²	Phrase	S WD=200

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 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 S2/1993
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

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	Free	Main Title, Title, Publication Date, Section Name, and Word Count
8	--	Main Title, Title, Publication Date, Section Name, Country Name, Company Name, 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 PREFORM, HELP UDF, HELP TAG online.

REPORT TITLES	All records comprising a report can be grouped together with the REPORT TITLES command.	REPORT S1/TITLES
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 761 for searchable fields; HELP FORMAT 761 for output formats; HELP LIMIT 761 for limits; HELP RATES 761 for cost information; HELP SORT 761 for sorts.