

Euromonitor Market Research

FILE DESCRIPTION

Euromonitor Market Research contains the full text of hundreds market analysis reports on consumer goods and services in the world's major markets. Reports in File 762 are drawn from the Market Direction Series, as well as from Euromonitor Emerging Markets, Euromonitor Market Reports, and Strategic Management Overviews.

Each report is written by Euromonitor analysts working with data from trade interviews and other research collected in the markets concerned. Geographic coverage includes France, Germany, Italy, United Kingdom, United States, and Spain. Each report is updated annually and includes discussion of sources of supply, consumption, prices, brands and manufacturers, advertising and promotion, distribution, market sectors, and future outlook.

SUBJECT COVERAGE

- Beverages
- Consumer Health Care
- Consumer Electronics
- Consumer Services
- Cosmetics & Toiletries
- Electrical Appliances
- Foods
- Household Chemicals
- Leisure Goods
- Retailing
- Tobacco

TIPS

USE FILE 762

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: August 1992 to April 2004

Update Frequency: Closed

File Size: 398,731 reports as of April 2004

CONTACT

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SAMPLE RECORD

SE=, /TI
/MT, MT=
CS=
PD=, PY=
LA=, WD=

/TX

DIALOG(R)File762:Euromonitor Market Research
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00022252

UNITED STATES: MARKET OVERVIEW
Main Report Title: AUDIO PRODUCTS
Source: Euromonitor Telephone: 071-251 8024
March 1994
Language: English Word Count: 492 (1 pp.)

This section covers the market for home audio
equipment in the United States. Products included are
components, cartridges, headphones, compact systems,
personal portable stereos, portable tape equipment,
racked systems and radios. Digital Compact Cassette
(DCC) and Mini Disc (MD) sales are looked at separately,
since they have only recently come onto the market.

Key market trends and developments are highlighted
below:

The market for audio products was worth \$5.75
billion in 1992 and an estimated \$5.67 billion
in 1993. This represents a fall of 2% and 1%
respectively, which was an improvement on the
dramatic fall during previous years. Volume sales
were 82.1 million units in 1992.

The audio goods market represents 22% of the
overall consumer audio and video market, a share
which has fallen over the survey period.

The maturing of markets and recession have
contributed to this fall in overall market share,
but the introduction of the CD changer and the

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chain appliance/TV stores with a 28% share of
overall sales.

Euromonitor Market Direction predicts that in 1998
the market for audio equipment will be worth \$5.17
billion in constant value terms.

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/CN, CN=
/DE, IN=

Country: UNITED STATES
Industry: ENTERTAINMENT AND LEISURE

Sample Report Titles

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

EXAMPLE

?S DETERGENT?/TI,MT
S1 24 DETERGENT?/TI,MT

?REPORT S1/TITLES

Processed ALL records

DIALOG(R)File 762:Euromonitor Market Res.

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2 Market Research Reports Available

Item Number, Main Title

Sample Report Titles (cont'd)

1 HOUSEHOLD CLEANING AGENTS

July 1993/ 213 records

2 TEXTILE WASHING PRODUCTS

July 1993/ 170 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 AUDIO(W)EQUIP?
/CN	CN	Country Name ¹	Word	S UNITED(W)STATES/CN
/DE	DE	Industry Description	Word	S ENTERTAINMENT(1W)LEISURE/DE
/MT	MT	Main Title ¹	Word	S AUDIO(W)PRODUCTS/MT
/TI	TI	Section and Subtitle	Word	S MARKET(W)OVERVIEW/TI
/TX	TX	Text	Word	S HEADPHONES/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=UNITED STATES
CS=	CS	Source of Data	Phrase	S CS=DATAMONITOR
IN=	IN	Industry Description	Phrase	S IN="ENTERTAINMENT AND LEISURE"
LA=	LA	Language	Phrase	S LA=ENGLISH
MT=	MT	Main Title ¹	Phrase	S MT=AUDIO PRODUCTS
PD=	PD	Publication Date	Phrase	S PD=199404
PY=	PY	Publication Year	Phrase	S PY=1994
SE=	SE	Section Name	Phrase	S SE=UNITED STATES
SF=	—	Special Feature	Phrase	S SF=TABLE
UD=	—	Update	Phrase	S UD=9999
WD=	WD	Word Count ²	Phrase	S WD>=250

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 S2/1994
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, 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 00022252/TI,MT PRINT 00015964/9

FOR ONLINE HELP:

See HELP FIELDS 762 for searchable fields; HELP FORMAT 762 for output formats; HELP LIMIT 762 for limits; HELP RATES 762 for cost information; HELP SORT 762 for sorts.