Market Research Databases: Comparison of Mintel Reports Academic, Market Line Business Information Center, and Global Market Information Database

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INTRODUCTION

Business students come to the library looking for quantitative and qualitative marketing research. They request sources containing information about a market, customers, potential competitors, and trends in a specific industry in order to work on a business plan, an entrepreneurship project, or a research paper. This review compares three databases that are useful for finding market research information. Global Market Information Database (GMID) was previously reviewed in Volume 12, Issue 1, but is included here to allow for comparisons to Mintel and MarketLine.

DESCRIPTION AND SOURCES OF CONTENT

Mintel Reports Academic is offered by the Mintel Group. The database contains over six hundred market research reports on consumer products, travel, lifestyles, and leisure in United States, European, and United Kingdom markets. The reports discuss media consumption, shopping habits, demographics, lifestyles, and various market characteristics such as size, segmentation, trends, and forecasts. They also provide information on which brands of products and services American consumers prefer. The consumer characteristics section includes data from Simmons Research, the National Consumer Survey (NCS), and Teen Survey; as a result, their consumer information is detailed and of high quality.
MarketLine Business Information Center is offered by Datamonitor. This database includes 2,000 industry reports, 700 SWOT analyses, 10,000 company profiles, and fifty country profiles. These reports provide market overview information such as size and sectors, as well as competitive landscape and analysis, leading companies, historical data, and forecasts. MarketLine’s consumer information is more general and not as detailed as Mintel’s, but the reports provide a quick analysis of the market and key marketing information such as market share, market value, segmentation, and key players. MarketLine also provides company profiles with risk analysis (SWOT) and country profiles. The database includes a translation option, which allows the content to be read in English as well as nine other languages.

A significant portion of MarketLine is available through EBSCO and Gale databases. Business Source Premier/Complete from EBSCO include 5,000 company profiles, 1,600 industry reports, and fifty country profiles from Datamonitor. Gale databases (Business & Company Resource Center and Business & Industry) provide access to Datamonitor’s industry reports. However EBSCO and Gale do not provide MarketLine’s capabilities of manipulating and customizing the data.

Global Market Information Database (GMID) is offered by Euromonitor. GMID was formerly known as Market Research Monitor. The database contains over a million demographic, economic, and marketing statistics, with key political and economic indicators for 205 countries, including lifestyles indicators such as disposable income, consumer expenditure, eating and drinking habits, home ownership, and health data. The database contains a six-year history of market size data for more than three hundred consumer products in fifty-two countries, plus a five-year forecast and information on top markets. The lifestyle reports include information on seventy-six countries and cover data on population, consumer segmentation, regional development, home ownership, household profiles, labor, income, consumer expenditures, health, education, eating, drinking, shopping, personal grooming, fashion, leisure, personal finance, media, communications, transport and travel, and tourism. GMID’s best feature is the marketing data, but it is also a great place to find country statistics. This database includes information from statistical sources such as the World Bank, the International Monetary Fund, and official statistics agencies of local governments.
**USABILITY/INTERFACE**

All three databases have a keyword search feature that responds to nested Boolean connectors (AND, OR, and NOT), but each offers different advanced and browse search tools. The browsing option allows researchers to explore the databases and become familiar with the available content.

**USEFUL CONTENT OR SEARCHING CAPABILITY**

Mintel Reports Academic offers a quick search, a full-text search, and a refined search. The refined search allows choosing the category and then the country. The full-text reports allow limiting the search by type of sources (product, company, or news). The database also offers a search tab to access different search options. Under the reports tab searching is by category with access to the full index. The report can be downloaded into Rich Text Format (.rtf) or a Compressed Zipped Folder (.zip). The tables can also be downloaded into Excel format (.xls). The database contains a graph tool to facilitate the creation of customized graphs. Mintel’s corporate subscription allows clients to download entire reports, have PDF’s and a PowerPoint presentation available for every report.

MarketLine Business Information Center offers a quick search box to find relevant information across the entire database. It also allows limiting the results by sector, publication date, or relevance. The database includes tabs to browse all industry, company, country, or news reports. The reports are available in HTML for viewing and PDF for full-report downloading.

Global Market Information Database offers three ways to search: by menu, by keyword, or by browsing reports. The product allows the creation of charts from statistics and offers different chart styles to choose from. The reports are available in HTML, Word, and PDF. GMID is divided into seven separate areas: Country Data, Consumer Lifestyles, Consumer Market Sizes, Forecasts, Companies and Brands, Information Sources, and Major Market Profiles.

**WHO WOULD BENEFIT FROM THESE DATABASES?**

- Business students working on a business plan.
• Faculty and students looking for marketing data or forecasting trends.
• Library users looking for company data, up-to-date industry information, or business market research.
• Small business owners or entrepreneurs researching competitors, customers, and sales leads.

ACCESSIBILITY OPTIONS

All three databases can be configured for password-based access or IP-based authentication.

COMPETITORS’ PRODUCTS

There are many products available for marketing research; one product worth exploring is MarketResearch.com Academic. MarketResearch.com Academic does not produce its own data; it provides reports from other industry experts. The Academic version gives access to reports from four publishers: Packaged Facts (consumer goods, food and beverage, demographics), Kalorama Information (pharmaceutical, biotechnology, and medical device and diagnostics sectors), ICON Group International, Inc. (200 countries and 2,000 industries and products), and Specialists in Business Information/SBI (industrial and consumer markets). There is not a flat fee—the price depends on the number of reports purchased and the FTEs (full-time equivalent student enrollment). They offer consortia discounts and a one-year embargo discount.

COST

Prices are moderate and in line with other marketing and countries/international information databases. Mintel and MarketLine offer a flat fee regardless of the number of full-time students at the institution. Mintel also offers a corporate subscription, where clients pay per report purchased or for access to reports on markets of their choice. GMID’s pricing model is based on a year-long subscription and number of full-time students. It will generally be the most expensive of the three databases reviewed here. Mintel and GMID offer separate modules at additional cost. Mintel has two other products: Financial Service Mar-
ket Reports and the Travel and Tourism Analyst Reports. GMID offers three extra modules: Future Demographic Reports, Country Insights, and Global Market Consumer Trend Monitoring with Strategy Briefing (GCTM).

THE BOTTOM LINE

Mintel is limited to marketing and consumer research only. It does not have country profiles available in the database, but the market reports are longer and more detailed than those on the other databases. Mintel’s consumer information comes from Simmons, a very well known psychographics provider. The Simmons database is expensive and difficult to use and to be able to access some of this valuable consumer data through Mintel makes it an attractive choice.

MarketLine and GMID integrate company, market, and country data in one place. Both databases allow the creation of customized reports and charts/graphs. MarketLine reports are not as extensive as those on Mintel, but they do provide key information for evaluating a market. MarketLine (Datamonitor) offers not only consumer products but also information on major vertical industries and niche markets. The drawback to MarketLine is that some of this information is available through Business Source Premier/Complete and in some Gale databases.

GMID is not only a great source for marketing data, but is also a great tool for manipulating statistics. GMID includes demographic information, economic data, psychographics, economic indicators, and foreign trade, labor population, education, and other vital statistics. Being able to find in one place statistical data from Euromonitor, World Bank, International Monetary Fund and official national statistical offices makes this database extremely valuable. GMID is the most expensive of the three, but it also offers the most content and can be used for more than marketing.

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