

# Database Guide

## GMID

**Euromonitor International's GMID, Global Market Information Database, is an online business information database providing business intelligence on countries, consumers and industries.**

### Summary

- A global database that provides statistics, market reports, company profiles and country information covering 205 countries.

### Strengths

- More than one million country, market and lifestyle statistics and 4,500 market research reports available.
- Company profiles are included for three thousand major companies in key sectors.
- Trends can be compared across countries, years and data sets.
- Euromonitor's particular focus is consumer markets.

### Weakness

- Niche markets are not covered in detail as market reports are broader coverage.

### Alternatives

- Business Insights also have some reports for consumer goods outside the UK.
- Country statistics and analysis can be found on the Economist Intelligence Unit's *Viewswire* and *Countrydata*.
- General news and analysis for emerging economies is on *ISI Emerging Markets*.
- Other brief company profiles and market reports can be found on Datamonitor's *Marketline*.

### Printing/Downloading

- One section per report can be printed.
- Up to 1000 cells of data per day & up to 20 pages of text per day may be downloaded