



Global Market & Information Database (GMID)

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An integrated online information system providing international market intelligence on industries, countries and consumers including: statistics, reports and company profiles.

To Start

1. go to Library Homepage
2. click Databases A – Z
3. select Global Marketing Information Database

Off Campus? log in with your OCADU username / password

STUDENT PORTAL LOGIN

Please enter your OCAD Username and Password below.

Username (example: smithk, jc02xy, jdoe)

Password

- This database offers many different access points to information; three options will be covered:
- A. **Text Searching** for keyword searchespp. 1 - 2
 - B. **Browsing** by Industries, Countries, Consumers, or Geographies.....p. 3
 - C. **Guided Searching** in Industries, Countries, Consumers, or Companies.....p. 4

A. Text Searching

1. Click on red Search tab

2. Select Text Search

3. Enter search terms

4. Select type of information

Quick Text Search Advanced Text Search

Enter Search Term
beer and (Canada or USA)

Search within

- Statistics
- Reports Title Body
- Information Sources

About Euromonitor International Terms & Conditions

A. Text Search Results

Note: Information Sources may include: Business Directories, Market Reports, Trade Journal Articles, and/or Web Site Information

Results List

28 search results found

VIEW ALL RESULTS

Statistics (13)

- Countries and Consumers (6)
- Market Sizes (2)
- Company Shares (5)

Reports (5)

- Company Profiles (3)
- Country Reports (2)

Sources (10)

My Selection

BUILD MY SELECTIONS

Statistics

VIEW ALL STATISTICS

Filter by Geography Filter by Type Filter by Category

Category	Geography	Type
<input type="checkbox"/> Consumer expenditure on beer	Canada	Countries and Consumers
<input type="checkbox"/> Consumer expenditure on beer	USA	Countries and Consumers
<input type="checkbox"/> Index of beer prices	Canada	Countries and Consumers
<input type="checkbox"/> Index of beer prices	USA	Countries and Consumers
<input type="checkbox"/> Cost of beer per 33cl	Canada	Countries and Consumers
<input type="checkbox"/> Cost of beer per 33cl	USA	Countries and Consumers
<input type="checkbox"/> Beer	Canada	Market Sizes
<input type="checkbox"/> Beer	USA	Market Sizes
<input type="checkbox"/> Beer	Canada	Company Shares
<input type="checkbox"/> Beer	USA	Company Shares
<input type="checkbox"/> Beer	Canada	Company Shares
<input type="checkbox"/> Beer	Russia	Company Shares
<input type="checkbox"/> Beer	World	Company Shares
<input type="checkbox"/> Beer	Eastern Europe	Company Shares

VIEW ALL REPORTS

Filter by Geography Filter by Category Filter by Type Filter by Sub Type Sort by Title

Title	Geography	Type	Sub Type	Date
<input type="checkbox"/> Barton Beers Ltd - Alcoholic Drinks - USA	USA	Company Profiles	Local Company Profile	18/01/2008
<input type="checkbox"/> Beer - Canada	Canada	Country Reports	Country Sector Briefing	23/01/2008
<input type="checkbox"/> Beer - USA	USA	Country Reports	Country Sector Briefing	18/01/2008
<input type="checkbox"/> Boston Beer Co Inc, The - Alcoholic Drinks - USA	USA	Company Profiles	Local Company Profile	18/01/2008
<input type="checkbox"/> The Beer Store - Retailing - Canada	Canada	Company Profiles	Local Company Profile	04/02/2008

VIEW MY SELECTIONS

Information Sources

- Results may be refined by:
 1. Checking..... box(es)
 2. Using dropdown..... menu to filter by Geographical Area, Type and/or Category

When you have found appropriate information, click category title to view results

A. To View & Download Results: Statistics

Ontario College of Art & Design

GMID - Global Market Information Database

EUROMONITOR INTERNATIONAL

STATISTICS TYPES

CONVERT DATA

- Currency conversions
- Current/constant
- Volume conversions
- Unit multiplier
- Growth
- Per capita/household
- Per capita
- Per capita population 15+
- Per capita at legal drinking ag
- Per '000 people
- Per household
- Per '000 households
- Return to actual

Market Sizes • Historic • Value at Current Prices

Key: Related Reports Related Comment Chart for this Row Company Shares

Canada	2002	2003	2004	2005	2006	2007
Beer - Off-trade Value RSP - C\$ mn	6,739.9	7,264.6	7,429.0	7,699.0	7,852.2	8,056.2
Beer - Off-trade Volume - mn litres	1,566.4					

Category definitions | Volume conversion ratios | Calculation variables

Sources:

1. Alcoholic Drinks: Euromonitor from trade sources/national statistics

- For statistic results (market or company shares, countries and consumers)
 - Use left-hand column to convert statistics
 - Use icons to download (save, email, or save as excel spreadsheet or PDF)

Note: use BACK arrow to return to initial results OR click My Home to start over

B. Browsing

This can help give a broad overview of market trends by industry, country, consumer type or larger geographic regions

The screenshot shows the GMID website interface. At the top, there are navigation tabs: SEARCH, INDUSTRIES, COUNTRIES, CONSUMERS, and GEOGRAPHIES. The 'GEOGRAPHIES' tab is highlighted. Below the tabs, there is a search bar and a 'GO' button. On the left side, there is a 'SEARCH' menu with categories: SEARCH INDUSTRIES, SEARCH COUNTRIES, SEARCH CONSUMERS, and SEARCH COMPANIES. Each category has a list of sub-categories. A large grey arrow points from the 'GEOGRAPHIES' tab to the 'GEOGRAPHIES' section of the page. Below the arrow, there is a 'Browse Geographies' section with a list of countries: Canada and USA. To the right of the 'Browse Geographies' section, there is a 'Latest Reports' section with a list of reports: Banco Espirito Santo SA - Financial Cards - Portugal, Banco Portugues de Investimento SA - Financial Cards - Portugal, Caixa Geral de Depositos, Grupo - Financial Cards - Portugal, Charge Cards - Portugal, Credit Cards - Portugal, Debit Cards - Portugal, and Millennium BCP - Financial Cards - Portugal. Below the 'Latest Reports' section, there is a 'Key Metrics' section with a 'Statistical Summary' table. The table has columns for 2006 and 2007. The table contains the following data:

	2006	2007
Inflation (% change)	2.2	1.6
GDP (% real growth)	2.9	2.1
GDP (national currency millions)	14,463,512.4	15,262,684.5
Population, mid-year ('000)	333,129.1	336,076.1
Birth rate (per '000)	13.6	13.7
Death rate (per '000)	8.2	8.2
No. of households ('000)	126,257.3	127,685.3
Total exports (US\$ millions)	1,427,801.0	1,579,571.0
Total imports (US\$ millions)	2,277,081.0	2,387,680.0
Tourism receipts (US\$ millions)	116,722.8	117,976.6
Tourism spending (US\$ millions)	94,123.0	96,437.9
Urban population ('000)	268,680.8	272,223.4
Urban population (%)	81.0	81.4
Population aged 0-14 (%)	20.0	19.8
Population aged 15-64 (%)	67.5	67.6
Population aged 65+ (%)	12.5	12.6
Male population (%)	49.3	49.3
Female population (%)	50.7	50.7
Life expectancy male (years)	76.6	76.7
Life expectancy female (years)	81.8	82.0
Infant mortality (deaths per '000 live births)	5.6	5.5
Adult literacy (%)	99.7	99.7

1. Click tabs for subject area, including:
 - **Industries** – commentaries, key trends, latest reports
 - **Countries** – economic, demographic and marketing statistics, reports, commentaries
 - **Consumers** – statistics, reports, commentaries
 - **Companies** – commentaries, company profiles
 - **Geographies** – consolidated data on industry, country, consumer information for each country and region

- Each tab yields different results; click category title(s) to view results
- OR
- Refine search using subjects on left-hand menu
 - Each option will lead to a **subject tree** to limit your search

See next page (p.4) for information on **Guided Searching** using subject trees

C. Guided Searching

The left-hand menu offers a common subject search feature that uses a **subject tree** feature to guide you to search results.

The image shows two screenshots of the GMID website. The top screenshot displays the main navigation menu on the left, including 'SEARCH INDUSTRIES', 'SEARCH COUNTRIES', 'SEARCH CONSUMERS', and 'SEARCH COMPANIES'. A large grey arrow points from the 'SEARCH INDUSTRIES' section to the 'Menu Search' interface shown in the bottom screenshot. The bottom screenshot shows the 'Menu Search' page with a 'KEY' section on the left containing 'Statistics', 'Reports', and 'Sources'. The main area features a 'subject tree' under 'Industries' with various categories like 'Consumer markets', 'Automotive products', etc. A 'SELECTED ITEMS' list on the right shows 'Beer', 'Wine', and 'Spirits' with red 'X' icons. A 'NEXT' button is visible at the bottom right of the search interface.

1. select subject area
2. click appropriate box(es)
3. subjects with + can be opened for more detailed subheadings

Note:

- any item selected will appear in right hand column; click x to delete it from search
- icons indicate type of information (statistics, sources, reports)

4. click **Next**
5. continue process until **RUN SEARCH** appears

See **page 2** of this guide to view and download **Search Results**