

research monitor

Research Monitor is a business reference database offering an affordable introduction to high quality research on industries, countries and consumers worldwide.

With unlimited access to more than 5,000 industry and country reports across 80 countries and daily breaking news articles on factors influencing the business landscape, it is an ideal resource for business research.

Research Monitor Offers:

- Timely analysis of key issues influencing the country and business environment
- Comprehensive demographic, macro-economic and marketing statistics
- Top-level analysis of industries
- Market sizes and forecasts
- Easy identification of the leading companies
- Global trends predicted to influence markets in the future

Why Research Monitor?

Research Monitor features simple search functionality and content in many languages, offering users such as students and small business owners, regardless of location and experience, easy answers to business research questions:

- How big is the market for my product or service?
- Who are the leading companies, what are their leading brands?
- How is the size of my target audience forecast to change?
- What do I need to know to do business in a country?
- Are there cultural preferences I should be aware of?
- How much do people earn, and on what do they spend their money?

The screenshot shows the Research Monitor website interface. At the top, there is a search bar with the text "Search" and a magnifying glass icon. Below the search bar, there are three navigation links: "SUBJECT SEARCH", "GEOGRAPHY SEARCH", and "HELP". The main content area features three large buttons: "SUBJECT SEARCH" (light blue), "GEOGRAPHY SEARCH" (light blue), and "WELCOME LEARN MORE" (dark blue). Below these buttons, there is a section titled "LATEST RESEARCH" with a list of articles:

- Emerging Focus: Changing Consumer Spending Patterns Create Opportunities**
Article | 03 Jun 2013
- Rise in Female Employment and Education Driving Discretionary Spending in Emerging Markets**
Opinion | 31 May 2013
- The Sweet Meyer Lemon – Finally Ready To Go Mainstream?**
Opinion | 31 May 2013
- Alcoholic Drinks – May 2013 Overview of New Product Launches**
Opinion | 31 May 2013
- Auchan Well-Prepared to Enter Vietnam**
Opinion | 31 May 2013

Who Should Use Research Monitor?

Research Monitor has been designed to be useful to students across a range of disciplines, including Business Studies, Economics, Humanities, Social Sciences, Hospitality, Leisure, Travel and Tourism.

The research will also be useful to users of public libraries, particularly small businesses and entrepreneurs, who need high quality data for business planning.

Benefits of Subscribing

- Affordable
- Useful for a wide range of users
- Simple to use
- Customer support
- No access restrictions

Research You Can Trust

Euromonitor International has more than 40 years' of experience publishing market research reports, business reference books and online information databases. Our research is relied on by marketing and business development professionals worldwide to make informed business decisions.

A subscription to Research Monitor gives users an introduction to the same high quality research used daily by the world's leading consumer brand owning companies, the global finance industry, advertising agencies and strategy consultancies.

Research is written by expert industry and country analysts, based on rigorous proven methodologies which are consistent across countries. Euromonitor has a network of 800 analysts, many of whom are based in the country being researched. Our analysts are therefore able to add local knowledge to our primary and secondary research sources.

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