

Market Research

How to find industry information

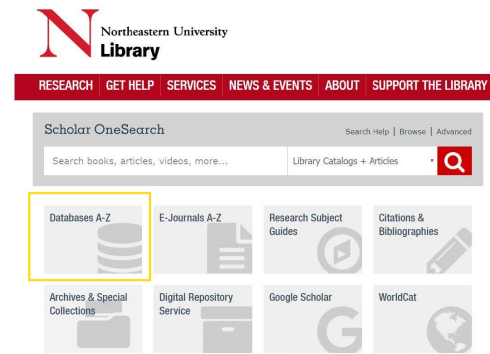
This guide will walk you through the process of searching for industry information in the following databases:

- FitchConnect:** International coverage; Useful for up-to-the-minute global, regional, or country-based industry forecasts and trends analysis
- MarketLine Advantage:** International coverage; Useful for market value forecasts, five forces analysis and information on leading competitors
- Mergent Online:** Domestic coverage; Useful for semi-annual reports of industry trends, outlook, lists of leading companies and company comparisons
- Passport GMID:** International coverage; Useful for consumer industries. Contains annual reports and analysis by country, infographics, statistics, and profiles of leading companies.
- Statista:** International coverage; Useful for industry data, data visualizations, infographics and statistics

How to find industry information in FitchConnect

1

Go to the library website at library.northeastern.edu. Click on the **Databases A-Z** link.



2

Click on the letter **F** and scroll down until you locate **FitchConnect**. Click on FitchConnect. You may be prompted for your MyNortheastern username and password and/or DUO multi-factor authentication.

[FitchConnect \(formerly Business Monitor International BMI\)](#)

Access: Current NU Only

[MORE INFO](#)

3

Once you are in the database, look in the menu bar at the top of the page and click on **Sectors**.



4

Scan the list of sectors for the one that most closely matches the industry you're interested in and click on it.

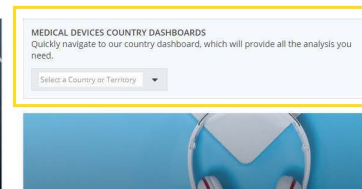


5

The reports can be viewed globally, by region, or by country. The default landing page will show the global and regional analysis. To navigate to a particular country, look to the bottom right side of the page for the Country Dashboards. Select the desired country from the dropdown list. This will load a dashboard with the latest outlook, analysis, and reports related to the chosen industry sector and country/territory.

View More Global and Regional Analysis Research

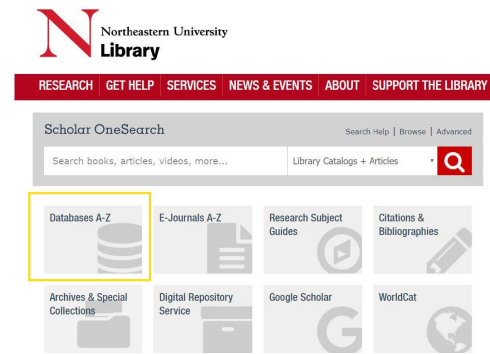
Date	Source	Title	Format	Abstract
02 Apr 2020	Fitch Solutions	Zubohr Main Driver Of Growth For Oresco As Q419 And Annual Report Are Released	[PDF]	On March 26 2020 Oresco released its financial results for FY19. Oresco have reported net revenues in Q419 of USD23.7mn, an increase of 5% from USD22.6mn Q418. Earnings per share fell from USD0.15 in Q418 to USD0.11 in Q419. The growth in profits has been driven primarily by an increase of US revenues for Zubohr, a drug tree ...
02 Apr 2020	Fitch Solutions	Covid-19 Global Industries: Views & Outlooks Roundup - Majority Of Industries See Steep Downside In 2020	[PDF]	We are revising our forecasts across industries taking into account the severe disruption the Covid-19 pandemic is causing and its impact to our 2020 outlooks and beyond. We reiterate that this crisis is going to cut deep across industries accentuated by a twin supply and demand shock against a backdrop of a global economic ...
01 Apr 2020	Fitch Solutions	Quick View: Covid-19 Risks Strain Global Supply Chains	[PDF]	In response to Covid-19-related disruptions, a number of businesses have started to offer alternative services to customers and change manufacturing facilities from their core functions to produce medical supplies which are in high demand. Many firms trying to send goods from China are currently facing hard logistical barriers ...
31 Mar 2020	Fitch Solutions	Global Medical Devices Risk/Reward Index: 2020	[PDF]	With well-developed healthcare systems and an evolving regulatory landscape, Western Europe remains the most attractive region in the world in which to commercialise a medical device, as reflected in our Medical Devices Risk/Reward Index (MRI). Asia, led by well-established markets such as Japan and rapidly growing emerging ...
31 Mar 2020	Fitch Solutions	Oil Price Collapse, Covid-19 To Strain Medical Device Budgets In MENA	[PDF]	The economic slowdown in light of the recent drop in oil prices and the coronavirus outbreak will put an additional burden on public budgets and weigh on consumer spending which will limit M&A medical device market growth. GCC will be driven by government spending and ongoing healthcare developments. On the other hand, the ...



How to find industry information in Marketline Advantage

1

Go to the library website at library.northeastern.edu. Click on the **Databases A-Z** link.



2

Click on the letter **M** and scroll down until you locate **MarketLine Advantage**. Click on MarketLine Advantage. You may be prompted for your MyNortheastern username and password and/or DUO multi-factor authentication.

MarketLine Advantage

Access: Current NU Only

[MORE INFO](#)

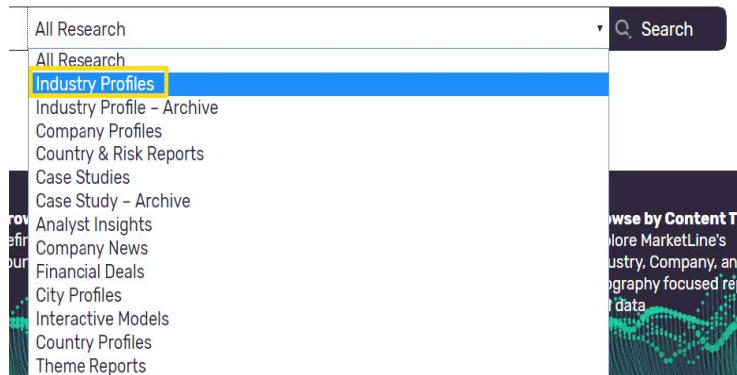
3

Once you are in the database, look for the large search box in the center of the page. Type in the name of the industry you are interested in. For example, automotive.

Use the search box below to access **2,785,783** Intelligence Reports & Analysis

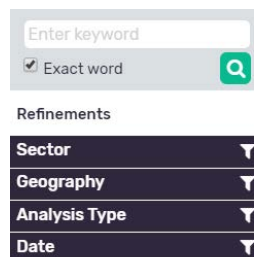
4

Then, choose **Industry profiles** from the dropdown menu to the right of the search box. Click **Search**.



5

To the left of your search results, you can use **Geography** to limit to industry reports within particular countries or regions, **Sector** to further limit to sub-sets of your chosen industry or enter keywords of interest.



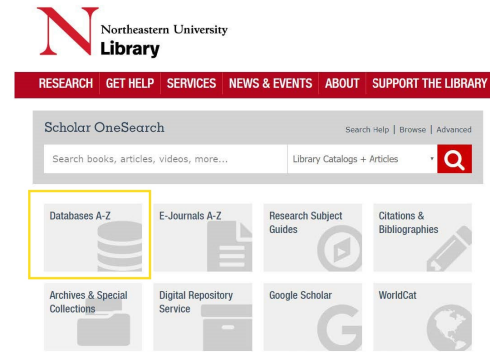
6

Once you have clicked on a report, you can either download the full report or scroll through the in-page document to look for the **Market Overview**, **Five Forces Analysis**, or **Leading Companies** sections in the Table of Contents to quickly navigate to those parts of the report.

How to find industry information in Mergent Online:

1

Go to the library website at library.northeastern.edu. Click on the **Databases A-Z** link.



2

Click on the letter **M** and scroll down until you locate **Mergent Online**. Click on Mergent Online. You may be prompted for your MyNortheastern username and password and/or DUO multi-factor authentication. Please note that this database has a limit of 5 simultaneous users.

Mergent Online

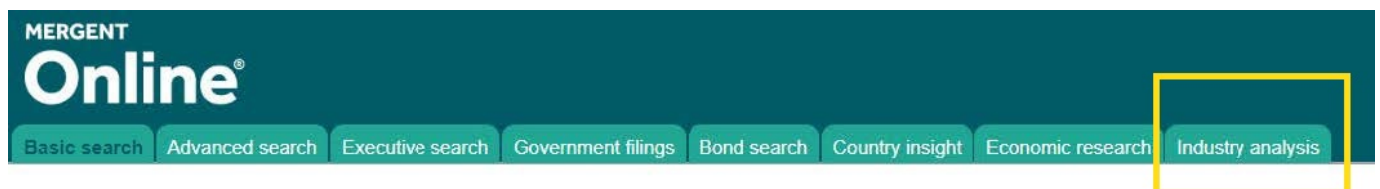
Access: Current NU Only

Maximum number of users at a time: 5

[MORE INFO](#)

3

Once you are in the database, look at the green tabs along the top of the page. Click on the far right tab, **Industry Analysis**.



4

In the Industry Analysis search, check the box next to the industry of interest in the **Search by Industry** box and select the region or regions of interest in the **Search by Region** box. You may optionally enter a date range and/or company name. Select the **AND** radio button before you run your search to ensure that all of your selected filters are applied to your search. Then, click the small **search** box at the bottom of the page.

The screenshot displays a search interface with four main sections:

- Company Search:** A text input field labeled "Enter symbol or Company Name" with a search icon.
- Search by Date Range:** A section with the instruction "Date must be entered in mm/dd/yyyy format". It includes "Start Date:" and "End Date:" dropdown menus.
- Search by Industry:** A large list of industry categories, each with a checkbox. The list includes Aerospace & Defense, Banking, Building & General Construction, Consumer Products & Services, Financial Services, Health Care, Hospitality & Tourism, Insurance, Media, Metal Works, Oil and Gas, Pharmaceuticals, Property & Development, Retail, Telecommunications, Automotive, Biotechnology, Chemicals, Electricity, Food & Beverage, Heavy Construction, Industrial Goods & Services, IT & High Technology, Medical Instruments & Equipment, Non-Precious Metals, Personal Care, Drug & Grocery Stores, Precious Metals & Mining, Renewable Energy, Shipping, and Textiles. A "Check all / Uncheck all" link is at the bottom right.
- Search by Region:** A smaller list of regions with checkboxes: North America, Europe, testcode1, Asia Pacific, and Latin America. It also has a "Check all / Uncheck all" link.

At the bottom of the interface, there are radio buttons for "AND" (selected) and "OR", and a "Search" button highlighted with a yellow box.

5

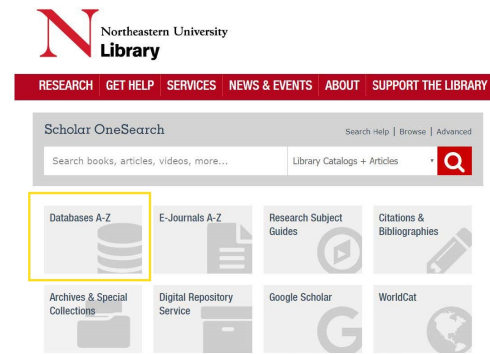
You will then see a list of industry reports for the region(s) you selected, with the most recent reports listed first. You can view a report by clicking the **PDF icon** at the right side of the table. The report will provide a current overview and list the major competitors in the industry.



How to find industry information in Passport GMID

1

Go to the library website at library.northeastern.edu. Click on the **Databases A-Z** link.



2

Click on the letter **P** and scroll down until you locate **Passport GMID**. Click on Passport GMID. You may be prompted for your MyNortheastern username and password and/or DUO multi-factor authentication. You will be presented with a terms and conditions page. Click **Accept** to proceed to the database.

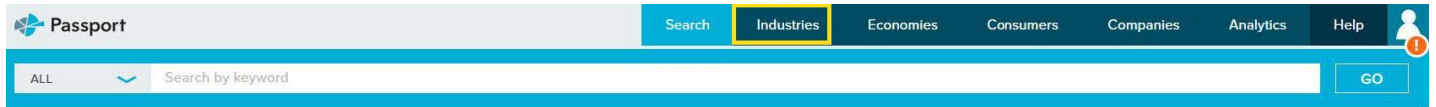
Passport GMID (Euromonitor)

Access: Current NU Only, no guest walk-in use

[MORE INFO](#)

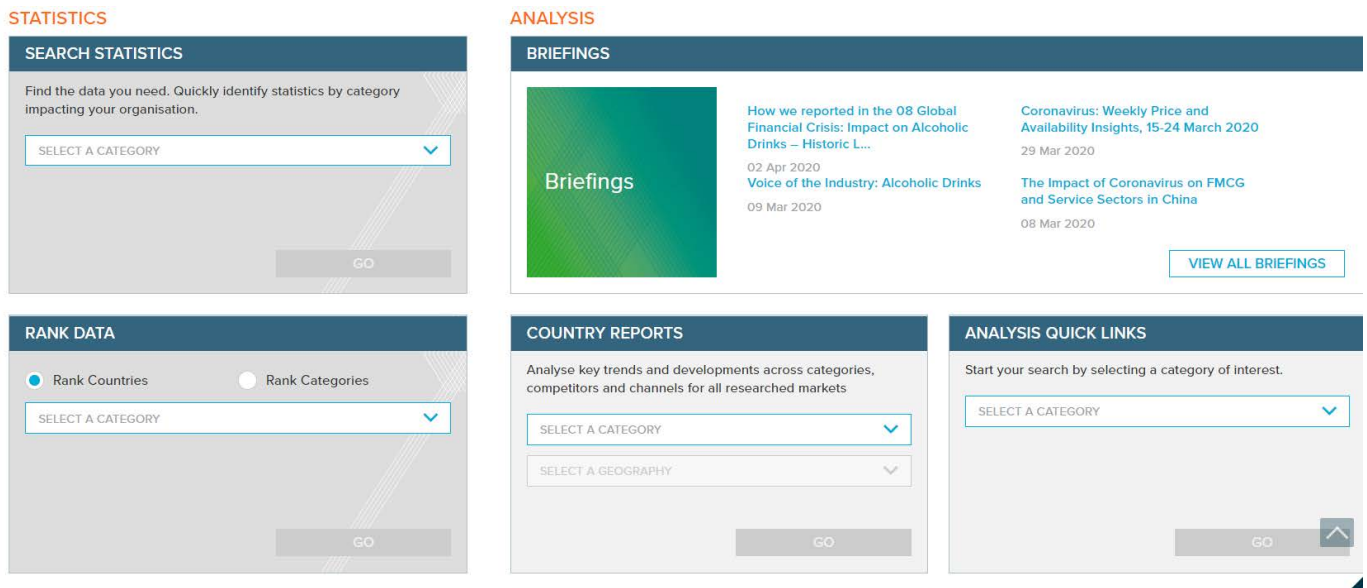
3

Once you are in the database, look in the top menu for **Industries**. Scan the list of industries for the one that most closely matches your industry of interest and click on it.



4

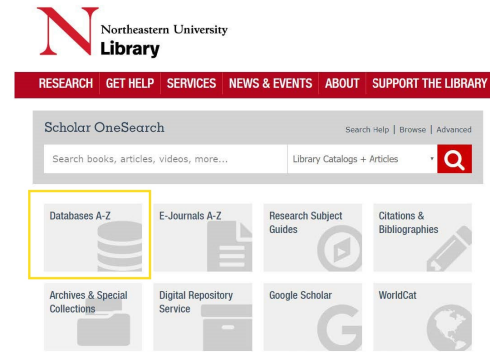
Once you have selected an industry, this will load a page where you can find **analysis of the industry, briefings, statistics, country reports and leading company profiles**.



How to find industry information in Statista

1

Go to the library website at library.northeastern.edu. Click on the **Databases A-Z** link.



2

Click on the letter **S** and scroll down until you locate **Statista**. Click on Statista. You may be prompted for your MyNortheastern username and password and/or DUO multi-factor authentication.

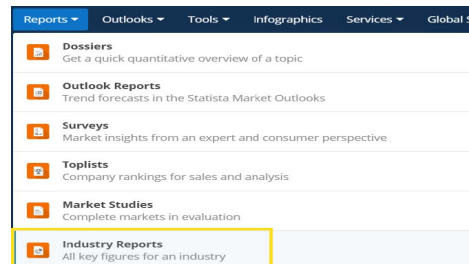
Statista

Access: Current NU Only, no guest walk-in use

[MORE INFO](#)

3

Once you are in the database, look at the top of the page for **Reports**. Hover over reports and a dropdown menu will appear—choose **Industry Reports**.



4

You will be able to select reports of interest—**Industry Reports, Outlook Reports, or Country Reports**. Once you have identified which type of report most closely fits your research question, click **Show More** to see the reports in that area.



5

You will see a list of the most popular reports in that category, but can also use the search box to search by keyword.



6

To access a report, click on it and then click the blue **Download Report** button that appears on the right side of the page.

