

Marketline

User Guide

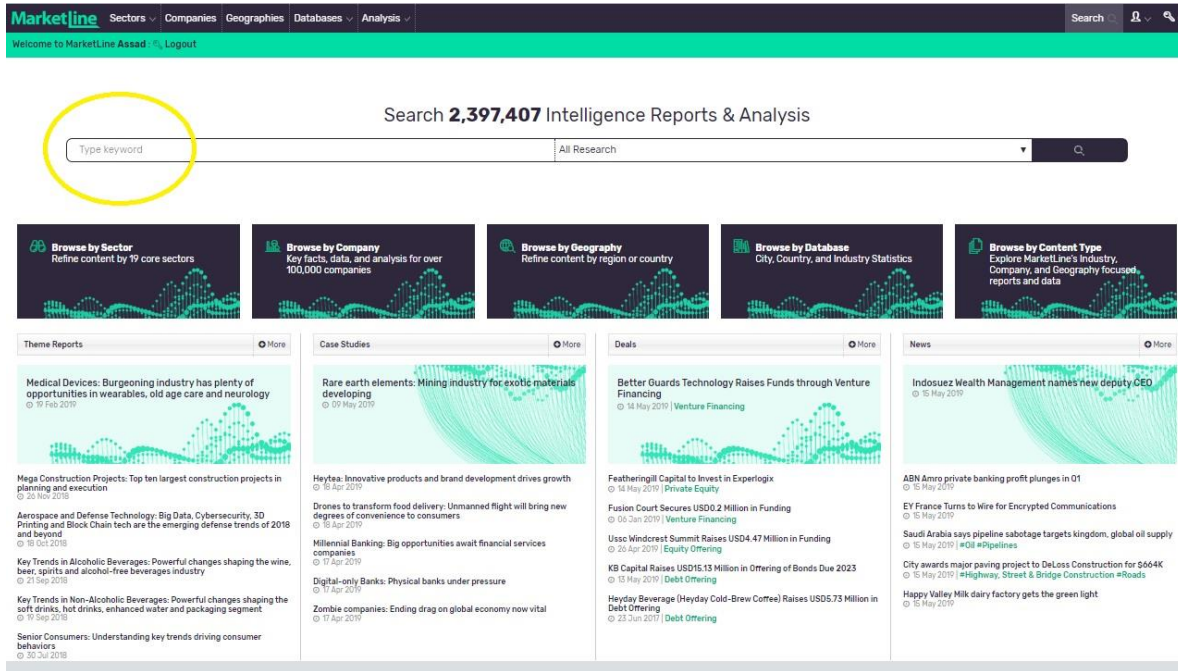


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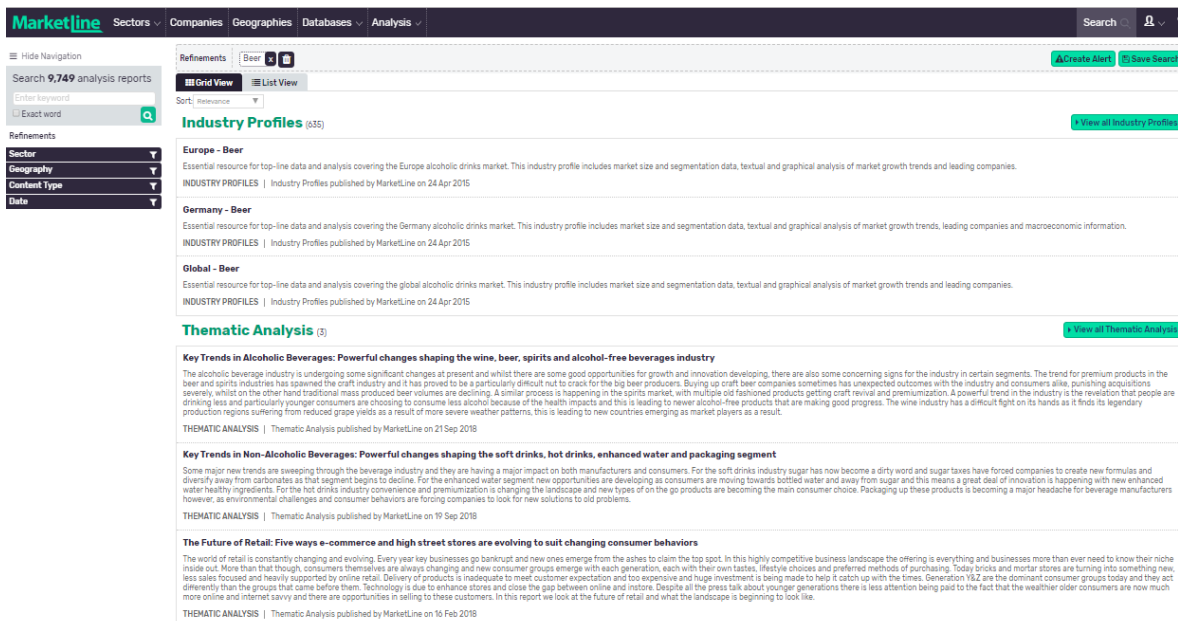
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1. Searching by Keyword

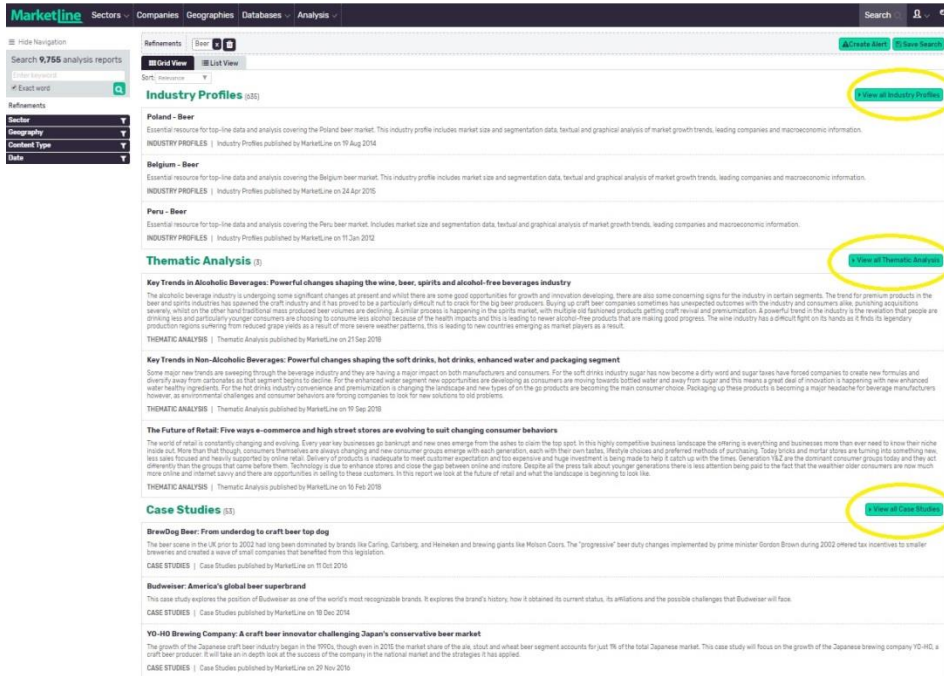
- To search for information using a **keyword**, type your selected word(s) into the empty search bar in the homepage and click the magnifying glass or press enter. Alternatively a search box is always available in the navigation bar at the top of the screen.



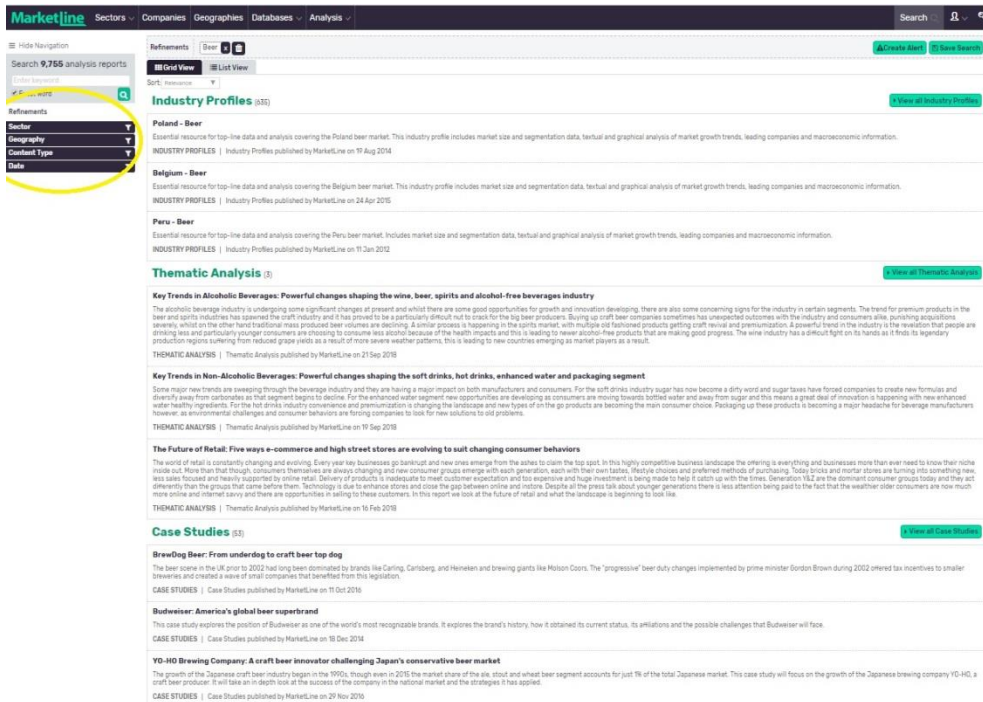
- You will be taken to a results page showing the top results for each of MarketLine’s research types matching your keyword search.



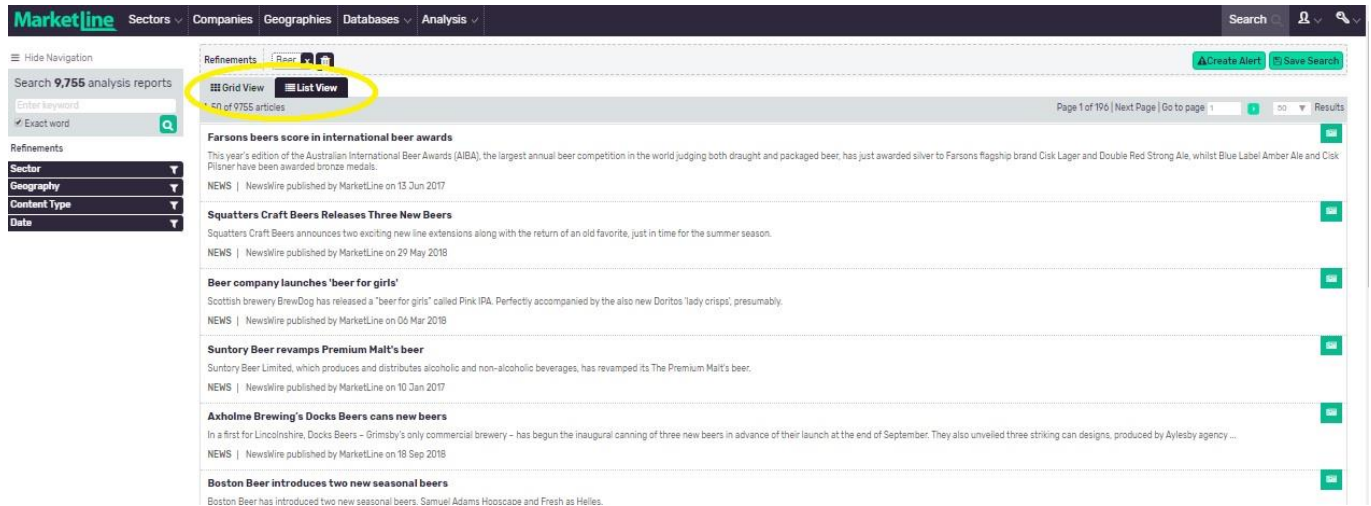
- To see all relevant results by research type, click the relevant “View all Industry Profiles”, “View all Thematic Analysis” etc. buttons on the right hand side of the screen.



- Search results can be refined with an additional keyword search or by using the Refinements options in the left-hand column of the page. You can narrow by keywords, sector, geography, content type, or publication date.

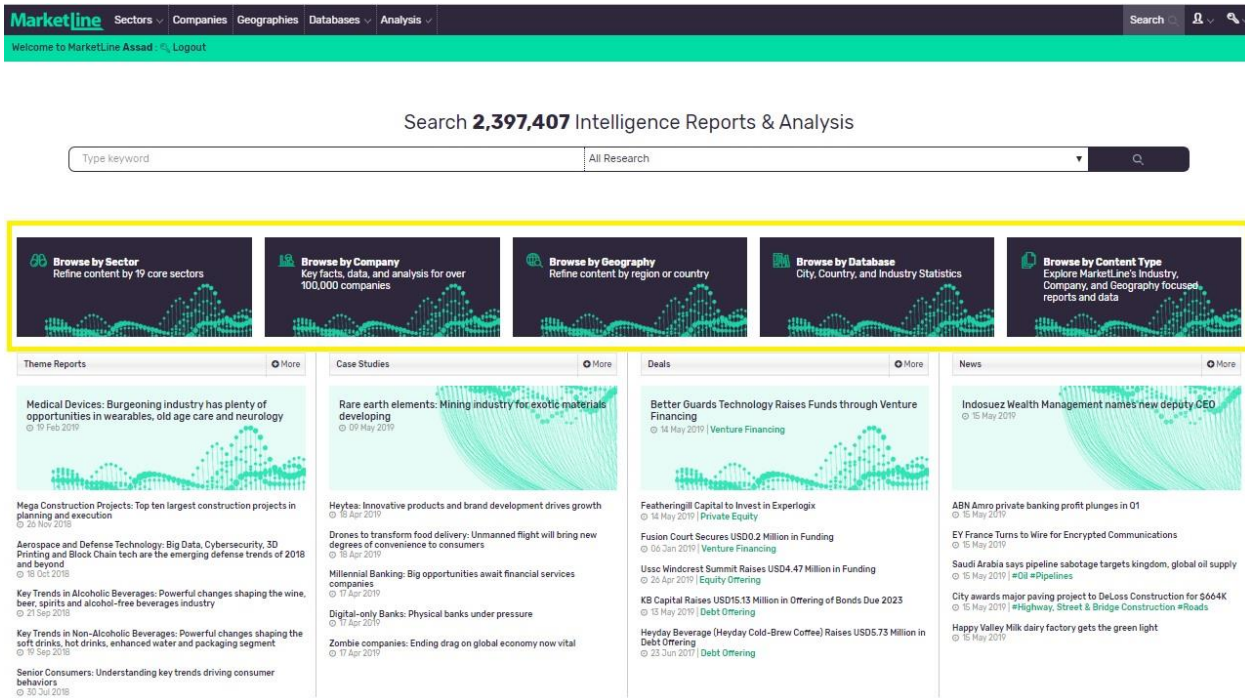


- You also have the option to view your results as a **list** or in **grid view** using the relevant tabs at the top of the search results page. 'List' will display all results according to the parameters chosen, while grid will arrange your results by information type.

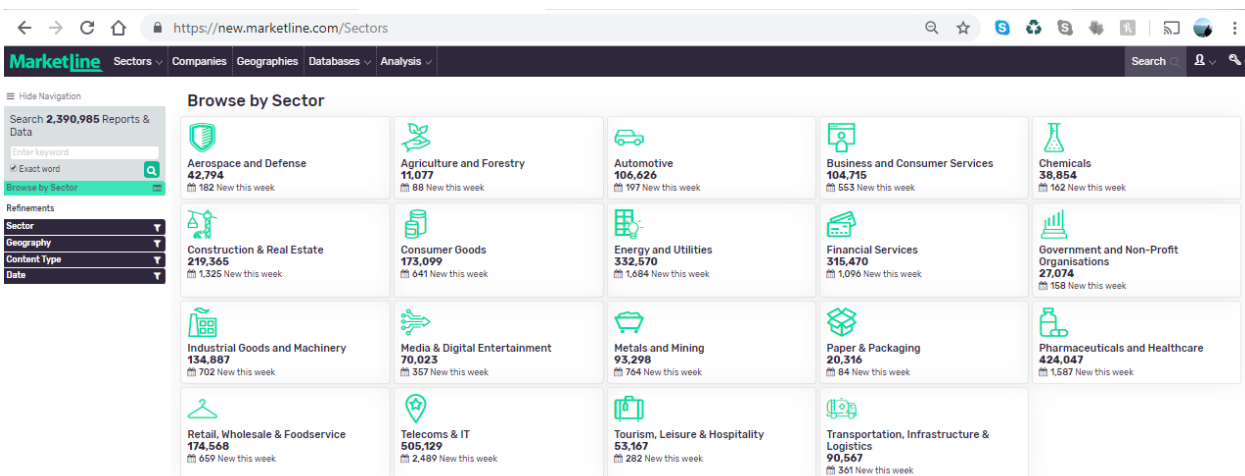


2. 'Browse By ..'

- As an alternative to the keyword search, the MarketLine homepage has options to Browse by Sector, Company, Geography, Database or Content Type.



- Browse by Sector allows you to select and display all content available for each of MarketLine’s 19 core industry sectors.



- Browse by Company takes you to our Companies module where you can search or build lists of companies, or access our analyst curated lists of leading companies.

Companies

Key Lists | Top Consumer Packaged Goods Companies | Top Tourism Operators | Top Foodservice Operators | Top Non-Alcoholic Beverage Companies | Top Alcoholic Beverage Companies

Company Listing

1 - 50 of 99948 companies | Results Analytics | Page 1 of 1999 | Next Page | Go to page 1 | Results

Company Name	Parent/Subsidiary/Independent	Headquarters	Employees	Annual Revenue (US\$)	Benchmark
Walmart Inc	Parent	United States of America	2,200,000	514,405	
China Petroleum & Chemical Corp	Subsidiary (of China Petrochemical Corp)	China	423,543	437,091	
Royal Dutch Shell Plc	Parent	Netherlands	82,000	388,379	
Saudi Arabian Oil Co	Parent	Saudi Arabia	76,418	356,133	
PetroChina Co Ltd	Subsidiary (of China National Petroleum Corp)	China	494,297	355,817	
China National Petroleum Corp	Parent	China	1,407,200	346,292	
BP Plc	Parent	United Kingdom	73,000	298,756	
Exxon Mobil Corp	Parent	United States of America	71,000	279,332	
Volkswagen AG	Subsidiary (of Porsche Automobil Holding SE)	Germany	664,496	278,321	
Apple Inc	Parent	United States of America	132,000	265,595	
Toyota Motor Corp	Parent	Japan	369,124	265,026	
Berkshire Hathaway Inc	Parent	United States of America	389,000	247,837	
Amazon.com Inc	Parent	United States of America	487,500	232,887	

- Browse by Geography allows you to select and display all content available for any major region or country.

Browse by Geography

Select a region below or a country from the map

North America 1,267,048 5,549 New this week	Europe 644,940 2,652 New this week	Asia-Pacific 452,426 1,955 New this week	Middle East and Africa 117,478 773 New this week	South and Central America 69,478 619 New this week
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World map showing geographical distribution of data points.

- Browse by Content Type shows and describes the types of content available on MarketLine, and enables you to quickly drill down if you are interested in one particular content type.

MarketLine Sectors Companies Geographies Databases Analysis Search

General

- Analyst Insights**: Opinion from MarketLine Analysts on current business issues and trends.
- Theme Reports**: Analysis of topics and megatrends impacting multiple industries, sectors, and countries.

Industry

- Industry Profiles**: Assess the key dynamics, trends and level of competition for all major industries and sectors.
- Industry Data**: Interactive Excel based Datalfiles for over 100 sectors, 50 countries, and 9 regions.
- Value & Supply Chain Analysis Reports**: Reveal all key stages of the value and supply chains, competitors, and issues for over 100 major global sectors.
- Industry Case Studies**: In-depth analysis of industry level issues and trends.
- Industry Chartbooks**: Reveal all key stages of the value and supply chains, competitors, and issues for over 100 major global sectors.

Company

- Company Profiles**: Key facts, employees, and analysis for over 100,000 global companies.
- Company Case Studies**: In-depth analysis of successful and unsuccessful company strategies, product launches and innovation.
- Company Chartbooks**: Benchmark market leading companies via key performance metrics.

Geography

- Country Profiles**: In-depth analysis of the world's top 110 economies.
- City Profiles**: Political, economic, social, technological (PEST) analysis for over 180 cities.
- Country Comparison Chartbooks**: Analysis of key indicators within specific regions, high, middle, and low income economies.
- City Comparison Chartbooks**: Analysis of key indicators for major cities worldwide, high, middle, and low income economies.
- Country Outlook and Global Risk Reports**: Assess current trends and risks facing all major global economies, based around MarketLine's Country Risk Index (MLCRI).

- Browse by Database shows and describes the Databases available as part of your MarketLine subscription.

MarketLine Sectors Companies Geographies Databases Analysis Search

Browse by Database

- City Statistics**: Analyze and compare the world's most important cities. Features comprehensive data and forecasts of key socio and macroeconomic indicators for more than 3000 cities, spread across Asia-Pacific, Europe, Middle East & Africa, North America, and South & Central America.
- Company Prospector**: Screen companies and build lists of potential business partners, clients, and investment targets in industries and countries of interest.
- Company Report Generator**: Generate fresh custom company reports featuring analytical text and charts which draw on MarketLine's company datasets. Example sections include company overview, history, SWOT analysis, M&A, partnerships and agreements, news and product information.
- Country Statistics**: Conduct quick and easy comparative analysis of macroeconomic and industry drivers for over 200 countries. Features comprehensive data and forecasts including detailed coverage of consumer demographics, incomes, and expenditures.
- Deals**: Track market activity with MarketLine's database of global mergers and acquisitions (M&A), private equity deals, venture finance deals, private placements, IPOs, and partnerships.
- Industry Statistics**: Conduct quick and easy comparative analysis of market values, volumes, and forecasts for over 120 industry sectors and 50 countries.
- Industry Data**: Interactive datalfiles that provide extensive annual market data by sector with 5-year market forecasts. Datalfiles provide a market summary section, regional and country comparison sections, bubble analysis and options for downloading the underlying raw data.
- Consumer Data Analytics**: A unique online information service providing comprehensive data across global food, drinks personal care household products, pet care, news and magazine and tobacco markets.
- News**: With MarketLine's unique database, you can filter News stories by Date, Geography, and Subject, therefore providing you with the tools to find News within areas of interest.
- Tenders & Contracts**: A global contracts and tenders intelligence database for timely and informed decision making on business opportunities.

MarketLine MarketLine Support: Free Training, User Guide. Contact Us: reachus@marketline.com, UK +44 (0) 207 936 6991 (Academic), UK +44 (0) 207 936 6555 (Corporate). Accessibility: Select Language, Powered by Google Translate.

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3. Downloading

- Depending on the information type, MarketLine allows you to download whole reports or sections of content in **PDF**, **Excel**, or **PowerPoint** formats.
- Where available click the relevant icons select to download or save the file to a location on your computer. For example:

Italy - Beer & Cider
11 Jan 2018

Market Data

Market Value
The Italian beer & cider market grew by 2.5% in 2017 to reach a value of \$11,386.5 million.
The compound annual growth rate of the market in the period 2013-17 was 2.3%.

Extract to:
Word Pdf

Table 1: Italy beer & cider market value: \$ million, 2013-17

Year	\$ million	€ million	% Growth
2013	10,435.7	9,236.5	
2014	10,639.8	9,421.8	1.6%
2015	11,076.6	9,808.7	4.1%
2016	11,927.9	9,856.4	0.3%
2017	11,386.5	10,083.0	2.5%

Source: MARKETLINE
CAGR: 2013-17

Extract to:
Word Pdf

Figure 1: Italy beer & cider market value: \$ million, 2013-17

Source: MARKETLINE

Market Volume
The Italian beer & cider market grew by 4.7% in 2017 to reach a volume of 1,626.7 million liters.
The compound annual growth rate of the market in the period 2013-17 was 2.2%.

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4. Translations

If you wish to view the MarketLine platform in another language, you can use the Google Translate. Google’s translation service allows you to translate words, sentences, and web pages between any combination of its 57 supported languages.

For more information and to find out how Google Translate works, please [click here](#).

The screenshot displays the MarketLine website interface. At the top, there is a navigation bar with categories: Sectors, Companies, Geographies, Databases, and Analysis. A search bar is located on the right side of the navigation bar. Below the navigation bar, a green banner reads "Welcome to MarketLine Assad: % Logout".

The main content area features a search bar with the text "Search 2,397,407 Intelligence Reports & Analysis". Below the search bar, there are five navigation cards: "Browse by Sector", "Browse by Company", "Browse by Geography", "Browse by Database", and "Browse by Content Type".

The main content area is divided into four columns of report thumbnails. The first column is titled "Theme Reports" and includes reports such as "Medical Devices: Burgeoning industry has plenty of opportunities in wearables, old age care and neurology" and "Mega Construction Projects: Top ten largest construction projects in planning and execution". The second column is titled "Case Studies" and includes reports such as "Rare earth elements: Mining industry for exotic materials developing" and "Heytea: Innovative products and brand development drives growth". The third column is titled "Deals" and includes reports such as "Better Guards Technology Raises Funds through Venture Financing" and "Featheringill Capital to Invest in Experlogix". The fourth column is titled "News" and includes reports such as "Indosuez Wealth Management names new deputy CEO" and "ABN Amro private banking profit plunges in Q1".

The footer contains four sections: "MarketLine Support" (with links for Free Training and User Guide), "Contact Us" (with email and phone numbers), "Accessibility" (with a "Select Language" dropdown menu highlighted by a yellow circle), and "Privacy & Legal".

5. Additional User Guides and Video Tutorials

To access additional User Guides and Video Tutorials for MarketLine's platform and Databases please click the links below.

Companies, News and Deals

Video Tutorial: <https://bcove.video/330HWM5>

Financial Deals

User Guide: <https://www.marketline.com/wp-content/uploads/Deals-User-Guide.pdf>

Search and Browse

Video Tutorial: <https://bcove.video/2OeQE61>

Country Statistics

User Guide: <https://www.marketline.com/wp-content/uploads/MarketLine-Country-Stats-User-Guide-2019.pdf>

Video Tutorial: <https://bcove.video/2yuEUBK>

City Statistics

User Guide: <https://www.marketline.com/wp-content/uploads/MarketLine-Cities-User-Guide-2019.pdf>

Video Tutorial: <https://bcove.video/2KmpG7h>

Consumer Data Analytics

User Guide: <https://www.marketline.com/wp-content/uploads/MarketLine-Consumer-Data-Analytics-User-Guide.pdf>

Video Tutorial: <https://bcove.video/2MIIWPc>

Industry Statistics

Video Tutorial: <https://bcove.video/2YPWZZu>

Company Prospector

Video Tutorial: <https://bcove.video/2MDXpf0>

Influencers

Video Tutorial: <https://bcove.video/336f0lx>

Case studies

Video Tutorial: <https://bcove.video/2Ze4St3>

Chartbooks

Video Tutorial: <https://bcove.video/2Z90f3h>

Industry Data

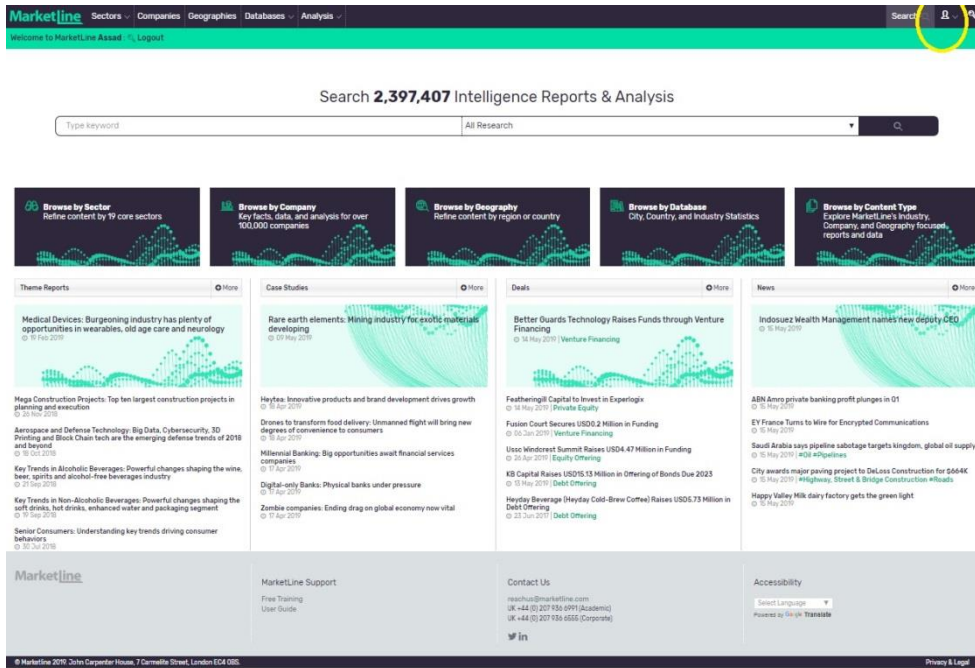
Video Tutorial: <https://bcove.video/2NnbfCQ>

Value Chain Analysis

Video Tutorial: <https://bcove.video/2NlalaE>

6. Ask an Analyst

MarketLine Analysts are on hand to answer any queries relating to MarketLine content. You can access the Ask an Analyst form by clicking on the Account Tools (head icon next to search box on the top navigation bar), then Ask an Analyst.



The 'Ask an Analyst' form is displayed in a modal window. It includes a header with the title 'Ask an Analyst' and a background image of people in a meeting. Below the header, there is a text box with the message: 'Our support staff are available to answer your questions about MarketLine. We reply to queries as quickly as possible, usually within one business day.' A large text area labeled 'Your comment' is provided for the user's question. To the right of the text area are several form fields: 'First name' (Assad), 'Last name' (Imran), 'Contact number' (9246941909), 'Email' (Assad.Imran@globaldata.com), 'What type of query would you like to submit?' (Query data), and 'Time zone' ((GMT) Western Europe Time, London, I). A 'Submit' button is located at the bottom right of the form.

7. Need further help or training?

You can have your own personal training sessions with our Client Services team. Check out our [training calendar](#) or email us on customersuccess@marketline.com.

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