

# MarketLine

## User Guide

MarketLine Advantage



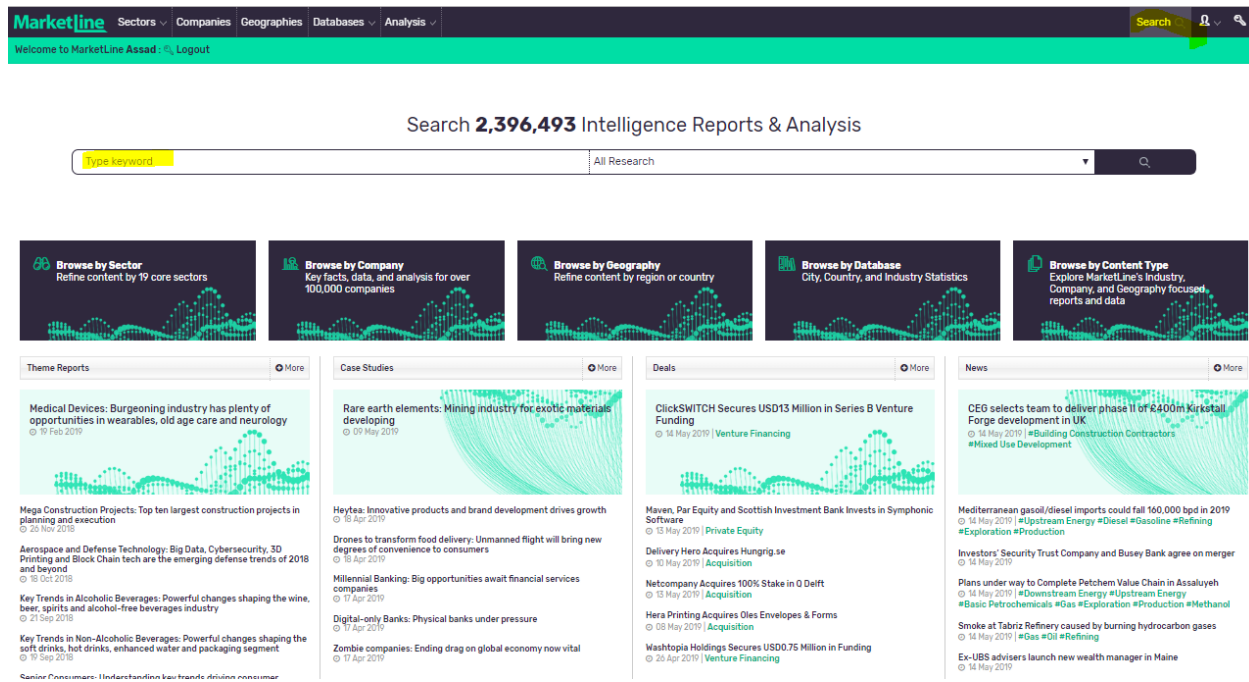
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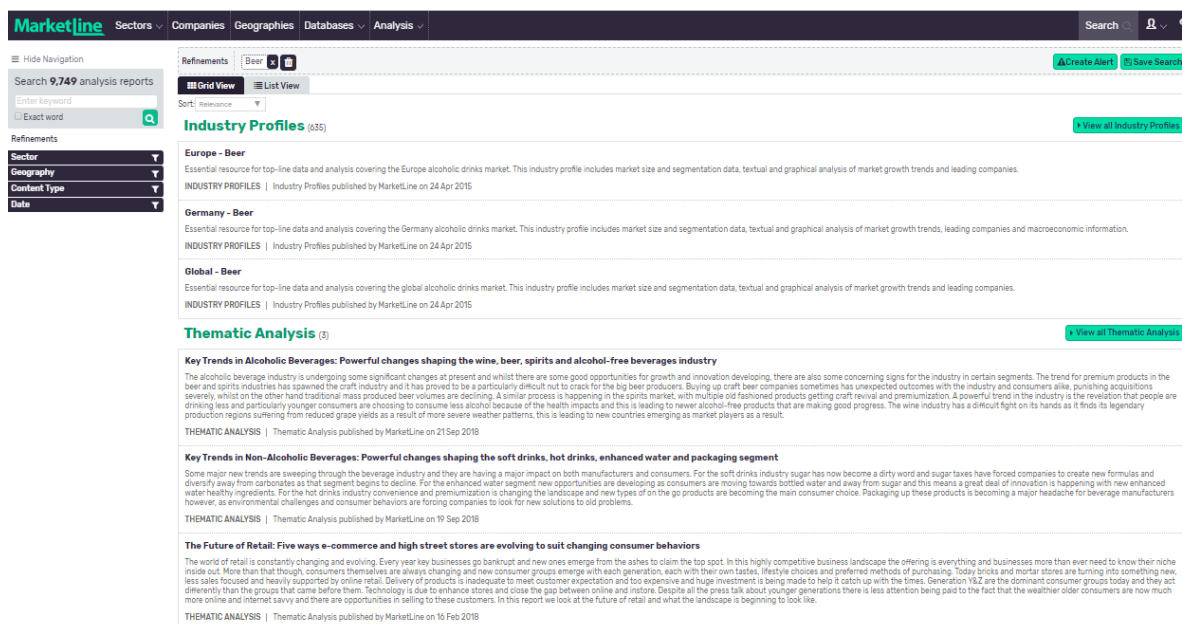
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# 1. Searching by Keyword

- 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.



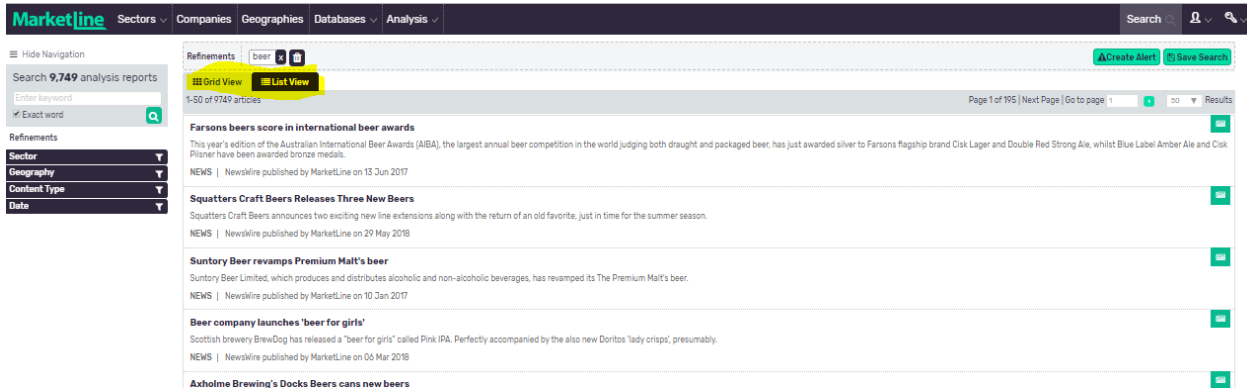
- To see all relevant results by research type, click the relevant “View all Industry Profiles”, “View all Thematic Analysis” etc. buttons on the right hand side of the screen.

The screenshot shows the MarketLine Advantage interface. At the top, there are navigation tabs for Sectors, Companies, Geographies, Databases, and Analysis. A search bar on the right contains the word 'beer'. Below the search bar, there are buttons for 'Create Alert' and 'Save Search'. On the left, a 'Refinements' sidebar shows 'beer' as the search term and options for 'Grid View' and 'List View'. Below this, a 'Search 9,749 analysis reports' box is visible. The main content area is divided into 'Industry Profiles (635)' and 'Thematic Analysis (3)'. Under 'Industry Profiles', there are three entries: 'Europe - Beer', 'Germany - Beer', and 'Global - Beer'. Each entry has a brief description and a link to 'INDUSTRY PROFILES'. Under 'Thematic Analysis', there are two entries: 'Key Trends in Alcoholic Beverages: Powerful changes shaping the wine, beer, spirits and alcohol-free beverages industry' and 'Key Trends in Non-Alcoholic Beverages: Powerful changes shaping the soft drinks, hot drinks, enhanced water and packaging segment'. Each entry has a brief description and a link to 'THEMATIC ANALYSIS'. At the bottom, there is a 'Case Studies (53)' section with one entry: 'BrewDog Beer: From underdog to craft beer top dog'. Each entry has a brief description and a link to 'CASE STUDIES'. Three buttons are circled in yellow: 'View all Industry Profiles' (twice) and 'View all Case Studies'.

- 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.

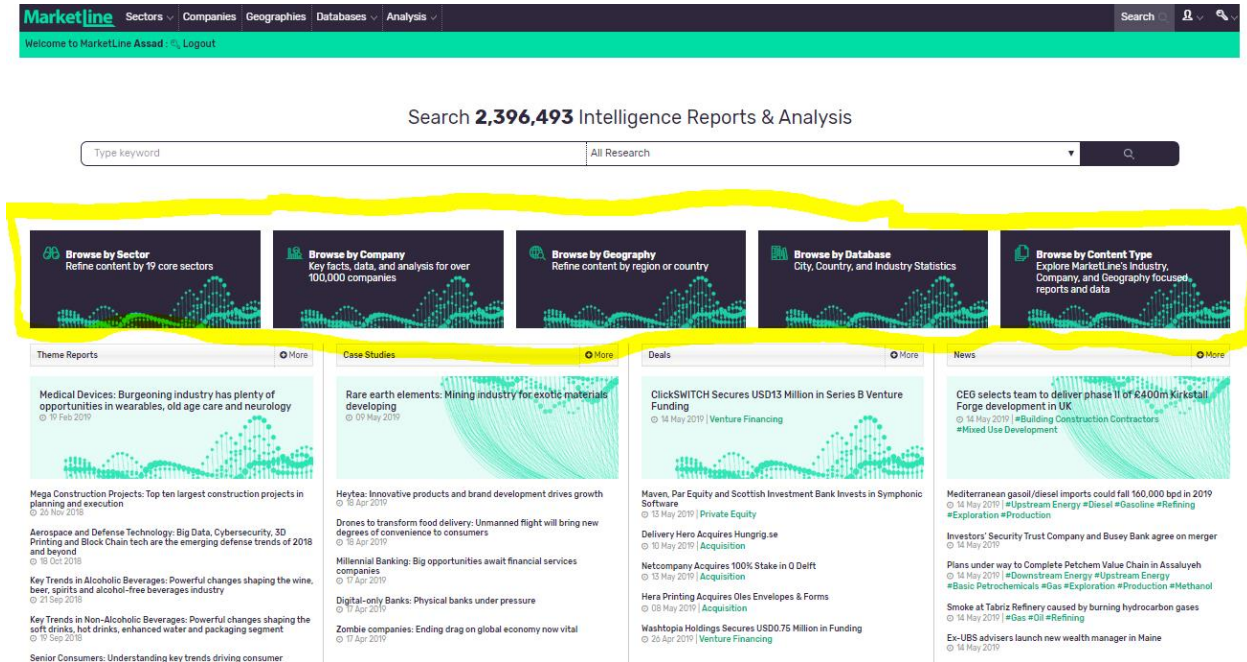
The screenshot shows the MarketLine Advantage interface with the 'Sector Refinements' panel open. The panel has a search box for 'Search for industry' and a list of sectors with checkboxes. The sectors listed are: Aerospace and Defense, Agriculture and Forestry, Automotive, Business and Consumer Services, Chemicals, Construction & Real Estate, Consumer Goods, Energy and Utilities, Financial Services, Government and Non-Profit Organisations, Industrial Goods and Machinery, Media & Digital Entertainment, Metals and Mining. Below the list are 'Clear' and 'Show Results' buttons. On the left, the 'Refinements' sidebar shows 'beer' as the search term and options for 'Grid View' and 'List View'. Below this, a 'Search 9,749 analysis reports' box is visible. The main content area is divided into 'Industry Profiles (635)' and 'Thematic Analysis (3)'. Under 'Industry Profiles', there are three entries: 'Europe - Beer', 'Germany - Beer', and 'Global - Beer'. Each entry has a brief description and a link to 'INDUSTRY PROFILES'. Under 'Thematic Analysis', there are two entries: 'Key Trends in Alcoholic Beverages: Powerful changes shaping the wine, beer, spirits and alcohol-free beverages industry' and 'Key Trends in Non-Alcoholic Beverages: Powerful changes shaping the soft drinks, hot drinks, enhanced water and packaging segment'. Each entry has a brief description and a link to 'THEMATIC ANALYSIS'. At the bottom, there is a 'Case Studies (53)' section with one entry: 'BrewDog Beer: From underdog to craft beer top dog'. Each entry has a brief description and a link to 'CASE STUDIES'. The 'Sector' filter in the left-hand navigation menu is highlighted in yellow.

- 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 Advantage 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 Sector**

<b>Aerospace and Defense</b> 42,794 182 New this week	<b>Agriculture and Forestry</b> 11,077 88 New this week	<b>Automotive</b> 106,626 197 New this week	<b>Business and Consumer Services</b> 104,715 553 New this week	<b>Chemicals</b> 38,854 162 New this week
<b>Construction &amp; Real Estate</b> 134,887 1,325 New this week	<b>Consumer Goods</b> 173,099 641 New this week	<b>Energy and Utilities</b> 332,570 1,684 New this week	<b>Financial Services</b> 20,316 1,096 New this week	<b>Government and Non-Profit Organisations</b> 424,047 158 New this week
<b>Industrial Goods and Machinery</b> 174,568 702 New this week	<b>Media &amp; Digital Entertainment</b> 70,023 357 New this week	<b>Metals and Mining</b> 93,298 764 New this week	<b>Paper &amp; Packaging</b> 20,316 84 New this week	<b>Pharmaceuticals and Healthcare</b> 424,047 1,587 New this week
<b>Retail, Wholesale &amp; Foodservice</b> 174,568 659 New this week	<b>Telecoms &amp; IT</b> 505,129 2,489 New this week	<b>Tourism, Leisure &amp; Hospitality</b> 53,167 282 New this week	<b>Transportation, Infrastructure &amp; Logistics</b> 90,567 361 New this week	

- 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**

Search 99,948 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 99,948 companies

Company Name	Parent/Subsidiary/Independent	Headquarters	Employees	Annual Revenue (US\$M)	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	386,379	
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	Discont	United States of America	647,500	237,887	

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

- 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.

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

### 3. Downloading

- Depending on the information type, MarketLine Advantage 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:

**Table 1: Asia-Pacific mobile phones market value: \$ billion, 2014-18**

Year	\$ billion	€ billion	% Growth
2014	328.0	277.7	
2015	309.2	261.8	(5.7%)
2016	319.5	270.5	3.3%
2017	328.1	277.8	2.7%
2018	339.4	287.4	3.4%
CAGR: 2014-18			0.9%

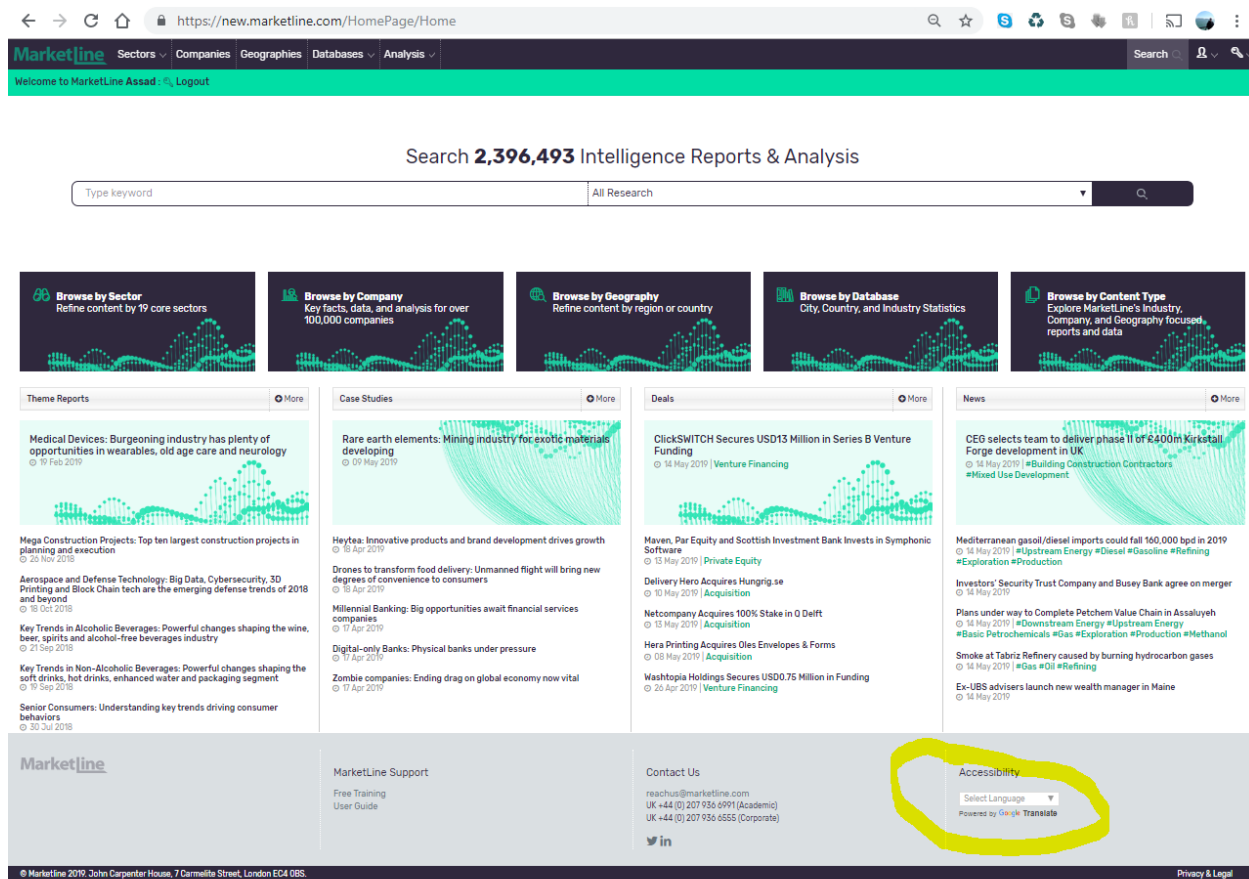
**Figure 1: Asia-Pacific mobile phones market value: \$ billion, 2014-18**



## 4. Translations

If you wish to view the MarketLine Advantage 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](#).



## 5. Database User Guides

To access User Guides for MarketLine’s Databases please click the links below.

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

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

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

## 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 screenshot shows the MarketLine website interface. At the top, there is a navigation bar with the MarketLine logo and menu items: Sectors, Companies, Geographies, Databases, and Analysis. A search bar is on the right, with a user profile icon and a magnifying glass icon. 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 2,396,493 Intelligence Reports & Analysis". Below the search bar, there are five "Browse by" buttons: "Browse by Sector", "Browse by Company", "Browse by Geography", "Browse by Database", and "Browse by Content Type".

Below the buttons, there is a grid of report thumbnails. The thumbnails are organized into four columns: "Theme Reports", "Case Studies", "Deals", and "News". Each thumbnail includes a title, a brief description, and a date. For example, the "Theme Reports" column includes "Medical Devices: Burgeoning industry has plenty of opportunities in wearables, old age care and neurology" (19 Feb 2019) and "Mega Construction Projects: Top ten largest construction projects in planning and execution" (25 Nov 2018).

The footer contains the MarketLine logo, "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), and "Privacy & Legal".

**Ask an Analyst**

Our support staff are available to answer your questions about MarketLine. We reply to queries as quickly as possible, usually within one business day.

Your comment

First name  
Assad

Last name  
Imran

Contact number  
9240941909

Email  
Assad.Imran@globaldata.com

What type of query would you like to submit?  
Query data

Time zone  
(GMT) Western Europe Time, London, I

Submit

## 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 [assistme@marketline.com](mailto:assistme@marketline.com).

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