Global Market Information Database (GMID)

Market analysis for global industries or corporations can be found in the Global Market Information Database (GMID). The resource is very useful for consumer demographics, trends, lifestyle, behavior and expenditures. Demographic, economic and marketing statistics for over 205 countries from 1977-2020 allow for historical searching and forecasting. Market data for more than 330 consumer products in 52 countries covers a span of six years.

To access this or other online resources start at the library’s web page www.utdallas.edu/library. Click on Find Articles Databases in the left screen. In the next screen click the letter G and scroll down to select Global Market Information Database Euromonitor International from the list.

Remember that from off campus you will be prompted to enter your NetID and password.

Scroll down to click Accept to enter the database.

In GMID, there are two categories to select from: Industries or Countries & Consumers. Selections can be made by clicking into the categories on the black toolbar or from those in the center of the screen under Search: Find What You Need Now or Dashboards: Visualize Data. All categories are reflected in both places.

In these examples those selections in the black toolbar will be used.

Industries offers an alphabetical list of industry classifications. Click on selections to view in-depth analyses, reports and market trends.
For example, in the Apparel and Footwear industry there are four blue squares with varying selections. Each square has its own Go button (in the gray area below the blue) to execute the search.

The first blue box, labeled Search Tree, offers sub-categories related to the industry as well as the Analysis Finder which has choices for geographical research and reports, articles or data.

The second blue box Rank Countries offers categories within the industry with five levels of comparison: size, growth, per cap., forecast or historic. It is possible to click the radio button for two at a time.

The third blue box Rank Categories offers regional areas with the same five levels of comparison: size, growth, per cap., forecast or historic. Use the first drop down arrow to choose a region then use the second drop down arrow to choose a country within that region, and then use the radio buttons to choose the two levels for comparison.

The fourth blue box, Review Top Companies offers a selection of the top ten to fifteen companies within the selected industry. Use the drop down arrow to select a company, such as Nike. Next, use the second drop down arrow to select one of the company’s product lines such as Footwear then click the Go button to see the report. Reports can be downloaded, saved or printed.

A fifth square Dashboards: Visualise Data offers a Dashboards or Visual Apps. The Dashboards option takes the most recent search and presents all the components of the report in one screen. Apps is a visual representation of the charts, graphs and data from the report.

Countries & Consumers offers economic, political and consumer information. This would be useful in finding a country’s GDP or data on consumer trends and lifestyle. Click the drop down arrow and then click on any category here to be taken to the result screen. There will also be future demographics, country analysis and much more. Click on any topic to view the information.

For example, Industry, Infrastructure and Environment will offer analysis, forecast and historic data. Countries & Consumers has the Search Tree, Rank Countries and Dashboards: Visual Data boxes for tailoring searches. Use the drop down menus in the blue boxes to select related categories. Additional boxes in most categories will be White Paper, Opinion or Article which are usually on a specific subject related to the category.
GMID offers keyword searching in the Search box in the upper right screen.

In this example we will search mobile telephone. Type mobile phones into the search box. Notice that the database begins suggesting keywords. Click a selection to populate the search box then click the magnifying glass icon.

The result list will show full text reports and data. Use the drop down arrow next to Sort by to see the list in Date or Relevance order. Click the title of a report to go to the full text or chart. Reports can be exported, printed or saved.

For additional assistance with this or other databases contact the Jindal School of Management Library Liaisons.

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You can also click on the green question mark on any of the library’s webpages.