



User Guide

MarketLine Advantage



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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.

The screenshot shows the MarketLine Advantage homepage. At the top, there is a navigation bar with links for Sectors, Companies, Geographies, Databases, and Analysis. A search bar is located on the right side of the navigation bar. Below the navigation bar, the main heading reads "Search 2,396,493 Intelligence Reports & Analysis". Below this, there is a search bar with the placeholder text "Type keyword". To the right of the search bar, there is a dropdown menu labeled "All Research". Below the search bar, there are five main categories of reports: "Browse by Sector", "Browse by Company", "Browse by Geography", "Browse by Database", and "Browse by Content Type". Each category has a brief description and a "More" link. Below these categories, there are four sections of reports: "Theme Reports", "Case Studies", "Deals", and "News". Each section contains a list of reports with titles, dates, and brief descriptions.

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

The screenshot shows the MarketLine Advantage results page for the search term "Beer". The page is divided into several sections. At the top, there is a navigation bar with links for Sectors, Companies, Geographies, Databases, and Analysis. A search bar is located on the right side of the navigation bar. Below the navigation bar, the main heading reads "Search 9,749 analysis reports". Below this, there is a search bar with the placeholder text "Enter keyword". To the right of the search bar, there is a dropdown menu labeled "Exact word". Below the search bar, there are four main categories of reports: "Sector", "Geography", "Content Type", and "Data". Each category has a brief description and a "More" link. Below these categories, there are four sections of reports: "Industry Profiles", "Thematic Analysis", "Key Trends in Alcoholic Beverages", and "Key Trends in Non-Alcoholic Beverages". Each section contains a list of reports with titles, dates, and brief descriptions.

- 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.

MarketLine Sectors Companies Geographies Databases Analysis Search

Search 9,749 analysis reports

Enter keyword

Exact word

Refinements

Sector

Geography

Content Type

Date

Refinements: beer

Create Alert Save Search

Grid View List View

Sort: Relevance

Industry Profiles (635)

View all Industry Profiles

Europe - Beer

Essential resource for top-line data and analysis covering the Europe alcoholic drinks market. This industry profile includes market size and segmentation data, textual and graphical analysis of market growth trends and leading companies.

INDUSTRY PROFILES | Industry Profiles published by MarketLine on 24 Apr 2015

Germany - Beer

Essential resource for top-line data and analysis covering the Germany alcoholic drinks market. This industry profile includes market size and segmentation data, textual and graphical analysis of market growth trends, leading companies and macroeconomic information.

INDUSTRY PROFILES | Industry Profiles published by MarketLine on 24 Apr 2015

Global - Beer

Essential resource for top-line data and analysis covering the global alcoholic drinks market. This industry profile includes market size and segmentation data, textual and graphical analysis of market growth trends and leading companies.

INDUSTRY PROFILES | Industry Profiles published by MarketLine on 24 Apr 2015

Thematic Analysis (3)

View all Thematic Analysis

Key Trends in Alcoholic Beverages: Powerful changes shaping the wine, beer, spirits and alcohol-free beverages industry

The alcoholic beverage industry is undergoing some significant changes at present and whilst there are some good opportunities for growth and innovation developing, there are also some concerning signs for the industry in certain segments. The trend for premium products in the beer and spirits industries has spawned the craft industry and it has proved to be a particularly difficult nut to crack for the big beer producers. Buying up craft beer companies sometimes has unexpected outcomes with the industry and consumers alike, pushing acquisitions severely whilst on the other hand traditional mass produced beer volumes are declining. A similar process is happening in the spirits market, with multiple old fashioned products getting craft revival and premiumization. A powerful trend in the industry is the revelation that people are drinking less and particularly younger consumers are choosing to consume less alcohol because of the health impacts and this is leading to newer alcohol-free products that are making good progress. The wine industry has a difficult fight on its hands as it finds its legendary production regions suffering from reduced grape yields as a result of more severe weather patterns, this is leading to new countries emerging as market players as a result.

THEMATIC ANALYSIS | Thematic Analysis published by MarketLine on 21 Sep 2018

Key Trends in Non-Alcoholic Beverages: Powerful changes shaping the soft drinks, hot drinks, enhanced water and packaging segment

Some major new trends are sweeping through the beverage industry and they are having a major impact on both manufacturers and consumers. For the soft drinks industry sugar has now become a dirty word and sugar taxes have forced companies to create new formulas and diversify away from carbonates as that segment begins to decline. For the enhanced water segment, new opportunities are developing as consumers are moving towards bottled water and away from sugar and this means a great deal of innovation is happening with new enhanced water healthy ingredients. For the hot drinks industry convenience and premiumization is changing the landscape and new types of on the go products are becoming the main consumer choice. Packaging up these products is becoming a major headache for beverage manufacturers however, as environmental challenges and consumer behaviors are forcing companies to look for new solutions to old problems.

THEMATIC ANALYSIS | Thematic Analysis published by MarketLine on 19 Sep 2018

The Future of Retail: Five ways e-commerce and high street stores are evolving to suit changing consumer behaviors

The world of retail is constantly changing and evolving. Every year key businesses go bankrupt and new ones emerge from the ashes to claim the top spot. In this highly competitive business landscape the offering is everything and businesses more than ever need to know their niche inside out. More than that though, consumers themselves are always changing and new consumer groups emerge with each generation, each with their own tastes, lifestyle choices and preferred methods of purchasing. Today bricks and mortar stores are turning into something new, less sales focused and heavily supported by online retail. Delivery of products is inadequate to meet customer expectation and too expensive and huge investment is being made to help it catch up with the times. Generation X&Z are the dominant consumer groups today and they act differently than the groups that came before them. Technology is due to enhance stores and close the gap between online and in-store. Despite all the press talk about younger generations there is less attention being paid to the fact that the wealthier older consumers are now much more online and internet savvy and there are opportunities in selling to these customers. In this report we look at the future of retail and what the landscape is beginning to look like.

THEMATIC ANALYSIS | Thematic Analysis published by MarketLine on 16 Feb 2018

Case Studies (53)

View all Case Studies

BrewDog Beer: From underdog to craft beer top dog

The beer scene in the UK prior to 2002 had long been dominated by brands like Carling, Carlsberg, and Heineken and brewing giants like Molson Coors. The "progressive" beer duty changes implemented by prime minister Gordon Brown during 2002 offered tax incentives to smaller breweries and created a wave of small companies that benefited from this legislation.

CASE STUDIES | Case Studies published by MarketLine on 11 Oct 2016

Budweiser: America's global beer superbrand

- 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.

MarketLine Sectors Companies Geographies Databases Analysis Search

Search 9,749 analysis reports

Enter keyword

Exact word

Refinements

Sector

Geography

Content Type

Date

Refinements: beer

Create Alert Save Search

Grid View List View

Sort: Relevance

Industry Profiles (635)

View all Industry Profiles

Europe - Beer

Essential resource for top-line data and analysis covering the Europe alcoholic drinks market. This industry profile includes market size and segmentation data, textual and graphical analysis of market growth trends and leading companies.

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INDUSTRY PROFILES | Industry Profiles published by MarketLine on 24 Apr 2015

Thematic Analysis (3)

View all Thematic Analysis

Key Trends in Alcoholic Beverages: Powerful changes shaping the wine, beer, spirits and alcohol-free beverages industry

- 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.

MarketLine Sectors Companies Geographies Databases Analysis Search

Refinements: beer

Grid View List View

1-50 of 9749 articles

Page 1 of 195 | Next Page | Go to page 1

Farsons beers score in international beer awards
This year's edition of the Australian International Beer Awards (AIBA), the largest annual beer competition in the world judging both draught and packaged beer, has just awarded silver to Farsons flagship brand Cisk Lager and Double Red Strong Ale, whilst Blue Label Amber Ale and Cisk Pilsner have been awarded bronze medals.
NEWS | NewsWire published by MarketLine on 13 Jun 2017

Squatters Craft Beers Releases Three New Beers
Squatters Craft Beers announces two exciting new line extensions along with the return of an old favorite, just in time for the summer season.
NEWS | NewsWire published by MarketLine on 27 May 2018

Suntory Beer revamps Premium Malt's beer
Suntory Beer Limited, which produces and distributes alcoholic and non-alcoholic beverages, has revamped its The Premium Malt's beer.
NEWS | NewsWire published by MarketLine on 10 Jan 2017

Beer company launches 'beer for girls'
Scottish brewery BrewDog has released a "beer for girls" called Pink IPA. Perfectly accompanied by the also new Doritos "lady crisps", presumably.
NEWS | NewsWire published by MarketLine on 06 Mar 2018

Axholme Brewing's Docks Beers cans new beers

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.

MarketLine Sectors Companies Geographies Databases Analysis Search

Welcome to MarketLine Assad - Logout

Search **2,396,493** Intelligence Reports & Analysis

Type keyword All Research

Browse by Sector
Refine content by 19 core sectors

Browse by Company
Key facts, data, and analysis for over 100,000 companies

Browse by Geography
Refine content by region or country

Browse by Database
City, Country, and Industry Statistics

Browse by Content Type
Explore MarketLine's Industry, Company, and Geography focused reports and data

Theme Reports More

Medical Devices: Burgeoning industry has plenty of opportunities in wearables, old age care and neurology
19 Feb 2019

Mega Construction Projects: Top ten largest construction projects in planning and execution
20 Nov 2018

Aerospace and Defense Technology: Big Data, Cybersecurity, 3D Printing and Block Chain tech are the emerging defense trends of 2018 and beyond
18 Oct 2018

Key Trends in Alcoholic Beverages: Powerful changes shaping the wine, beer, spirits and alcohol-free beverages industry
21 Sep 2018

Key Trends in Non-Alcoholic Beverages: Powerful changes shaping the soft drinks, hot drinks, enhanced water and packaging segment
15 Sep 2018

Senior Consumers: Understanding key trends driving consumer

Case Studies More

Rare earth elements: Mining industry for exotic materials developing
09 May 2019

Heytea: Innovative products and brand development drives growth
16 Apr 2019

Drones to transform food delivery: Unmanned flight will bring new degrees of convenience to consumers
16 Apr 2019

Millennial Banking: Big opportunities await financial services companies
17 Apr 2019

Digital-only Banks: Physical banks under pressure
16 Apr 2019

Zombie companies: Ending drag on global economy now vital
11 Apr 2019

Deals More

ClickSWITCH Secures USD13 Million in Series B Venture Funding
14 May 2019 | Venture Financing

Haven, Par Equity and Scottish Investment Bank Invests in Symphonic Software
13 May 2019 | Private Equity

Delivery Hero Acquires Hungry.se
10 May 2019 | Acquisition

Netcompany Acquires 100% Stake in Q Deift
13 May 2019 | Acquisition

Hera Printing Acquires Oles Envelopes & Forms
09 May 2019 | Acquisition

Washtopia Holdings Secures USD0.75 Million in Funding
20 Apr 2019 | Venture Financing

News More

CEG selects team to deliver phase II of 2400m Kirkstall Forge development in UK
14 May 2019 | #Building Construction Contractors #Mixed Use Development

Mediterranean gasoil/diesel imports could fall 160,000 bpd in 2019
14 May 2019 | #Upstream Energy #Diesel #Gasoline #Refining #Exploration #Production

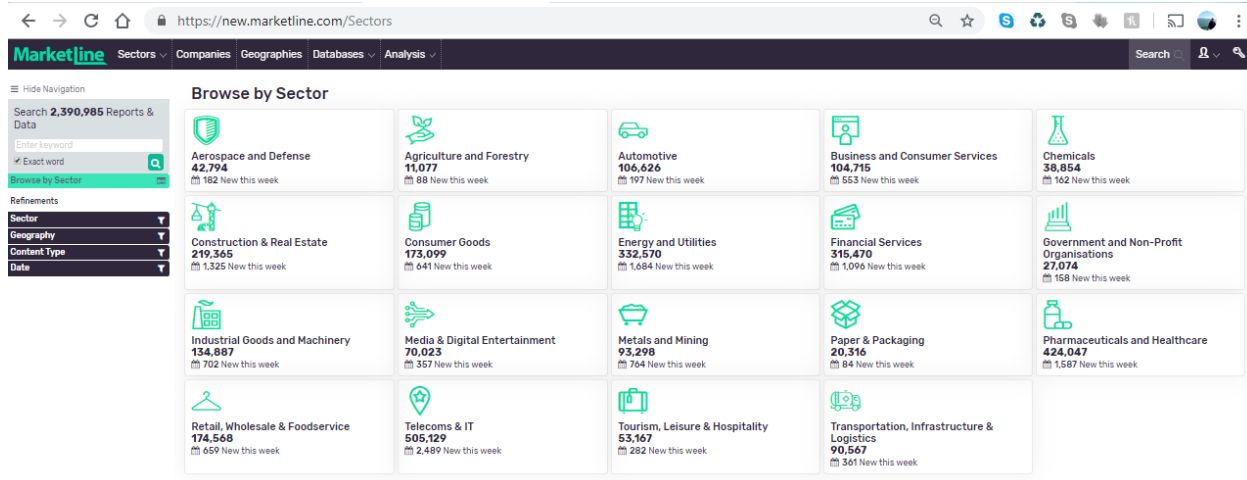
Investors' Security Trust Company and Busey Bank agree on merger
14 May 2019

Plans under way to Complete Petchem Value Chain in Assaluyeh
14 May 2019 | #Downstream Energy #Upstream Energy #Basic Petrochemicals #Gas #Exploration #Production #Methanol

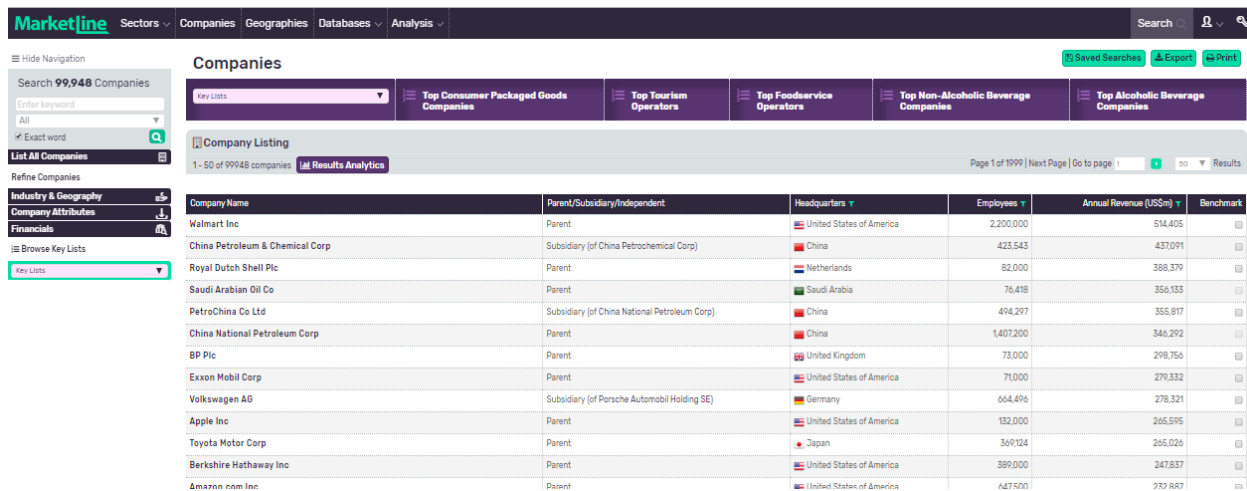
Smoke at Tabriz Refinery caused by burning hydrocarbon gases
14 May 2019 | #Gas #Oil #Refining

Ex-UBS advisers launch new wealth manager in Maine
14 May 2019

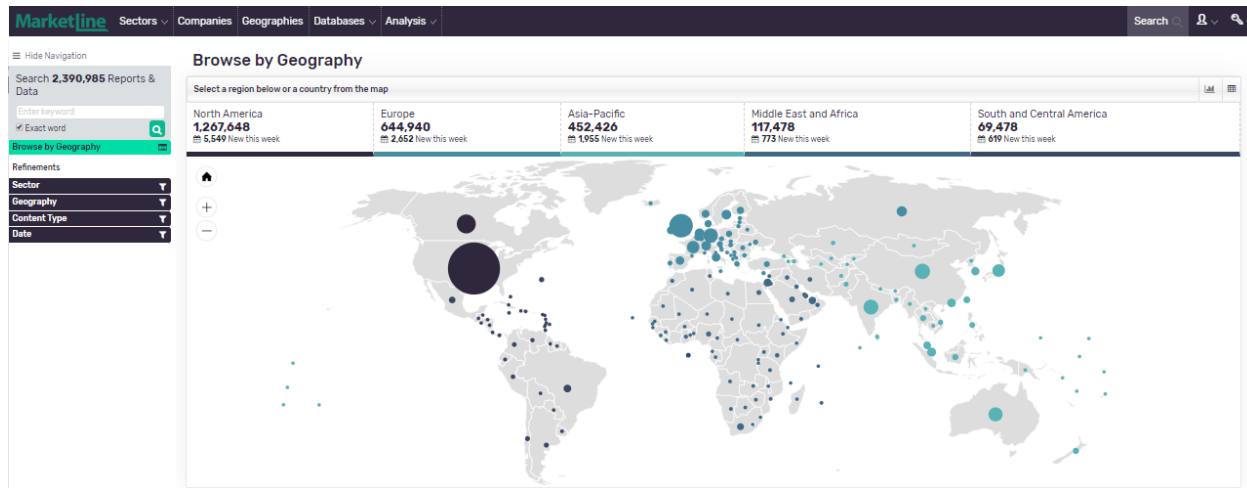
- Browse by Sector allows you to select and display all content available for each of MarketLine's 19 core industry sectors.



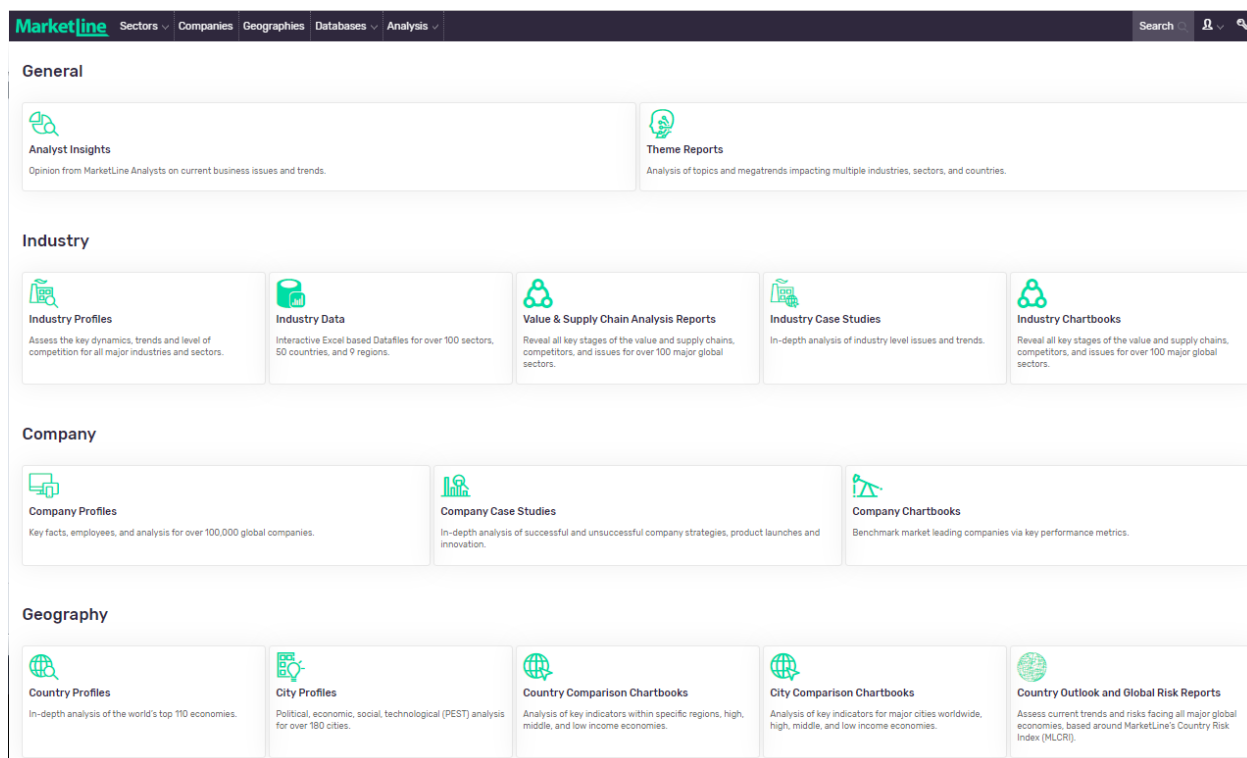
- Browse by Company takes you to our Companies module where you can search or build lists of companies, or access our analyst curated lists of leading companies.



- 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.

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 datatables that provide extensive annual market data by sector with 5-year market forecasts. Datasets 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 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 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:

Asia-Pacific - Mobile Phones

07 May 2019

Market Data

Market Value

The Asia-Pacific mobile phones market grew by 3.4% in 2018 to reach a value of \$339.4 billion.

The compound annual growth rate of the market in the period 2014-18 was 0.9%.

Extract to:

Word Pdf

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%

Source: MARKETLINE

Extract to:

Word Pdf

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

Figure 1 is a bar chart showing the market value in \$ billion from 2014 to 2018. The y-axis ranges from 0 to 350. The x-axis shows the years 2014, 2015, 2016, 2017, and 2018. The bars represent the market value, and the line represents the % Growth.

Source: MARKETLINE

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](#).

The screenshot shows the MarketLine Advantage homepage. At the top, there is a navigation bar with links for Sectors, Companies, Geographies, Databases, and Analysis. Below this is a search bar with the text "Search 2,396,493 Intelligence Reports & Analysis". The main content area is divided into five columns, each representing a different way to browse content: By Sector, By Company, By Geography, By Database, and By Content Type. Below these columns are four sections: Theme Reports, Case Studies, Deals, and News. Each section contains several report cards with titles, dates, and brief descriptions. At the bottom of the page, there is a footer with contact information, a "MarketLine Support" section, and a "Contact Us" section. A yellow circle highlights the "Accessibility" link in the footer, which includes a "Select Language" dropdown menu and the text "Powered by Google Translate".

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/MarketLine-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

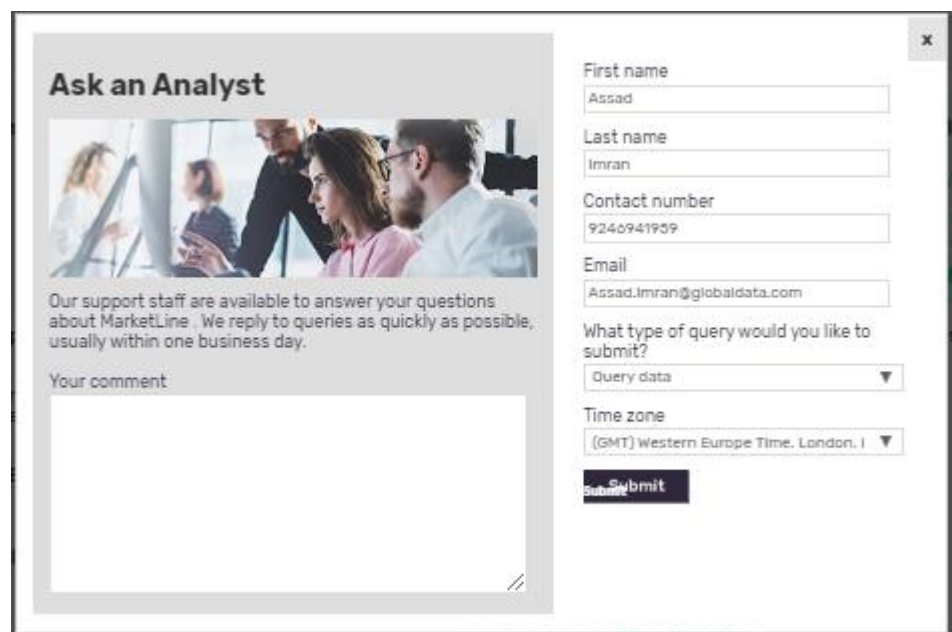
MarketLine Analysts are on hand to answer any queries relating to MarketLine content. You can access the Ask an Analyst form by clicking on the Account Tools (head icon next to search box on the top navigation bar), then Ask an Analyst.

The screenshot displays the MarketLine Advantage website. At the top, there is a navigation bar with links for Sectors, Companies, Geographies, Databases, and Analysis. A search bar is located on the right side of the navigation bar, with a head icon next to it. Below the navigation bar, a green banner reads "Welcome to MarketLine Advantage. 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 tabs: "Browse by Sector", "Browse by Company", "Browse by Geography", "Browse by Database", and "Browse by Content Type". Each tab has a brief description of its content.

Below the tabs, there are four columns of reports, each with a title, a brief description, and a date. The columns are: "Theme Reports", "Case Studies", "Deals", and "News".

At the bottom of the page, there is a footer with the MarketLine logo, contact information, and a link to the "Ask an Analyst" form.



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

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.

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