

Be Connected: how to find market research

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Today's session

- What market research resources we have and why you should be using them
- Short demo of our main resources:
 - Mintel
 - Passport
 - Statista
 - MarketLine reports
 - Where else you can go
- Time for Questions and advice on getting help after today

Choose the right resources

Types of information do different jobs

Finding Information

Business Information Resources

Market Research

Mintel



MINTEL

Supplies independent research on a wide range of consumer markets, publishing over 300 market research reports every year, covering the UK

We have access to the full text of the reports from the market and retail sectors

Market Research

Passport Global Market Information Database (GMID)



Provides key business intelligence on countries, companies, markets and consumers.

Includes statistics for 205 countries, 6 years of market data, lifestyle indicators and market reports, company profiles, country profiles and links to other sources of information

Market Research

Statista



Access 1.5 million data sets (and adding an additional 500 each day) with revenue forecasts from 2015 to 2020 on over 400 industries. Huge range of digital and consumer markets, and market insight topics.

MarketLine reports and full text journal collections for articles



Business Source Complete

Searchable site providing full text access for nearly 3,600 scholarly business journals, including full text for nearly 2,400 peer-reviewed business publications.

Newspapers

Current and archive access
libguides.ncl.ac.uk/news



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