

Integrated Market Information System: IMIS

Global industry standard for consumer market research

Consumer industries are often mature and always competitive. Spotting opportunities and watching potential threats requires companies to have strong international knowledge.

Euromonitor International's Integrated Market Information System is the strategic information tool that the world's leading manufacturers, retailers and suppliers rely on to understand consumer markets and support business decisions.

IMIS is a unique online intelligence service providing global, regional and national consumer market research you can trust. It delivers value across an entire organisation:

Strategic planning

- Explore new country markets for existing products
- Spot product sectors with growth potential
- Find new strategic partners and acquisition targets
- Identify changing trends in the country, consumer and retail environment

New product development and brand management

- Understand how companies are positioning their products
- Identify trends in other countries/sectors that are transferable to your business
- Learn from the marketing successes of others

Competition analysis

- Identify the leading companies and brands in a market
- Compare packaging and pricing strategies
- Benchmark the performance of your company vs your competitors

Explore new country markets

Market sizes • historic • retail value rsp • US\$ mn • fixed ex rate • current prices

Buttons key see chart for this row company data brand data distribution pricing

Original order	1998	1999	2000	2001	2002	2003	2004	2005	2006
Packaged food									
<input type="checkbox"/>	393,135.4	405,745.9	417,525.3	435,209.1	453,770.4	471,383.7	485,257.5	497,472.6	510,827.5
<input type="checkbox"/>	263,712.1	275,471.2	286,146.2	298,407.3	307,811.6	316,649.5	324,528.9	332,902.4	339,540.7
<input type="checkbox"/>	259,121.8	266,340.7	272,160.4	279,242.3	287,310.1	295,898.2	305,677.3	316,740.2	328,617.7
<input type="checkbox"/>	239,685.4	250,649.1	260,502.2	271,590.5	279,889.6	287,458.2	294,103.1	301,283.8	306,771.5
<input type="checkbox"/>	81,531.4	89,955.3	96,266.1	103,431.0	115,221.1	126,435.0	135,730.9	146,095.4	157,447.2
<input type="checkbox"/>	43,134.8	49,810.9	56,838.4	65,542.2	72,621.1	80,959.6	91,121.2	101,132.3	111,330.5
<input type="checkbox"/>	70,347.4	71,817.8	72,972.2	74,958.9	77,618.2	80,823.7	83,279.4	85,521.8	87,845.2
<input type="checkbox"/>	62,409.1	64,293.6	66,432.0	68,381.0	71,348.7	74,790.6	77,337.0	79,509.5	81,992.1
<input type="checkbox"/>	40,340.5	42,592.4	45,556.6	48,684.2	52,278.4	56,101.7	59,978.5	64,251.5	68,435.0
<input type="checkbox"/>	26,096.4	27,339.5	28,531.8	29,785.8	31,218.8	32,890.5	34,461.6	35,928.1	37,494.2
<input type="checkbox"/>	17,961.7	18,733.4	19,616.9	20,533.5	21,531.4	22,498.2	23,360.6	24,160.2	24,930.2

Sources | Product definitions | Macro data

Note: 2006 data is provisional and based on part-year estimates

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Identify product sectors with growth potential

Market sizes • historic • total volume • 9 litre cases

Buttons key see chart for this row off-trade on-trade wine by price pricing trade statistics wine by grape variety wine quality classification

	2005	2006	2007	2008	2009	2010
Bulgaria						
<input type="checkbox"/>	2,534,444.4	2,670,000.0	2,765,650.0	2,873,030.5	3,002,316.9	3,148,294.8
<input type="checkbox"/>	2,125,555.6	2,154,444.4	2,184,504.4	2,223,100.3	2,275,181.2	2,326,401.2
<input type="checkbox"/>	50,000.0	58,477.8	62,422.0	64,824.9	67,543.5	70,618.4
Hungary						
<input type="checkbox"/>	8,059,768.5	8,262,279.0	8,475,978.5	8,679,774.8	8,868,147.2	9,033,277.1
<input type="checkbox"/>	21,529,707.7	21,290,950.9	21,245,222.8	21,270,209.6	21,303,638.8	21,347,263.9
<input type="checkbox"/>	1,596,431.1	1,643,620.5	1,690,443.7	1,737,430.0	1,773,908.8	1,805,619.8
Poland						
<input type="checkbox"/>	2,886,727.2	3,037,407.5	3,191,951.0	3,347,198.0	3,524,763.5	3,716,133.4
<input type="checkbox"/>	2,140,473.7	2,251,694.3	2,362,585.6	2,474,460.7	2,608,717.5	2,757,513.9

IMIS offers integrated access to statistics, market reports and company profiles.

Global statistical database is a rapid and insightful guide to market performance trends

- Market volume and value sales
- Company shares
- Brand shares
- Pricing data and packaging data
- Distribution channel sales
- Forecasts

Global, regional and national reports offer in-depth analysis of key market drivers

- State of the market: key findings and industry news
- Operating environment: economic, legislative, social and demographic trends
- Regional and sector market performance analysis
- Product and packaging innovations
- Company strategies and shares
- Future outlook

Company profiles give detailed assessments of the strengths, weaknesses, strategies and market positions of the leading international manufacturers.

Compare trends across regions, countries, products and years

Market sizes • historic • retail value rsp • US\$ mn • fixed ex rate • current prices • year-on-year growth (%)

Buttons key ■ company data ■ brand data ■ distribution ■ premium v mass ○ brand ranking ■ pricing

		1997-98	1998-99	1999-00	2000-01	2001-02	2002-03	2003-04	2004-05	
Russia										
<input type="checkbox"/>	■ ■ ■ ■ ○	Skin care	47.0	118.5	34.6	34.4	40.8	27.3	13.0	16.4
<input type="checkbox"/>	■ ■ ■	Facial care	47.3	123.2	36.2	38.9	45.3	29.8	13.5	16.8
<input type="checkbox"/>	■ ■ ■	Body care	47.8	110.5	33.0	28.2	32.6	27.3	14.7	18.1
<input type="checkbox"/>	■ ■ ■	Hand care	44.9	106.6	29.0	19.0	24.5	10.6	6.3	10.1
<input type="checkbox"/>	○	Premium cosmetics	41.7	105.4	32.4	22.5	26.6	18.0	11.6	16.3
<input type="checkbox"/>	○	Premium skin care	34.3	100.4	31.5	39.7	44.1	32.9	12.2	15.6
Ukraine										
<input type="checkbox"/>	■ ■ ■ ■ ○	Skin care	34.0	4.3	47.9	47.0	30.1	25.0	23.9	24.3
<input type="checkbox"/>	■ ■ ■	Facial care	34.4	5.9	57.8	55.4	31.3	26.2	24.2	26.4
<input type="checkbox"/>	■ ■ ■	Body care	35.2	0.3	33.8	52.4	29.9	19.6	19.0	19.2
<input type="checkbox"/>	■ ■ ■	Hand care	32.8	3.3	36.7	27.5	27.5	24.9	25.7	21.3
<input type="checkbox"/>	○	Premium cosmetics	40.1	27.5	75.5	51.5	23.9	20.0	25.1	24.7

Integration of statistics with strategic analysis makes IMIS the most powerful tool for marketing planning

Select product...

Wipes behave like other products

Wipes gain much of their popularity through their ease of use and the convenience factor. However, the largest in wipes is all purpose cleaning wipes, which took a 36% share of total value sales in wipes in 2003. This is a similar pattern to non-wipe surface cleaners, which also saw multi-purpose brands taking ascendancy. These appeal to consumers' desire for a magic bullet approach to cleaning right across the home. Wipes proved no different to other surface cleaners in that consumers gravitated to multi-purpose varieties suitable for use right across the home rather than specialised products designed for use in the bathroom, kitchen and sitting room. For general cleaning, brands offering multi-purpose functions continue to perform the best, although there are some specialist jobs around the house that encouraged the development of some specialist wipe formats.

Specialist wipes drive growth

In 2003, one of the traditional products to suffer most from the rise in popularity of wipes was traditional window and glass cleaners, seeing value sales decline by 15% since 2002, leaving it with sales of little over £10 million. Sales declined by 22% over the review period as a whole in current value terms, as consumers increasingly found the use of wipe variants more convenient and providing better results. Additionally, window and glass cleaners in their traditional form such as bottled Windolene increasingly found themselves commoditised through lack of product innovation, as manufacturers concentrated on the rising star of wipes to generate added-value sales.

Systems take on mop and bucket

Although the arrival of floor cleaning systems did not come until the close of the year, heavy advertising by Procter & Gamble the launch of its Flash branded product is expected to see sales grow more than tenfold in 2004 as consumers become more familiar with these.

Reckitt and Vileda did, however, steal a march on Procter & Gamble in 2003 seeing their products take a 77% and 14% share of value sales respectively. In 2003, the system cleaning format broke into four distinct areas. The original electrostatic cleaning system pioneered by Procter & Gamble's Swiffer brand experienced a fall in sales of around 12% to leave sales of just over £10 million. In Europe, the Swiffer brand in particular fitted into the more open-plan aspect and tiled floors of homes situated especially in the South of Europe. However, it was not so popular in the UK with the majority of rooms in homes being carpeted.

Internationally comparable market measurements

International research loses much of its impact if true comparisons cannot be drawn between different datasets.

IMIS provides uniquely standardised market research for all countries, based on consistent definitions of coverage and consistent market measurements. When you examine one country or sector against another you can do so with confidence in the like-for-like comparability of the information

- The same product sector breakdowns, clearly defined
- The same total market coverage, through all relevant retail channels
- The same market measurements, consistently presented
- The same research approach and consistent findings

Tools to aid analysis

IMIS has a range of powerful analysis functions. You can analyse statistics to create brand new datasets customised to match specific research needs

- Compare value data by converting it to a common currency
- Calculate growth rates
- Assess the impact of inflation by swapping from current to constant data
- View data in per capita and per household terms
- Use the sum function to create unique regional aggregates
- Charts

Integrated delivery platform

IMIS integrates qualitative and quantitative research. It is easy to navigate from statistics to the supporting analysis, allowing you to understand market performance trends and the factors driving change.

IMIS integrates easily into your user network, putting information in front of as many personnel within your organisation as you wish.

Get a complete picture of a market by evaluating all relevant retail channels

Distribution • retail volume • % breakdown										
Buttons key see chart for this row										
		1997	1998	1999	2000	2001	2002	2003	2004	2005
Coffee										
China										
<input type="checkbox"/>		Supermarkets/hypermarkets	32.0	37.0	42.5	47.0	51.0	53.0	53.0	55.0
<input type="checkbox"/>		Independent food stores	66.0	59.0	50.0	44.0	38.0	32.0	31.0	29.0
<input type="checkbox"/>		Convenience stores	2.0	3.0	5.0	6.0	7.0	10.0	10.0	11.0
<input type="checkbox"/>		Discounters	-	-	-	-	-	-	-	-
<input type="checkbox"/>		Vending	-	-	0.5	1.0	1.0	1.0	1.0	1.0
<input type="checkbox"/>		Others	-	1.0	2.0	2.0	3.0	4.0	5.0	4.0
<input type="checkbox"/>		Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Hong Kong, China										
<input type="checkbox"/>		Supermarkets/hypermarkets	75.0	75.0	73.0	73.0	71.0	70.0	70.0	70.0
<input type="checkbox"/>		Independent food stores	10.0	10.0	12.0	12.0	13.0	13.0	15.0	16.0
<input type="checkbox"/>		Convenience stores	5.0	5.0	5.0	5.0	5.0	5.0	5.0	7.0
<input type="checkbox"/>		Discounters	-	-	-	-	-	-	-	-
<input type="checkbox"/>		Vending	0.5	1.0	1.0	1.5	1.5	2.0	2.0	2.0
<input type="checkbox"/>		Others	9.5	9.0	9.0	8.5	9.5	10.0	8.0	5.0
<input type="checkbox"/>		Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Base your business decisions on reliable growth predictions

Market sizes • forecast • retail value rsp • US\$ mn • fixed ex rate • constant prices								
Buttons key see chart for this row ■ company data ■ brand data ■ distribution								
		2005	2006	2007	2008	2009	2010	
France								
<input type="checkbox"/>		Allergy care	31.1	33.1	35.4	37.7	39.7	41.8
<input type="checkbox"/>		Antihistamines/allergy remedies (systemic)	11.0	12.4	13.9	15.2	16.1	17.0
<input type="checkbox"/>		Child-specific allergy remedies	0.3	0.3	0.2	0.2	0.2	0.2
<input type="checkbox"/>		Topical allergy remedies/antihistamines	7.7	7.8	7.7	7.8	7.9	7.9
<input type="checkbox"/>		Allergy eye care	12.0	12.6	13.5	14.5	15.5	16.7
United Kingdom								
<input type="checkbox"/>		Allergy care	176.7	174.6	174.3	176.6	180.0	184.5
<input type="checkbox"/>		Antihistamines/allergy remedies (systemic)	146.9	144.6	143.8	145.6	148.3	152.2
<input type="checkbox"/>		Child-specific allergy remedies	7.7	7.9	8.1	8.2	8.3	8.4
<input type="checkbox"/>		Topical allergy remedies/antihistamines	6.2	6.2	6.3	6.4	6.5	6.6
<input type="checkbox"/>		Allergy eye care	15.9	15.8	16.1	16.4	16.9	17.4
Japan								

Global research network

Euromonitor International has a network of 600 researchers carrying out primary and secondary research. Many are local to the country they research and therefore have the best sources of information. This is the foundation for delivering genuine local flavour for each country.

Local research is supported by teams of project managers and analysts in Euromonitor International's offices in London, Chicago, Singapore, Shanghai and Vilnius. They ensure consistency of data and interpretation of trends across international markets.

Dedicated account management support

IMIS is a value added service not a product. Users have quick and free access to Euromonitor International's network of research professionals via our industry-focused account management team.

We are fully transparent about research methodology and sources, and provide detailed definitions of products, channels and datatypes to ensure users understand the research and use it with confidence.

Our commitment is until the user completes the tasks and objectives which our research is supporting.

Cost-effective market intelligence solution

Sharing a syndicated service gives you access to a huge intelligence resource at a fraction of the cost of commissioning or conducting multi-consumer research yourself.

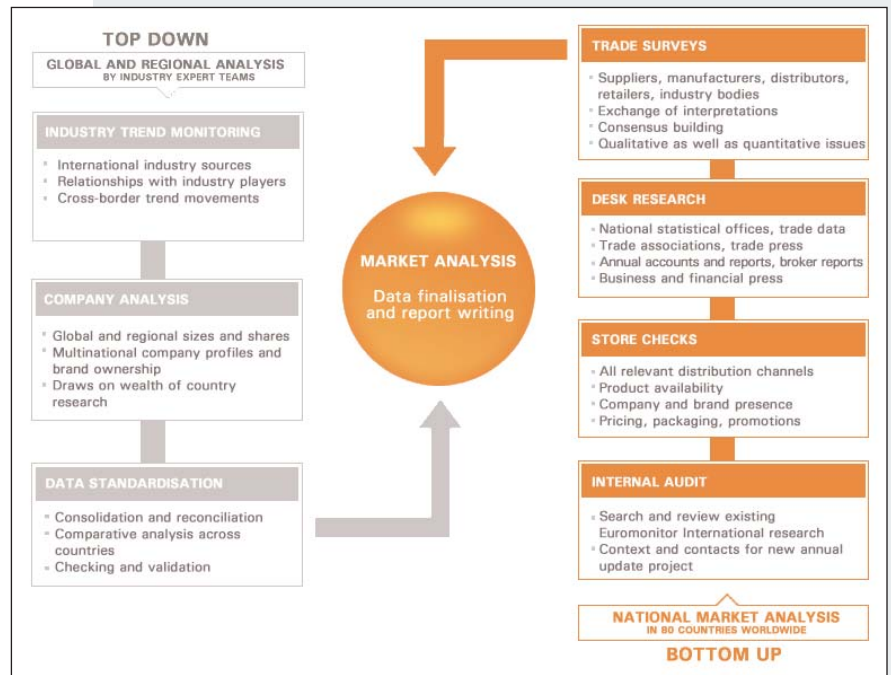
IMIS gives you a consistent source and prevents wasteful duplicated purchasing. It also earns you substantial price discounts compared to buying research piece-by-piece.

Trust our reputation

With more than 1.5 million searches annually, IMIS is firmly established as the industry standard strategic analysis tool used by the world's leading consumer goods brand manufacturers, their suppliers, distributors and partners.

The loyalty of our client base is a testament to the quality of information we provide.

Have confidence in our proven research methodology



Rely on the same strategic research solution as the world's leading consumer facing manufacturers

Company data (by global brand owner) • off-trade volume • % breakdown								
Buttons key see chart for this row see pie chart for this column								
		2000	2001	2002	2003	2004	2005	
World								
Soft drinks								
<input type="checkbox"/>		Coca-Cola Co, The	24.8	24.4	24.1	23.3	22.5	22.6
<input type="checkbox"/>		PepsiCo Inc	11.4	12.0	11.8	11.6	11.4	11.5
<input type="checkbox"/>		Danone, Groupe	3.7	4.0	4.4	4.8	5.2	4.8
<input type="checkbox"/>		Nestlé SA	3.5	3.6	3.8	4.0	3.9	3.9
<input type="checkbox"/>		Cadbury Schweppes Plc	3.4	3.4	3.3	3.0	2.9	2.8
<input type="checkbox"/>		Pepsi Bottling Group Inc, The	-	-	0.6	0.7	0.7	0.7
<input type="checkbox"/>		Suntory Ltd	1.1	1.0	1.1	1.0	1.1	0.7
<input type="checkbox"/>		Kelso & Co	-	-	-	-	-	0.6
<input type="checkbox"/>		Unj-President Enterprises Corp	0.1	0.2	0.4	0.4	0.5	0.6
<input type="checkbox"/>		Acqua Minerale San Benedetto SpA	0.6	0.6	0.6	0.6	0.6	0.5
<input type="checkbox"/>		Castel Groupe	0.6	0.6	0.6	0.6	0.6	0.5

Industries we research

Packaged food IMIS

- Confectionery**
 - Chocolate confectionery
 - Sugar confectionery
 - Gum
- Bakery products**
 - Baked goods
 - Biscuits
 - Breakfast cereals
- Snack bars**
 - Granola/muesli bars
 - Breakfast bars
 - Energy bars
 - Fruit bars
- Meal replacement products**
 - Slimming products
 - Convalescence drinks
- Spreads**
 - Jams and preserves
 - Honey
 - Chocolate spreads
 - Nut-based spreads
 - Yeast-based spreads
- Ice cream**
 - Impulse ice cream
 - Take-home ice cream
 - Frozen yoghurt
 - Artisanal ice cream
- Dairy products**
 - Milk
 - Condensed/evaporated milk
 - Flavoured milk drinks
 - Soy beverages
 - Sour milk drinks
 - Coffee whiteners
 - Powder milk
 - Flavoured powder milk drinks
 - Cream
 - Cheese
 - Yoghurt
 - Chilled and shelf-stable desserts
 - Chilled snacks
 - Fromage frais and quark
- Sweet and savoury snacks**
 - Fruit snacks
 - Chips/crisps
 - Extruded snacks
 - Tortilla/corn chips
 - Popcorn
 - Pretzels
 - Nuts
- Ready meals**
 - Canned/preserved ready meals
 - Frozen ready meals
 - Dried ready meals
 - Chilled ready meals
 - Dinner mixes
 - Frozen pizza
 - Chilled pizza
 - Prepared salads
- Soup**
 - Canned/preserved soup
 - Dehydrated soup
 - Instant soup
 - Chilled soup
 - UHT soup
 - Frozen soup
- Pasta**
 - Canned pasta
 - Dried pasta
 - Chilled/fresh pasta
- Noodles**
 - Plain noodles
 - Instant noodles
 - Chilled noodles
 - Frozen noodles
 - Snack noodles
- Canned/preserved food**
 - Canned/preserved meat and meat products
 - Canned/preserved fish/seafood
 - Canned/preserved vegetables
 - Canned/preserved tomatoes
 - Canned/preserved beans
 - Canned/preserved fruit
 - Canned/preserved ready meals
 - Canned/preserved soup
 - Canned/preserved pasta
- Frozen food**
 - Frozen processed red meat
 - Frozen processed poultry
 - Frozen processed fish/seafood
 - Frozen processed vegetables
 - Frozen meat substitutes
 - Frozen processed potatoes
 - Frozen bakery products
 - Frozen desserts
 - Frozen ready meals
 - Frozen processed vegetables
 - Frozen pizza
 - Frozen soup
 - Frozen noodles
- Dried processed food**
 - Rice
 - Dessert mixes
 - Dried ready meals
 - Dehydrated soup
 - Instant soup
 - Dried pasta
 - Plain noodles
 - Instant noodles
- Chilled processed food**
 - Chilled processed meats
 - Chilled fish/seafood products
 - Chilled lunch kit
 - Chilled ready meals
 - Chilled pizza
 - Chilled soup
 - Chilled/fresh pasta
 - Chilled noodles
- Oils and fats**
 - Olive oil
 - Vegetable and seed oil
 - Cooking fats
 - Butter
 - Margarine
 - Spreadable oils and fats
 - Functional spreadable oils and fats
- Sauces, dressings and condiments**
 - Tomato pastes and purees
 - Bouillon/stock cubes
 - Herbs and spices
 - Monosodium glutamate (MSG)
 - Table sauces
 - Fermented sauces
 - Soy based sauces
 - Pasta sauces
 - Wet sauces
 - Dry sauces/powder mixes
 - Ketchup
 - Mayonnaise
 - Mustard
 - Salad dressings
 - Vinaigrettes
 - Dips
 - Pickled products
- Baby food**
 - Milk formula
 - Prepared baby food
 - Dried baby food

Alcoholic drinks IMIS

- Beer**
 - Lager
 - Dark beer
 - Stout
 - Non-/low-alcohol
- Cider/perry**
- FABs (flavoured alcoholic beverages)**
 - Wine-based FABs
 - Spirits-based FABs
- Wine**
 - Still light grape wine
 - Sparkling wine
 - Fortified wine and vermouth
 - Non-grape wine
- Spirits**
 - Whisky(e)y
 - Brandy and Cognac
 - White spirits
 - Rum
 - Tequila (and mezcal)
 - Liqueurs

Cosmetics and toiletries IMIS

- Baby care**
 - Baby toiletries
 - Baby hair care
 - Baby skin care
 - Baby sun care
- Bath and shower products**
 - Bath additives
 - Body wash/shower gel
 - Bar soap
 - Liquid soap
 - Talcum powder
- Deodorants**
 - Deodorant sprays
 - Deodorant pumps
 - Deodorant roll-ons
 - Deodorant sticks
 - Deodorant creams
 - Deodorant wipes
- Hair care**
 - Shampoo
 - 2-in-1 products
 - Conditioners
 - Styling agents
 - Perms and relaxants
 - Colourants
 - Salon hair care
- Colour cosmetics**
 - Facial make-up
 - Eye make-up
 - Lip products
 - Nail products
- Men's grooming products**
 - Men's pre-shave
 - Men's razors and blades
 - Men's post-shave
 - Men's bath and shower
 - Men's deodorants
 - Men's hair care
 - Men's skin care
- Oral hygiene**
 - Toothpaste
 - Manual toothbrushes
 - Mouthwashes/dental rinses
 - Denture care
 - Mouth fresheners
 - At home teeth whitening kits
 - Dental floss
 - Manual and power toothbrushes
- Fragrances**
 - Premium fragrances
 - Mass fragrances
- Skin care**
 - Facial care
 - Body care
 - Hand care
- Depilatories**
 - Women's pre-shave
 - Women's razors and blades
 - Hair removers/bleaches
- Sun care**
 - Sun protection
 - Aftersun
 - Self-tanning
- Premium cosmetics**
 - Premium colour cosmetics
 - Premium fragrances
 - Premium skin care
 - Premium sun care
 - Premium hair care

Impulse food and drink channels IMIS

- Impulse sales by product category**
 - Packaged food
 - Packaged drinks
 - Unpackaged drinks
 - Foodservice
 - Kiosks
 - Service stations
 - Vending
 - Duty free
- Impulse sales by channel**
- Financial cards IMIS**
 - ATM cards**
 - Credit cards**
 - Personal credit cards
 - Corporate credit cards
 - Charge cards**
 - Personal charge cards
 - Corporate charge cards
 - Debit cards**
 - E-purse cards**
 - Store cards**

OTC healthcare IMIS

- Analgesics**
 - Systemic analgesics
 - Topical analgesics/anaesthetic
- Cough, cold and allergy (hay fever) remedies**
 - Decongestants
 - Cough remedies
 - Pharyngeal preparations
 - Medicated confectionery
 - Combination products - cough, cold & allergy remedies
 - Child-specific remedies cough, cold & allergy remedies
 - Antihistamines/allergy remedies
- Digestive remedies**
 - Indigestion and heartburn remedies
 - Laxatives
 - Diarrhoeal remedies
 - Motion sickness remedies
 - IBS treatments
 - Child-specific digestive remedies
- Medicated skin care**
 - Acne treatments
 - Antipruritics
 - Topical germicidal/antiseptics
 - Topical allergy remedies/antihistamines
 - Topical antifungals
 - Vaginal antifungals
 - Antiparasitics/lice treatments
 - Medicated shampoos
 - Hair loss treatments
 - Lip care treatments
 - Emollients/therapeutic moisturisers
 - Haemorrhoid treatments
 - Child-specific medicated skin care
 - Nappy (diaper) rash treatments
- Vitamins and dietary supplements**
 - Vitamins
 - Dietary supplements
 - Tonic and bottled nutritive drinks
 - Child-specific vitamins and dietary supps.
- Smoking cessation aids**
 - NRT gum
 - NRT patches
 - NRT inhalators
 - NRT lozenges
- Eye care**
 - Standard eye care
 - Allergy eye care
 - Antibiotic eye care
- Allergy Care**
 - Antihistamines/allergy remedies
 - Child-specific allergy remedies
 - Topical antihistamines/allergy remedies
 - Allergy eye care
- Ear care**
- Adult mouthcare**
- Calming and sleeping products**
- Wound treatments**
 - Sticking plasters
- OTC obesity**
- Emergency contraception**
- OTC statins**
- Child-specific OTC healthcare**
 - Child-specific analgesics
 - Child-specific cough, cold and allergy remedies
 - Child-specific digestive remedies
 - Child-specific medicated skin care
 - Nappy (diaper) rash treatments
 - Child-specific vitamins and dietary supps.

Hot drinks IMIS

- Coffee**
 - Fresh coffee
 - Instant coffee
- Tea**
 - Black standard tea
 - Black speciality tea
 - Green tea
 - Fruit/herbal tea
 - Instant tea
- Other hot drinks**
 - Flavoured powder drinks
- Soft drinks IMIS**
 - Carbonates**
 - Cola carbonates
 - Non-cola carbonates
 - Mixers
 - Fruit/vegetable juice**
 - 100% juice
 - Nectars
 - Juice drinks
 - Fruit flavoured drinks
 - Bottled water**
 - Still bottled water
 - Carbonated bottled water
 - Flavoured bottled water
 - Functional bottled water
 - Functional drinks**
 - Sports drinks
 - Energy drinks
 - Elixirs
 - Concentrates**
 - Liquid concentrates
 - Powder concentrates
 - RTD tea**
 - Still RTD tea
 - Carbonated RTD tea
 - RTD coffee**
 - Asian speciality drinks**
 - Asian still RTD tea
 - Asian juice drinks
 - Cereal/pulse-based drinks

Retailing IMIS

- Grocery**
 - Non-grocery**
 - Non-store retailing**
 - Vending
 - Home-shopping
 - Internet retailing
 - Direct selling
- Disposable paper products IMIS**
 - Retail disposable paper products**
 - Sanitary protection
 - Nappies/diapers/pants
 - Incontinence products
 - Wipes
 - Cotton wool/buds
 - Toilet paper
 - Tissues
 - Kitchen towels
 - Paper tableware
 - Away-from-home disposable paper products**
 - Incontinence products
 - Wipes
 - Toilet paper
 - Boxed facial tissues
 - Paper tableware
 - Paper towels

Health and wellness beverages IMIS

- Breakdown by health and wellness category**
 - Organic
 - Fortified/functional
 - Better for you
 - Naturally healthy

Health and wellness packaged food IMIS

- Breakdown by health and wellness category**
 - Organic
 - Fortified/functional
 - Better for you
 - For food intolerance
 - Naturally healthy
- Vitamins and dietary supplements**
 - Vitamins
 - Dietary supplements
 - Tonic and bottled nutritive drinks
 - Child-specific vitamins and dietary supplements
- Herbal/traditional products**
 - Herbal analgesics
 - Herbal cough, cold and allergy remedies
 - Herbal digestive remedies
 - Herbal dietary supplements
 - Herbal tonic and bottled nutritive drinks
 - Herbal child-specific dietary supplements
 - Herbal calming and sleeping products
 - Herbal medicinal teas
 - Herbal smoking cessation aids
- Slimming products**
 - Slimming tablets
 - Slimming teas
 - Meal replacement slimming products

Domestic electrical appliances IMIS

- Large kitchen appliances**
 - Built-in LKAs
 - Freestanding LKAs
 - Refrigeration appliances
 - Home laundry appliances
 - Dishwashers
 - Large cooking appliances
 - Microwaves
- Small electrical appliances**
 - Food preparation appliances
 - Small cooking appliances
 - Other small kitchen appliances
 - Vacuum cleaners
 - Irons
 - Hair care appliances
 - Body shavers
 - Oral hygiene appliances
 - Other personal care appliances
 - Heating/cooling appliances

Household care IMIS

- Dishwashing products**
 - Hand dishwashing
 - Automatic dishwashing
 - Dishwashing additives
- Surface care**
 - Multi-purpose cleaners
 - Oven cleaners
 - Window/glass cleaners
 - Kitchen cleaners
 - Floor cleaners
 - Bathroom cleaners
 - Descalers
 - Drain openers
 - Scouring agents
 - Household antiseptics/disinfectants
 - Wipes
- Chlorine bleach**
- Toilet care products**
 - In-cistern devices
 - ITBs
 - Toilet liquids/powders
- Polishes**
 - Shoe polish
 - Floor polish
 - Furniture polish
 - Metal polish
- Air care**
 - Spray/aerosol air fresheners
 - Electric air fresheners
 - Gel air fresheners
 - Liquid air fresheners
 - Candle air fresheners
 - Other household air care
 - Car air fresheners
- Insecticides**
 - Spray/aerosol insecticides
 - Electric insecticides
 - Insecticide coils
 - Insecticide baits
- Laundry care**
 - Laundry detergents
 - Fabric softeners
 - Carpet cleaners
 - Laundry aids

Pet dog and pet care products IMIS

- Dog and cat food**
 - Dog food
 - Cat food
- Other pet food**
 - Bird food
 - Fish food
 - Small mammal/reptile food
- Pet care products**
 - Cat litter
 - Healthcare
 - Dietary supplements
- Dog and cat food by type**
 - Wet dog and cat food
 - Dry dog and cat food
- Dog and cat food by price platform**
 - Premium dog and cat food
 - Mid-priced dog and cat food
 - Economy dog and cat food

Tobacco IMIS

- Cigarettes**
 - High tar cigarettes
 - Mid tar cigarettes
 - Low tar cigarettes
 - Ultra low tar cigarettes
- Cigars**
 - Large cigars
 - Standard cigars
 - Small cigars
 - Cigarillos
- Smoking tobacco**
 - RYO tobacco
 - Pipe tobacco

Travel and tourism IMIS

- Arrivals by country of origin**
- Arrivals by mode of transport**
- Departures by destination**
- Departures by mode of transport**
- Domestic tourism by mode of transport**
- Domestic tourism by destination**
- Tourism receipts and expenditure**
- Travel accommodation**
 - Campsites
 - Chalets
 - Guesthouses
 - Hotels
 - Hostels
 - Motels
 - Private accommodation
 - Self-catering apartments
- Transport by sector**
 - Air
 - Bus/coach
 - Chauffeur-driven car
 - Cruise
 - Ferry
 - Rail
- Airline capacity and utilisation**
 - Airline capacity
 - Airline seats sold by type
 - Airline seats sold by class
 - Airline seats sold by distance
- Car rental services by sector**
 - Business
 - Insurance replacement
 - Leisure
- Travel retail services by sector**
 - Services by outlet
 - Services by product
 - Sales by destination
- Tourist attractions**
 - Art galleries
 - Casinos
 - Circuses
 - Historic buildings/sites
 - Industrial tourism
 - Museums
 - National parks/areas of natural beauty
 - Theatres
 - Theme/amusement parks
 - Zoos/aquariums
- Internet Transactions**
 - Travel accommodation
 - Hotels
 - Transportation
 - Air transportation
 - Car rental
 - Travel retail by sector
 - Accommodation only
 - Flight only
 - Other transport only
 - Car rental only
 - Dynamic packaging
 - Traditional package holiday
- Internet Channels**
 - Direct suppliers
 - Intermediaries

Consumer foodservice IMIS

- Consumer Foodservice by type**
 - Cafes/bars
 - Full-service restaurants
 - Fast food
 - 100% home delivery/takeaway
 - Self-service cafeterias
 - Street stalls/kiosks
- Consumer Foodservice by chained/independent**
 - Cafes/bars
 - Full-service restaurants
 - Fast food
 - 100% home delivery/takeaway
 - Self-service cafeterias
 - Street stalls/kiosks

Packaging IMIS

- By end product**
 - Food
 - Beverages
 - Non-food
- Pack type**
 - Metal
 - Rigid plastic
 - Glass
 - Liquid cartons
 - Paper-based containers
 - Flexible packaging
- Closure type**

All IMIS products break down further into uniquely detailed subsectors

- Laundry detergents**
 - Automatic detergents
 - Powder detergents
 - Standard powder detergents
 - Concentrated powder detergents
 - Detergent tablets
 - Compact powder tablet detergents
 - Liquid tablet detergents
 - Liquid detergents
 - Standard liquid detergents
 - Concentrated liquid detergents
- Other detergents**
 - Bar detergents
 - Hand wash detergents
 - Fine fabric detergents

IMIS offers a truly global view

Western Europe: Austria; Belgium; Denmark; Finland; France; Germany; Greece; Ireland; Italy; Netherlands; Norway; Portugal; Spain; Sweden; Switzerland; Turkey; United Kingdom

Eastern Europe: Belarus; Bosnia-Herzegovina; Bulgaria; Croatia; Czech Republic; Estonia; Georgia; Hungary; Latvia; Lithuania; Macedonia; Poland; Romania; Russia; Serbia and Montenegro; Slovakia; Slovenia; Ukraine

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