

Finding industry profiles on Marketline

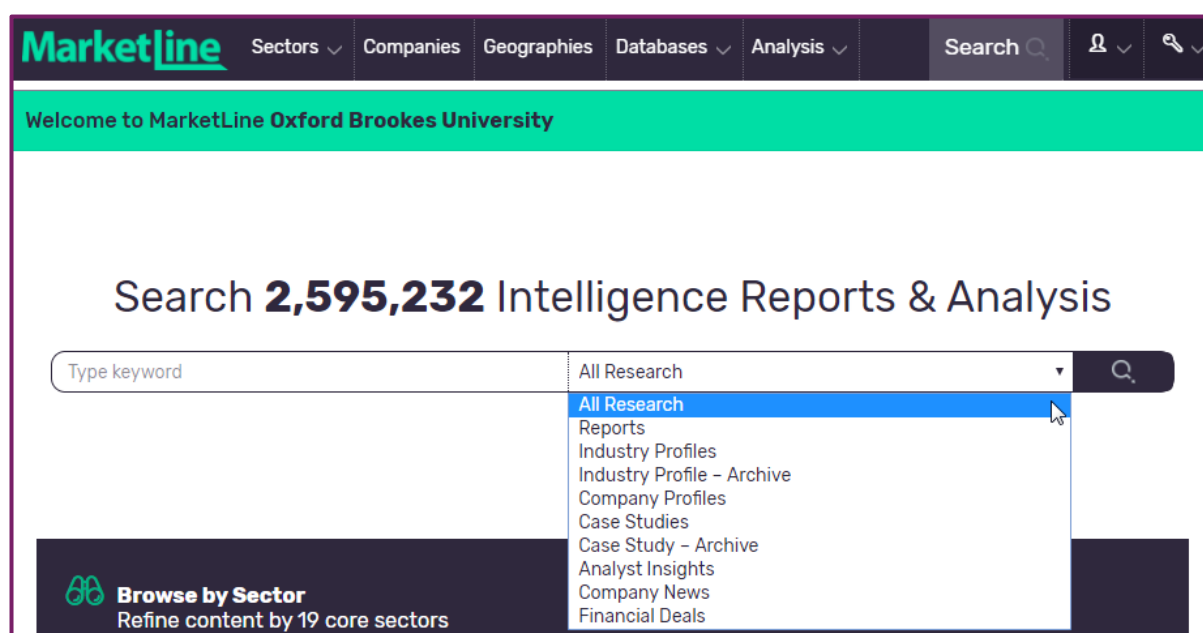
Marketline provides accurate and up-to-date research reports on companies, industries and countries for every major marketplace in the world.

Reports include Company SWOT analysis, Industry Five Forces Analysis and Country PESTLE analysis.

Connect to **Marketline** through the [Moodle database course](#) or the [library website](#).

You can search on the homepage for information about a company, and industry, or a country.

Type your search into the search box. If you are looking for a particular type of information (e.g. a company report or a case study) you can select this in the drop down box to the right before clicking the search icon.

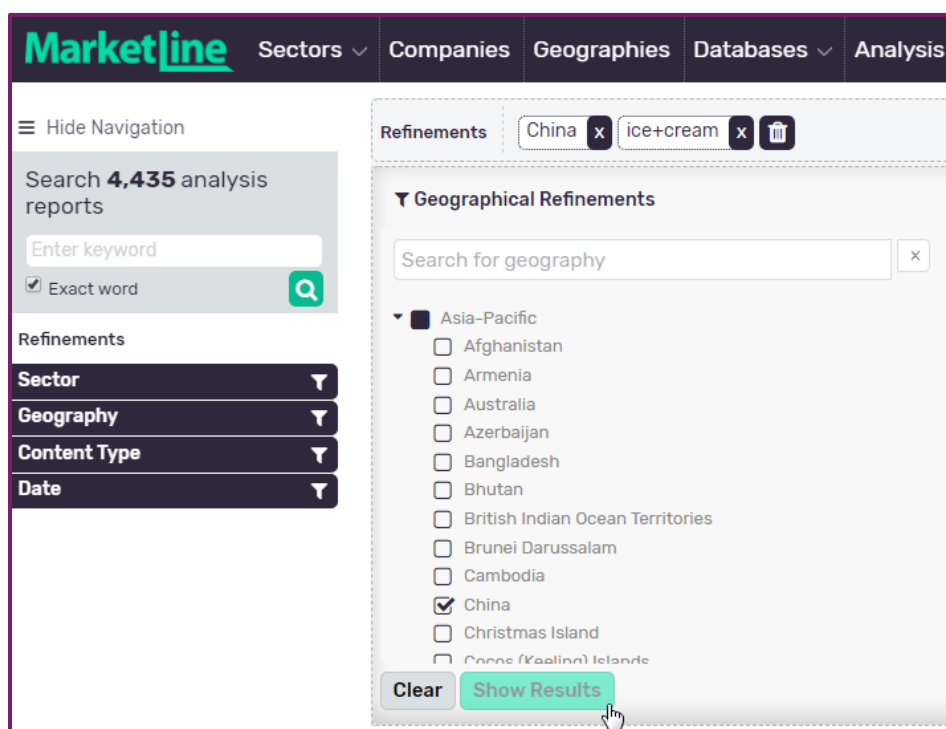


The screenshot shows the Marketline website interface. At the top, there is a navigation bar with the Marketline logo and several menu items: Sectors, Companies, Geographies, Databases, and Analysis. A search bar is located on the right side of the navigation bar. Below the navigation bar, a green banner reads "Welcome to MarketLine Oxford Brookes University". The main content area features a large heading: "Search 2,595,232 Intelligence Reports & Analysis". Below this heading is a search bar with the placeholder text "Type keyword". To the right of the search bar is a dropdown menu currently set to "All Research". The dropdown menu is open, showing a list of options: All Research (highlighted), Reports, Industry Profiles, Industry Profile - Archive, Company Profiles, Case Studies, Case Study - Archive, Analyst Insights, Company News, and Financial Deals. In the bottom left corner, there is a section titled "Browse by Sector" with the subtext "Refine content by 19 core sectors".

In this example, we will search for Industry Profiles on 'ice cream'. Type this into the search box and hit the search button. You can use the drop-down menu to narrow your search to Industry Profiles.

Industry Profiles give an overview of an industry within a country (or globally).

The filters on the left enable you to refine your search. If you want to focus on a specific country, for example, you can choose it from the Geography menu. Tick the box for the specific country and click 'Show Results'.

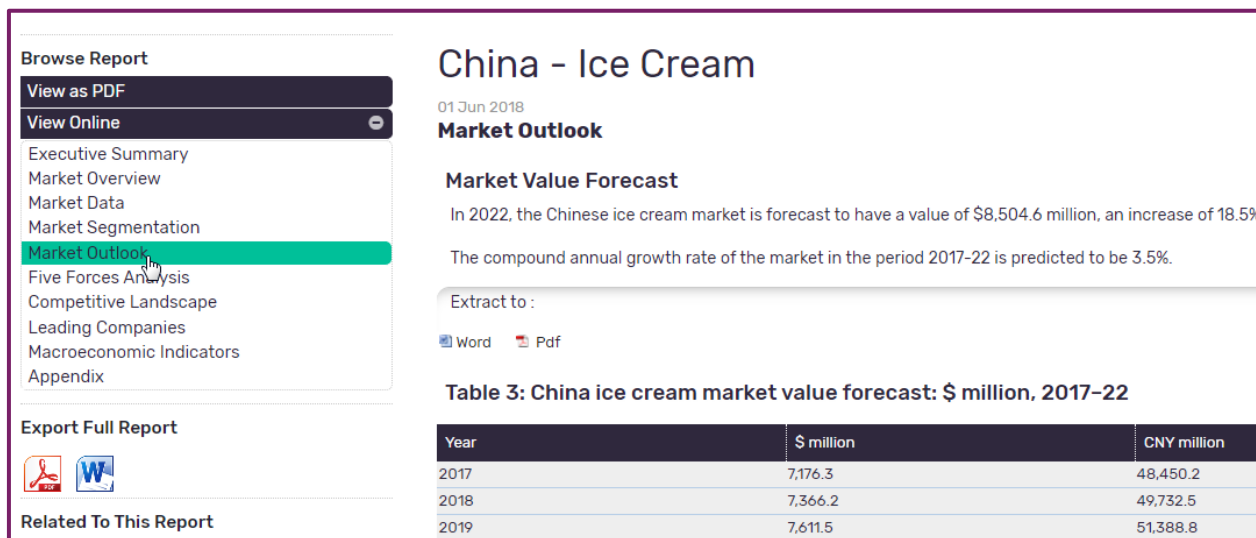


Click on the title of a report to read it. Industry Profiles will load as a PDF (which you can download).



You can also click 'View Online' in the top left to browse different sections of the profile within your web browser.

For example, you can see the 'Market Outlook' by clicking that heading. From here you can export data as individual tables or sections.



The screenshot displays a report titled "China - Ice Cream" dated 01 Jun 2018. The "Market Outlook" section is highlighted in green in the left-hand navigation menu. The main content area shows the "Market Value Forecast" for 2022, stating a value of \$8,504.6 million, an 18.5% increase from 2021. It also notes a predicted 3.5% compound annual growth rate for 2017-22. Below this, there is an "Extract to:" section with options for Word and Pdf. A table titled "Table 3: China ice cream market value forecast: \$ million, 2017-22" is shown, with columns for Year, \$ million, and CNY million.

Year	\$ million	CNY million
2017	7,176.3	48,450.2
2018	7,366.2	49,732.5
2019	7,611.5	51,388.8

Industry Profiles are only one of the many types of resources on Marketline. Please see our other videos and documents for more guidance.