



# Your MarketLine How to Guide



# About GlobalData Plc



Diversified Provider of Industry Data and Related Services to >20 Industries Across the Globe



Headquartered in the UK



Listed on AIM  
(London Stock Exchange)

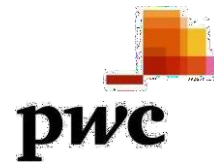
c. \$ 200 Million

Annual Revenue

c. \$ 2 Billion

Market Cap

> 4,600 Customers



Americas EU UK  
APAC MENA RoW

FY22 Revenue by Geography

# MarketLine is a Provider of Industry Research covering 19 Industries



 Aerospace, Defense & Security

 Apparel

 Automotive

 Banking & Payments

 Construction

 Consumer

 Foodservice

 Healthcare

 Insurance

 Medical

 Mining

 Oil & Gas

 Packaging

 Pharma

 Power

 Retail

 Sport

 Technology

 Travel & Tourism

# About MarketLine



## MarketLine

A truly global service covering every major industry and marketplace in the world.



### Industry Data

- **6000+** Industry Profiles including Porter's Five Forces Analysis
- Market values, volumes, and forecasts for over **120 industry sectors** and **50 countries**



### Product Data

- Screen companies and build lists of potential business partners, clients, and investment targets from our database of **over 500,000 companies**
- Stay informed of market developments with over **600,000 Company News** articles and **400,000 Financial Deals**



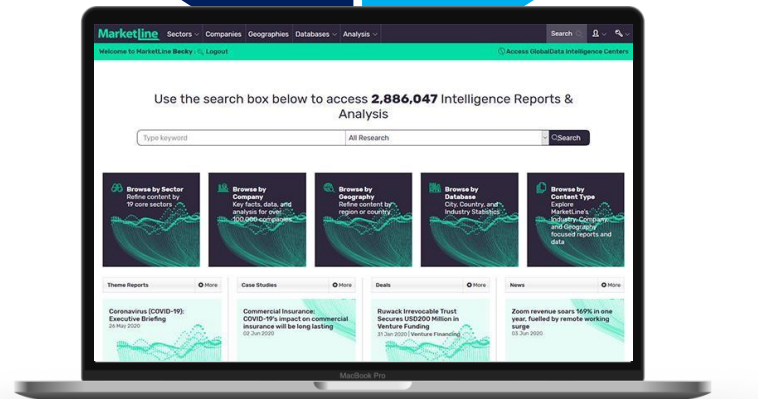
### Company Data

- **500,000+** Company Database
- **100,000+** Company Profiles
- **12,000 SWOT Analyses**
- **450+** Case Studies highlight best and worst practice
- **Company News** and Financial Deals tracked and updated daily



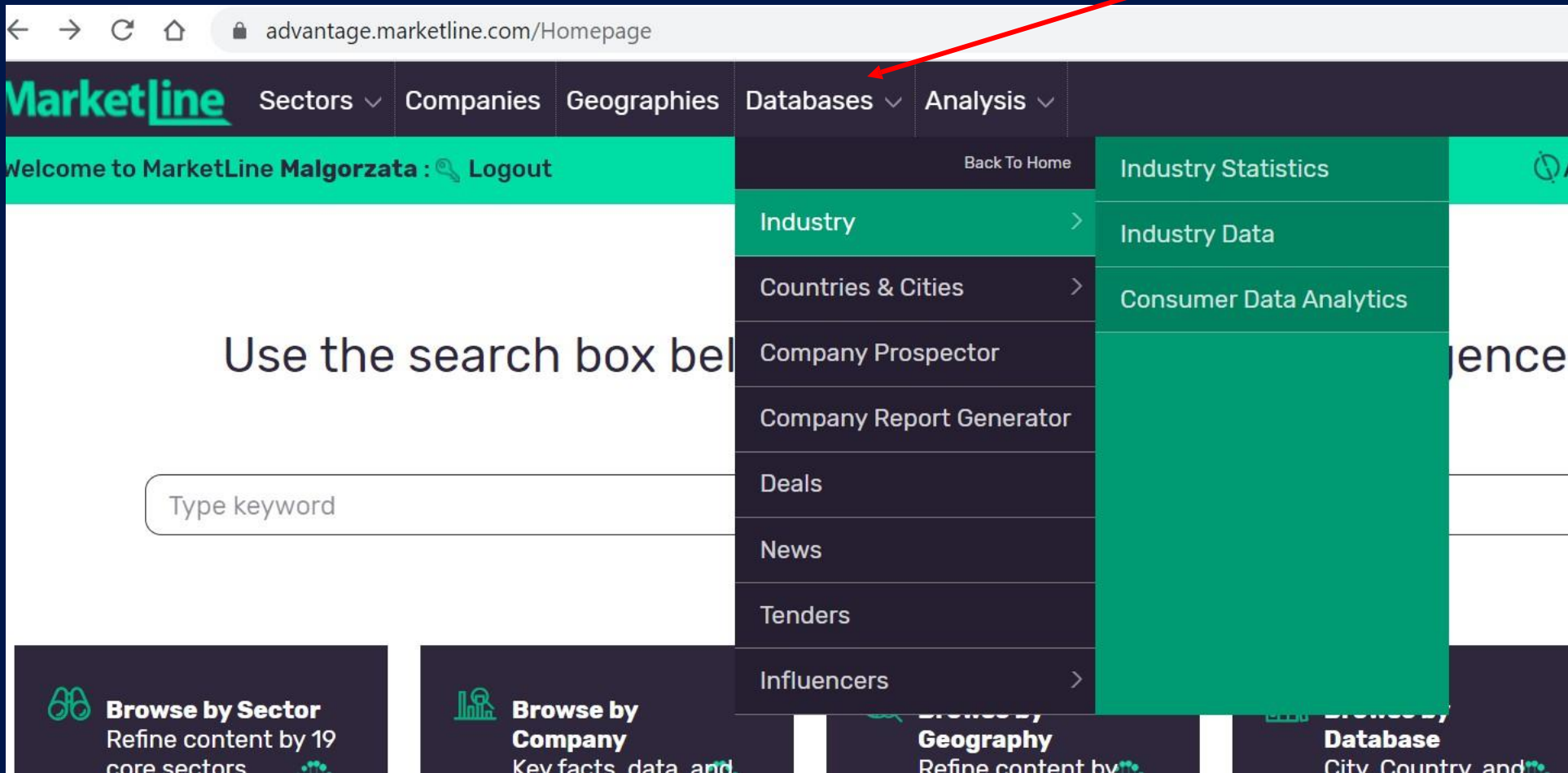
### Macroeconomics

- Key socio and macroeconomic indicators for more than **200 countries** and **1950 cities**
- Country Profiles and City Profiles evaluating Political, Economic, Social, Technological, Legal, and Environmental Factors (**PESTLE insights**)



# Comprehensive Industry Analysis

Hover over Databases, then Industry to access Industry Statistics and Industry Data



The screenshot shows the MarketLine website homepage. The navigation bar includes 'Marketline', 'Sectors', 'Companies', 'Geographies', 'Databases', and 'Analysis'. A red arrow points to the 'Databases' menu item, which is open, showing a sub-menu with 'Industry', 'Countries & Cities', 'Company Prospector', 'Company Report Generator', 'Deals', 'News', 'Tenders', and 'Influencers'. The 'Industry' sub-item is highlighted in green, and its own sub-menu is open, showing 'Industry Statistics', 'Industry Data', and 'Consumer Data Analytics'. The 'Industry Data' item is also highlighted in green. The main content area features a search box with the placeholder text 'Type keyword' and a 'Back To Home' link. The footer contains four navigation options: 'Browse by Sector', 'Browse by Company', 'Browse by Geography', and 'Browse by Database'.

advantage.marketline.com/Homepage

Marketline Sectors Companies Geographies Databases Analysis

Welcome to MarketLine Malgorzata : Logout

Back To Home

Industry Statistics

Industry Data

Consumer Data Analytics

Use the search box below

Type keyword

Browse by Sector Refine content by 19 core sectors

Browse by Company Key facts, data and

Browse by Geography Refine content by

Browse by Database City, Country, and

# Industry Statistics

# Industry Data

The dashboard features a navigation bar with 'Home', 'Values Dashboard', 'Volumes Dashboard', and 'Segmentation Dashboard'. Below this is a large green header with 'Marketline' in white and 'Industry Statistics' in green. Three main sections are highlighted with green boxes and play buttons: 'Values' (top left), 'Volumes' (top right), and 'Segmentation' (bottom center). Each section contains a screenshot of a data visualization interface with various charts and maps.

The 'Analysis' page has a 'Refinements' bar with 'Industry Data' selected. It lists 1-50 of 379 analyses. The following table summarizes the visible entries:

Industry Data Title	Date	Description
IT Services Global Industry Data	28 Feb 2023	This interactive datafile provides extensive annual market data for 50 of the world's largest IT Services markets and six major regions from 2018 - 2022 and market forecasts from 2023 - 2027. Includes bubble analysis and options for downloading the underlying raw data.
Air Freight Global Industry Data	28 Feb 2023	This interactive datafile provides extensive annual market data for 50 of the world's largest Air freight markets and six major regions from 2018 - 2022 and market forecasts from 2023 - 2027. Includes bubble analysis and options for downloading the underlying raw data.
Software Global Industry Data	28 Feb 2023	This interactive datafile provides extensive annual market data for 50 of the world's largest Software markets and six major regions from 2018 - 2022 and market forecasts from 2023 - 2027. Includes bubble analysis and options for downloading the underlying raw data.
Construction Global Industry Data	28 Feb 2023	This interactive datafile provides extensive annual market data for 50 of the world's largest Construction markets and six major regions from 2018 - 2022 and market forecasts from 2023 - 2027. Includes bubble analysis and options for downloading the underlying raw data.
Car Manufacturing Industry Data Global	28 Feb 2023	This interactive datafile provides extensive annual market data for 37 of the world's largest Car Manufacturing markets and six major regions from 2018 - 2022 and market forecasts from 2023 - 2027. Includes bubble analysis and options for downloading the underlying raw data.
Mobile Phones Global Industry Data	28 Feb 2023	This interactive datafile provides extensive annual market data for 50 of the world's largest Mobile Phones markets and six major regions from 2018 - 2022 and market forecasts from 2023 - 2027. Includes bubble analysis and options for downloading the underlying raw data.
Advertising Global Industry Data	28 Feb 2023	

The navigation menu at the top includes 'Sectors', 'Companies', 'Geographies', 'Databases', and 'Analysis'. The 'Analysis' dropdown is highlighted with a red arrow. Below the menu, the 'Analysis' section shows a list of reports with the following entries:

- Australia - Machinery** (28 Feb 2023): Essential resource for top-line data and analysis covering the Australia machinery market. Includes market size and segmentation data, textual and graphical analysis of market growth trends, leading companies and macroeconomic indicators.
- Canada - Machinery** (28 Feb 2023): Essential resource for top-line data and analysis covering the Canada machinery market. Includes market size and segmentation data, textual and graphical analysis of market growth trends, leading companies and macroeconomic indicators.
- Japan - Games Consoles** (10 Feb 2023): Essential resource for top-line data and analysis covering the Japan games consoles market. Includes market size and segmentation data, textual and graphical analysis of market growth trends, leading companies and macroeconomic indicators.
- China - Forest Products** (03 Feb 2023): Essential resource for top-line data and analysis covering the China forest products market. Includes market size and segmentation data, textual and graphical analysis of market growth trends, leading companies and macroeconomic indicators.
- Global - Forest Products** (03 Feb 2023): Essential resource for top-line data and analysis covering the global forest products market. Includes market size and segmentation data, textual and graphical analysis of market growth trends and leading companies.

You can find the [Industry Profiles](#) under the Analysis tab

# Companies: Narrow Down to your Target List

Click on [Companies](#) tab at the top to access over 100000 company profiles and pre-made lists. Go to navigation bar on left hand side to refine your search.

Company Screener Enables Addition of a Wide Range of Criteria to Narrow Down the List to Most Relevant Companies

The screenshot displays the Marketline 'Companies' page. At the top, there is a navigation bar with 'Marketline' and tabs for 'Sectors', 'Companies', 'Geographies', 'Databases', and 'Analysis'. A search bar on the right contains the text 'Search 108,996 Companies'. Below the navigation bar, there are several key lists: 'Global: Consumer Packaged Goods Companies by Sales', 'Global: Foodservice Companies in the Profit Sector by Operator Sales', 'Global: Non-Alcoholic Beverages Companies by Sales', 'Global: Alcoholic Beverages Companies by Sales', and 'Global: Tobacco Companies by Sales'. A red arrow points from the 'Companies' tab in the navigation bar to the 'Key Lists' dropdown menu.

The main content area shows a 'Company Listing' table with the following columns: Company Name, Parent/Subsidiary/Independent, Headquarters, Employees, Annual Revenue (US\$m), and Benchmark. The table lists 1-50 of 108,996 companies. Below the table, there is a 'Company Listing' section for a specific company, showing 1-50 of 108,232 companies. This section includes a 'Financial Attributes' section with 'Open All' and three columns of metrics: 'Growth Metrics', 'Leverage Ratios', and 'Valuation Metrics'. The 'Growth Metrics' column includes: Operating Income, Net Income, Cash And Equivalents, Total Assets, Total Liabilities, Operating Margin, Dividend Yield, Sales Growth, Operating Income Growth, EBITDA Growth, Net Income Growth, EPS Growth, and Working Capital Growth. The 'Leverage Ratios' column includes: Debt to Equity Ratio and Debt to Capital Ratio. The 'Valuation Metrics' column includes: Market Cap, Enterprise Value (US\$m), Diluted EPS (US\$), P/E Ratio, and EV/EBITDA. The 'Return Ratios' section includes: Return on Equity, Return on Capital Employed, Return on Assets, and Return on Working Capital.

Company Name	Parent/Subsidiary/Independent	Headquarters	Employees	Annual Revenue (US\$m)	Benchmark
Walmart Inc	Parent	United States of America	2,300,000	611,289	
Amazon.com Inc	Parent				
China National Petroleum Corp	Parent				
China Petrochemical Corp	Parent				
China Petroleum & Chemical Corp	Subsidiary (of China Petrochemical Corp)				
PetroChina Co Ltd	Subsidiary (of China National Petroleum Corp)				
Saudi Arabian Oil Company	Parent				
Exxon Mobil Corp	Parent				
Apple Inc	Parent				
Shell plc	Parent				
UnitedHealth Group Inc	Parent				
CVS Health Corp	Parent				
Trafigura Group Pte Ltd	Subsidiary (of Trafigura Beheer BV)				
Berkshire Hathaway Inc	Parent				
Volkswagen AG	Subsidiary (of Porsche Automobil Holding SE)				
China State Construction Engineering Corp Ltd	Parent				
Uniper SE	Parent				
Alphabet Inc	Parent	United States of America	190,254	282,856	

# Sector Analysis: Answering Key Questions

Choose your [Sector](#) from a drop-down menu or click to view the full list

The screenshot displays the Marketline website interface. The top navigation bar includes the Marketline logo and several menu items: Sectors, Companies, Geographies, Databases, and Analysis. A red arrow points to the 'Sectors' dropdown menu. On the right side of the navigation bar, there is a search icon and a user profile icon.

On the left side, there is a sidebar with a search bar containing '4,425,572 Reports & Data' and a search input field. Below the search bar, there are checkboxes for 'Exact word' and a 'Browse by Sector' button. Further down, there are 'Refinements' for Sector, Geography, Content Type, and Date, each with a dropdown arrow.

The main content area is titled 'Browse by Sector' and features a grid of 20 sector cards. Each card includes an icon, the sector name, a total count, and a weekly update count. The sectors and their data are as follows:

Sector	Total Count	New this week
Aerospace and Defense	74,255	208
Agriculture and Forestry	28,792	136
Automotive	156,839	292
Business and Consumer Services	238,957	1,080
Chemicals	72,963	268
Construction & Real Estate	479,279	1,550
Consumer Goods	319,542	1,079
Energy and Utilities	661,707	2,030
Financial Services	571,152	1,714
Government and Non-Profit Organisations	56,738	203
Industrial Goods and Machinery	270,826	902
Media & Digital Entertainment	130,110	453
Metals and Mining	226,405	825
Paper & Packaging	38,838	149
Pharmaceuticals and Healthcare	754,521	1,744
Retail, Wholesale & Foodservice	292,898	826
Telecoms & IT	1,027,357	2,836
Tourism, Leisure & Hospitality	96,156	312
Transportation, Infrastructure & Logistics	163,362	439



# Country and City Analysis

## Country Profiles

The screenshot shows the 'Analysis' navigation menu with the following items:

- Back To Home
- Country Profiles
- Industry Analysis >
- Country & Risk Reports
- Company Analysis >
- City Profiles
- Theme Reports
- Country Chartbooks
- Case Studies >
- City Chartbooks
- Countries & Cities >** (highlighted in green)
- Analyst Insights
- Interactive Models
- Chartbooks >

The main content area displays a list of country analysis reports, including:

- Country Analysis Report: Egypt, In-depth PEST Insights
- Country Analysis Report: Equatorial Guinea, PEST Insights
- Country Analysis Report: Angola, PEST Insights
- Country Analysis Report: Côte d'Ivoire, PEST Insights
- Country Analysis Report: United Kingdom, In-depth PESTLE Insights
- Country Analysis Report: Chile, In-depth PESTLE Insights
- Country Analysis Report: Ukraine, PEST Insights

The screenshot shows the 'City Profiles' interface with the following sections:

- Refine City Profiles: Enter keyword, Exact word only (checked), Latest Updates (unchecked).
- Current Refinements: Report Type (Profiles).
- Remove all refinements.
- Geography: Asia-Pacific (54), Europe (74), Middle East and Africa (19), South and Central America (12), North America (29).
- GDP Per Capita(US\$): USD5-10,000 (26), USD10-20,000 (24), USD20-30,000 (17), USD30-40,000 (20), USD40-50,000 (23), >USD50,000 (65).
- Population: <5 million (119), 5-10 million (40), 10-15 million (14).
- City Profiles: 1-50 of 188 cities.

Rank	City Name	Country	Region
	Tokyo	Japan	Asia-Pacific
	Shanghai	China	Asia-Pacific
	Beijing	China	Asia-Pacific
	Sao Paulo	Brazil	South and Central America
	Moscow	Russia	Europe
	Mexico City	Mexico	North America
	Mumbai	India	Asia-Pacific
	Guangzhou	China	Asia-Pacific
	Delhi	India	Asia-Pacific
	Dhaka	Bangladesh	Asia-Pacific
	New York	United States of America	North America
	Shenzhen	China	Asia-Pacific
	Osaka	Japan	Asia-Pacific
	Istanbul	Turkey	Europe
	Tianjin	China	Asia-Pacific
	Kolkata	India	Asia-Pacific
	London	United Kingdom	Europe
	Buenos Aires	Argentina	South and Central America
	Tehran	Iran	Middle East and Africa

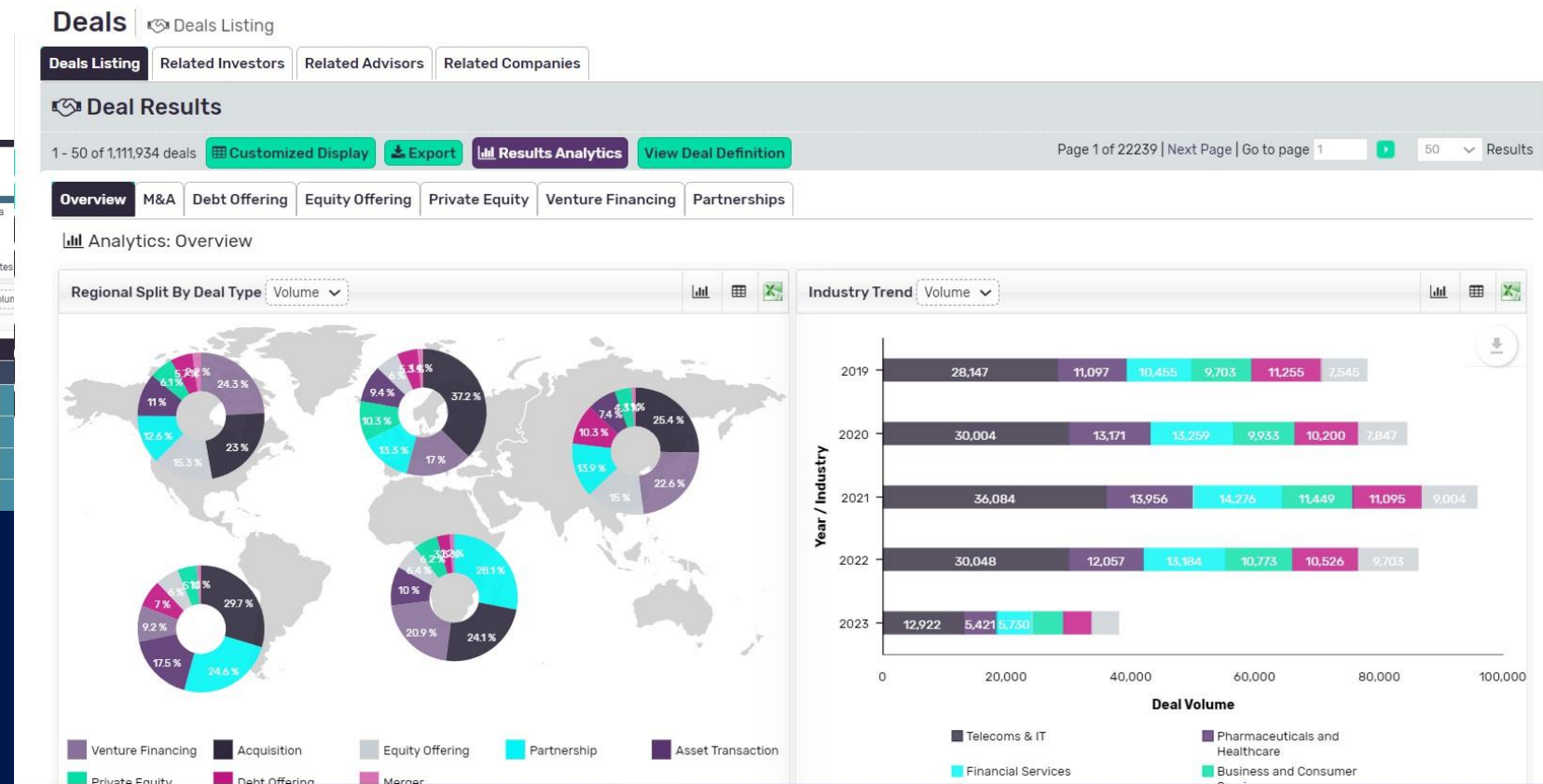
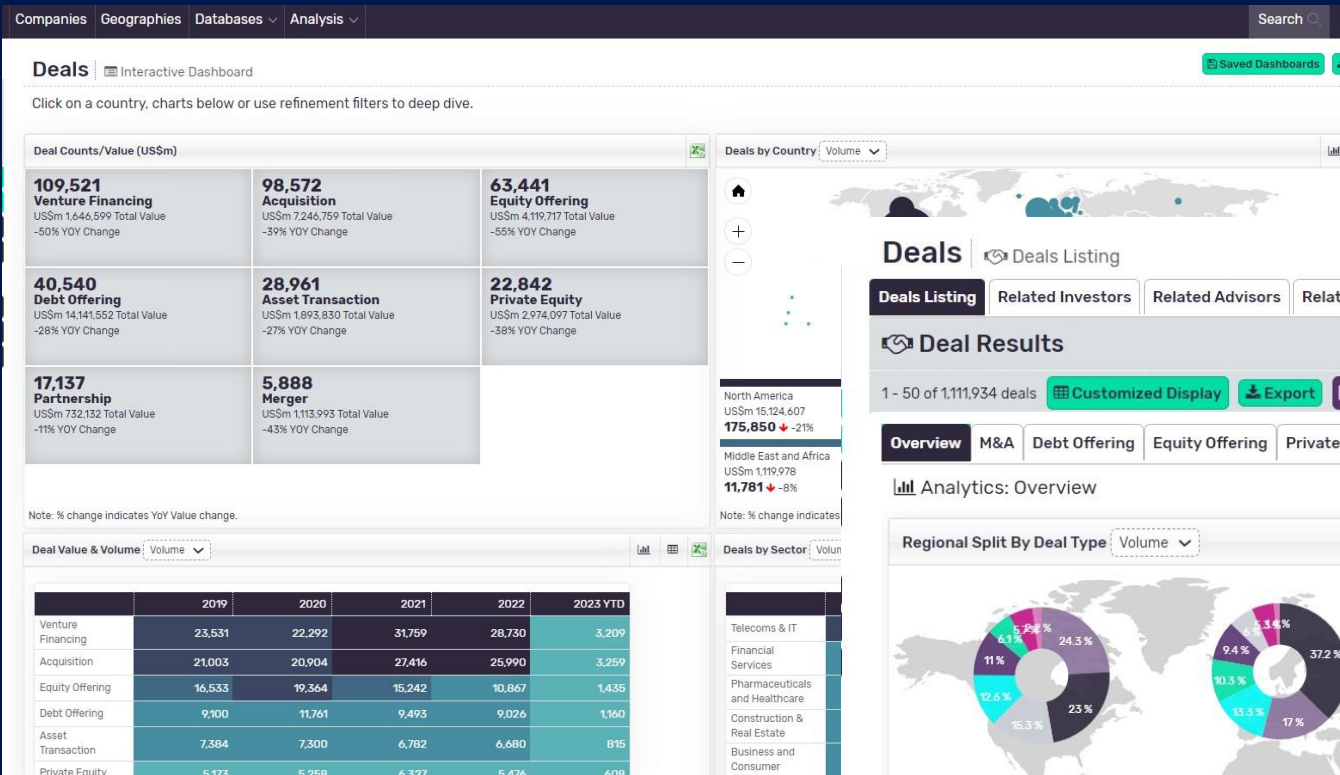
## City Profiles

Navigate to Analysis  
drop down menu to find  
Countries & Cities

# Deals: Zero in on companies that have raised Financing or looking for Deal-making

[Deals](#)

Go to Databases at the top of the page to find Deals and News Dashboard



Analyse industry trends, deal rationale and look at the regional split!

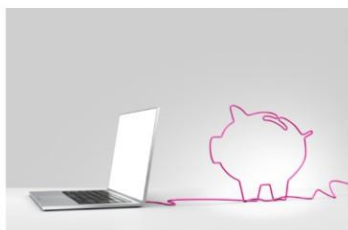
# News: Identify your Target based on various events

## News

Filter out by news type and sentiment positive, negative or neutral!

The screenshot shows a news analytics dashboard with the following components:

- Search:** Search for 3,396,688 Articles. Includes a search bar and an "Exact word" checkbox.
- Navigation:** A sidebar menu with options: Dashboard, News, Opinions and Features, Analytics (highlighted), Refine News, General, and News Type.
- News Type Refinements:**
  - News Categories:** Search for News Categories. Includes checkboxes for Economy & Industry, Financial Announcements, Operations Update, Personnel Announcements, Products & Brands, Regulatory & Policy, Strategic Actions, and Awards & Recognition.
  - Sentiment:** Checkboxes for Positive, Negative, Neutral, and Not Rated.
- Geographic Trends:** A world map showing news density by region.
- Trending:** A word cloud of trending topics including: Huawei, assay, Morgan Lake, vaccine, Webcast, emission, presentation, John, Government, Canadian, Schedule, Standalone, Michael, Electronic, Texas, Minerals, Aviation, REIT, license, Europe, therapy, Berhad, InventHelp, Realty, Amazon, Investor outlook, Mining, CFO, Communication, London, guidance, American, hire, Asia, Unaudited, Google, discovery, Motor, carbon, Russian, Therapeutics, leadership, pipeline, Silver, Food, offshore, Toyota, CEO trial, LNG, digital, engine, Industrial, San, FDA, Metal, Tech, Green, Florida, resignation, Media, Airline, Gold, Insurance, State, Sciences, Logistic, hydrogen, Coronavirus, app, EUROPEAN, Audited.



### **Nationwide is latest UK bank to embrace 'cloud native' tech but experts warn phased migration is necessary**

As the UK's Nationwide Building Society moves towards a cloud native payment platform, experts caution that phased migration is necessary. The company announced, on 6th March, that it would partner with Accenture and payment technology company Form3 to create a payment infrastructure with faster and more secure transactions.

Mar 08, 2023  
**NTSB launches probe into Norfolk Southern's safety measures**

Mar 08, 2023  
**NAVSEA approves HII's NNS as vendor for AM components**

Mar 08, 2023  
**Continental 2022 net income slashed 95%**

Mar 08, 2023  
**Demand for new recycling infrastructure to reach 100% plastic circularity**

Mar 08, 2023  
**Nova Chemicals announces 'first' FDA-compliant mechanically recycled polyethylene**

Mar 08, 2023  
**RCL Foods H1 earnings tumble, scraps dividend**

### **Latest Announcements**

Management Changes | 28 minutes ago  
**Oasis Realty Investment Group Appoints New Advisors**

Operations Update | 44 minutes ago  
**Silfab Solar Raises \$125M to Execute USA Cell Manufacturing Facility, Investment from ARC Financial**

Operations Update | 44 minutes ago  
**Tecton to Showcase Ketone Hydration: Unlocking New Workout Benefits**

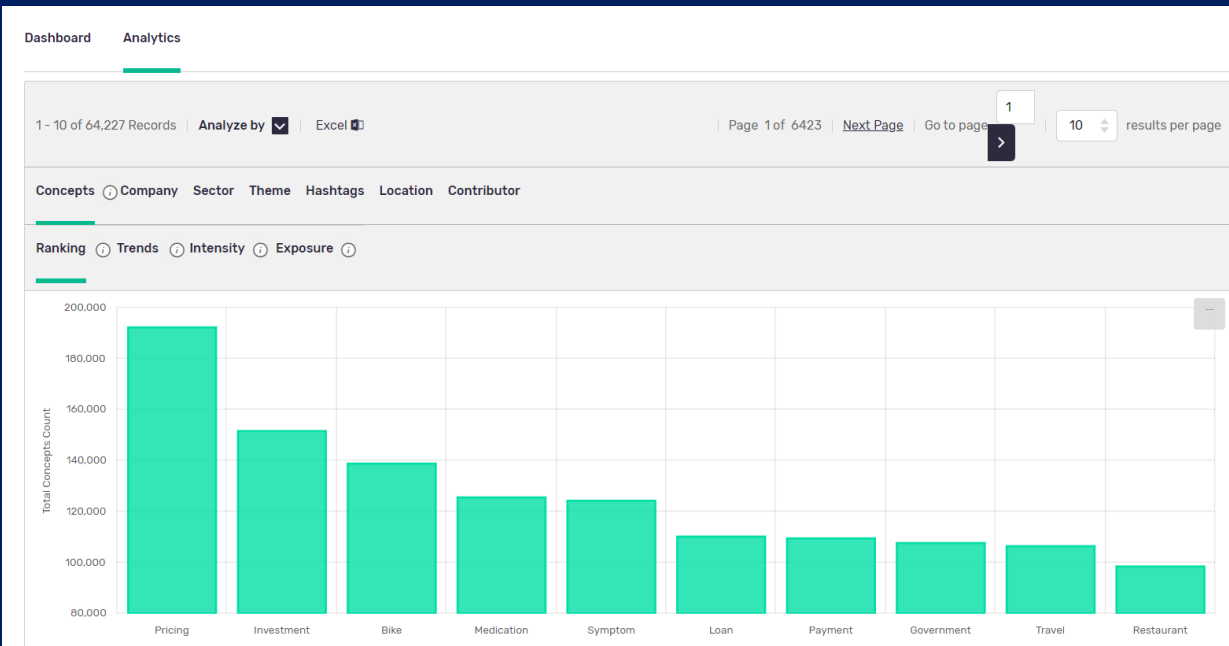
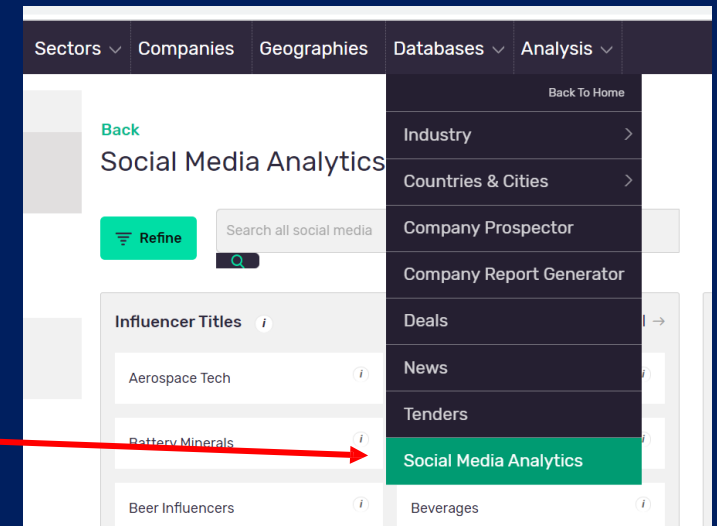
Financial Announcements | 1 hour ago  
**International Tower Hill Mines Files Financial Results**

Operations Update | 1 hour ago  
**Marel: Director candidates, final agenda to the Annual General Meeting 2023**

Operations Update | 1 hour ago

# Social Media Analytics: Identify and Evaluate Trending Companies on Social Platforms

Social Media can be found within the Databases



Analyse top trends by Concepts, Themes, Sectors and more!

Check out the top contributors and influencers as well as top experts!



## Queries & Free Training

If you have any queries regarding MarketLine or wish to arrange **free** unlimited training, please contact Huyna using email:  
**[Huyna.mirandavergara@globaldata.com](mailto:Huyna.mirandavergara@globaldata.com)**

For more information on how to use MarketLine please see this online [User Guide](#) in PDF format as well as [Video Guides](#) for each section of the platform.

