

Advantage decoded

COMPANY INTELLIGENCE	COUNTRY INTELLIGENCE	INDUSTRY INTELLIGENCE	BUSINESS STRATEGY	NEWS & OPINION
30,000 company analyses	215 countries covered	3,500+ industry profiles	75+ case studies added annually	5,000+ articles every month
Company financials	Emerging and developed markets intelligence	250+ markets & 25+ geographies	Company focussed	Financial deals news including mergers & acquisitions
SWOT analyses	PESTLE analyses	Porters 5 Forces	Topical case studies	Expert views on major issues
Executive biographies	Qualitative & quantitative country reports	Market Data information including size, volume, segmentation and forecasts	Independent opinion	Daily News Feed

Your search using keywords

Start your search here

The screenshot shows the MarketLine Advantage website in a browser window. The browser's address bar displays 'advantage.marketline.com'. The website's navigation menu includes 'Store', 'Advantage', 'About', 'Support', 'Blog', and 'Contact us'. The main content area features a search section titled 'Search by keyword(s)'. This section contains a search input field with the placeholder text 'begin your search here', a dropdown menu set to 'All research', and a search button. Below the search field, the text 'OR' is displayed. Underneath, the 'Browse by' section offers four categories: 'Industries' (with a gear icon), 'Geographies' (with a flag icon), 'Companies' (with a folder icon), and 'Databases' (with a computer monitor icon). To the right of the search area is a grid of 25 small, square images representing various business and technology concepts. At the bottom of the page, there is a footer with copyright information 'MarketLine © 2012. All rights reserved.', links for 'Terms and conditions' and 'Privacy policy', and social media icons for Twitter, LinkedIn, Facebook, and Google+. The Windows taskbar at the bottom shows the system tray with the time '12:10' and date '13/07/2012', along with icons for various applications like Outlook, Chrome, and Photoshop.

Browsing on Advantage

You can select any industry or company or geography that you wish to browse

You can browse

The screenshot shows the MarketLine Advantage website interface. At the top, there is a navigation bar with links for Home, Store, Advantage, About, Support, Blog, and Contact us. The main content area features a large blue header with the MarketLine logo and the word 'ADVANTAGE'. Below this, there are two tabs: 'Home' and 'Browse'. A central panel displays a list of industries with their respective counts, arranged in three columns. To the right of this list is a grid of small images representing various business and industry concepts. Below the industry list, there are four navigation options: 'Industries' (with a gear icon), 'Geographies' (with a location pin icon), 'Companies' (with a folder icon), and 'Databases' (with a computer monitor icon). The footer of the page includes copyright information, terms and conditions, privacy policy, and social media links for Twitter, LinkedIn, Facebook, and Google+. The browser's address bar shows 'advantage.marketline.com' and the taskbar at the bottom displays various application icons and the system clock showing 12:12 on 13/07/2012.

Aerospace and Defense (2875)	Energy and Utilities (73769)	Metals and Mining (17929)
Agriculture and Forestry (3367)	Environmental and Waste Management Services (3378)	Paper and Packaging (3228)
Automotive (24924)	Financial Services (74186)	Pharmaceuticals and Healthcare (106674)
Business and Consumer Services (24511)	General Business (33728)	Retailing (38335)
Chemicals (9126)	Government and Non-Profit Organisations (1987)	Sourcing (138)
Communications (42831)	Industrial Goods and Machinery (21191)	Technology and Services (119308)
Construction and Real Estate (23621)	Ingredients (1235)	Textiles (1779)
Consumer Packaged Goods (54852)	Leisure and Arts (13587)	Transport and Logistics (30871)
	Media (17127)	Wholesale (2146)

Browsing on Advantage

Access to our databases through the homepage

The screenshot displays the Marketline Advantage homepage in a web browser. The browser's address bar shows the URL <https://advantage.marketline.com>. The page features a navigation menu with links for Store, Advantage, About, Support, Blog, and Contact us. The Marketline logo and 'ADVANTAGE' branding are prominent. A search bar is labeled 'Search by keyword(s)' and contains the placeholder text 'Please enter keyword(s)'. Below the search bar, there are three main navigation options: 'Industries' (with a gear icon), 'Companies' (with a briefcase icon), and 'Databases' (with a computer monitor icon). A tooltip is visible over the 'Databases' option, providing details about 'Country Statistics' and 'Market Data Analytics'. The 'Country Statistics' tooltip text reads: 'Provides macro/socio-economic and demographic data for 215 countries worldwide; both historically and forecasted.' The 'Market Data Analytics' tooltip text reads: 'Includes comprehensive data across the global food, drinks, personal care, household products, pet care, news and magazine, and tobacco markets.' The page footer includes copyright information for 2012 and social media links for Twitter, LinkedIn, Facebook, and Google+. The Windows taskbar at the bottom shows the system clock at 10:17 on 16/07/2012.

Selection on Advantage – by product type

Our products are grouped by product types. Your selection can be made using this feature

The screenshot displays the MarketLine Advantage website interface. At the top, there is a navigation bar with links for Home, Store, Advantage, About, Support, Blog, and Contact us. The main header features the MarketLine logo and the word 'ADVANTAGE'. Below the header, a search bar prompts the user to 'Please enter keyword(s)' and includes a dropdown menu set to 'All research'. A horizontal filter bar under 'Research type' shows several categories: All (626774), Industries (3944), Companies (31865), Case Studies (88), Company News (328628), and Financial Deals (254783). An arrow from the text on the left points to the 'All' filter. Below this, there are 'Group view' and 'List view' options. The main content area is titled 'Industries (3944)' and lists three industry profiles: 'Colombia - Oil & Gas', 'Eastern Europe - Oil & Gas', and 'Denmark - Oil & Gas'. Each profile includes a brief description and a publication date of June 21, 2012. On the right side, a 'Refine your search' sidebar provides additional filtering options: 'By Keyword(S)', 'By Industry' (with a 'Show all' link and a list of industries like Technology and Services, Pharmaceuticals and Healthcare, etc.), and 'By Geography' (with a 'Show all' link and a list of regions like North America, Europe, etc.). The Windows taskbar at the bottom shows various application icons and the system clock indicating 12:18 on 13/07/2012.

Selection on Advantage – by product type

If you selected a particular product type to review, you can sort them based on their publication date

The screenshot shows the MarketLine Advantage website interface. The browser address bar displays <https://advantage.marketline.com/Browse?nav=846>. The navigation menu includes Store, Advantage, About, Support, Blog, and Contact us. The main header features the MarketLine logo and the word ADVANTAGE. Below the header, there is a search bar with the placeholder text "Please enter keyword(s)" and a dropdown menu set to "All research".

The main content area displays search results for "Company News (329252)". A dropdown menu is open over the "Publication Date" column, showing options: "Publication Date", "Publication Date (asc)", and "Title". The "Publication Date" option is selected, and an arrow points to it from the text on the left. The search results are sorted by publication date, with the most recent results at the top.

The search results include:

- Technologies Selects Spansion FL Serial Flash Memory**
Spansion Inc., a provider of the Flash memory technology, has announced that Infineon Technologies, a semiconductor manufacturer, has selected Spansion FL Serial Flash memory to provide a quad I/O SPI data storage solution for its Hexagon Development Kit System.
COMPANY NEWS | NewsWire published by MarketLine on 13 July 2012
- Freeman Financial Names Acting Chairman**
Freeman Financial Corporation Limited, an investment holding company, has announced that Lo Kan Sun, managing director of the company, has been promoted as acting chairman of the company.
COMPANY NEWS | NewsWire published by MarketLine on 13 July 2012
- Senomyx Wins Regulatory Approvals For S6973, S2383, S6821, And S7958**
Senomyx, Inc, a company using proprietary taste science technologies to discover novel flavor ingredients for the food, beverage, and ingredient supply industries, has announced that the company's flavor modifiers for sucrose, S6973, and sucralose, S2383, and its bitter blockers, S6821 and S7958, have received positive determinations regarding safety from the Joint FAO/WHO Expert Committee on Food Additives, or JECFA.
COMPANY NEWS | NewsWire published by MarketLine on 13 July 2012

On the right side of the page, there is a "Refine your search" section with two filters:

- By Keyword(S)**: A search input field with a magnifying glass icon.
- By Industry**: A list of industries with their respective counts:
 - Pharmaceuticals and Healthcare (66389)
 - Technology and Services (63392)
 - Financial Services (46526)
 - Energy and Utilities (44219)
 - Consumer Packaged Goods (32454)
 - More...
- By Geography**: A list of geographical regions with their respective counts:
 - North America (211456)
 - Europe (82769)
 - Asia-Pacific (40700)
 - Middle East and Africa (11310)

The Windows taskbar at the bottom shows the system tray with the date and time: 10:20, 16/07/2012.

Refining your search

You can further refine your search by using keywords or product types

The screenshot displays the MarketLine Advantage website interface. At the top, there is a navigation bar with links for Home, Store, Advantage, About, Support, Blog, and Contact us. The main header features the MarketLine logo and a search bar with the placeholder text "Please enter keyword(s)". Below the header, a "Research type" filter is active, showing categories like All (626774), Industries (3944), Companies (31865), Case Studies (88), Company News (328628), Financial Deals (254783), and Countries (110). The "Industries (3944)" section is expanded, showing three results: "Colombia - Oil & Gas", "Eastern Europe - Oil & Gas", and "Denmark - Oil & Gas". Each result includes a brief description and a "View all" link. On the right side, a "Refine your search" sidebar offers options to search "By Keyword(s)", "By Industry" (with a list of industries like Technology and Services, Pharmaceuticals and Healthcare, etc.), and "By Geography" (with a list of regions like North America, Europe, etc.). A black arrow points from the text on the left to the "By Keyword(s)" search input field in the sidebar.

Advantage product page

Once you have selected a specific product, you can download the entire product in PDF format

Alternatively you can download sections from the report in WORD or PDF format

The screenshot shows a web browser window displaying the MarketLine Advantage product page for 'Colombia - Oil & Gas'. The page features a navigation bar with 'Store', 'Advantage', 'About', 'Support', 'Blog', and 'Contact us'. The main content area includes a search bar, a 'Downloads' section with a 'Report' link, and a 'Table Of Contents' sidebar. The main content is divided into sections: Executive Summary, Market value, Market value forecast, Market volume, Market volume forecast, Category segmentation, and Geography segmentation. The 'Table Of Contents' sidebar lists sections like Executive Summary, Market Overview, Market Data, Market Segmentation, Market Outlook, Five Forces Analysis, Leading Companies, Macroeconomic Indicators, and APPENDIX. The 'Extract to:' option is set to 'Word' and 'PDF'.

MarketLine ADVANTAGE

Home Browse

Please enter keyword(s) All research

Colombia - Oil & Gas

INDUSTRIES | Industry Profile published by MarketLine on 21 June 2012

Downloads → Report

Executive Summary

Market value
The Colombian oil & gas market grew by 17.5% in 2011 to reach a value of \$15.7 billion.

Market value forecast
In 2016, the Colombian oil & gas market is forecast to have a value of \$18.4 billion, an increase of 17.2% since 2011.

Market volume
The Colombian oil & gas market shrank by 2.6% in 2011 to reach a volume of 294.7 million BOE.

Market volume forecast
In 2016, the Colombian oil & gas market is forecast to have a volume of 322.7 million BOE, an increase of 9.5% since 2011.

Category segmentation
Crude oil is the largest segment of the oil & gas market in Colombia, accounting for 73.6% of the market's total value.

Geography segmentation
Colombia accounts for 1.4% of the Americas oil & gas market value.

Table Of Contents

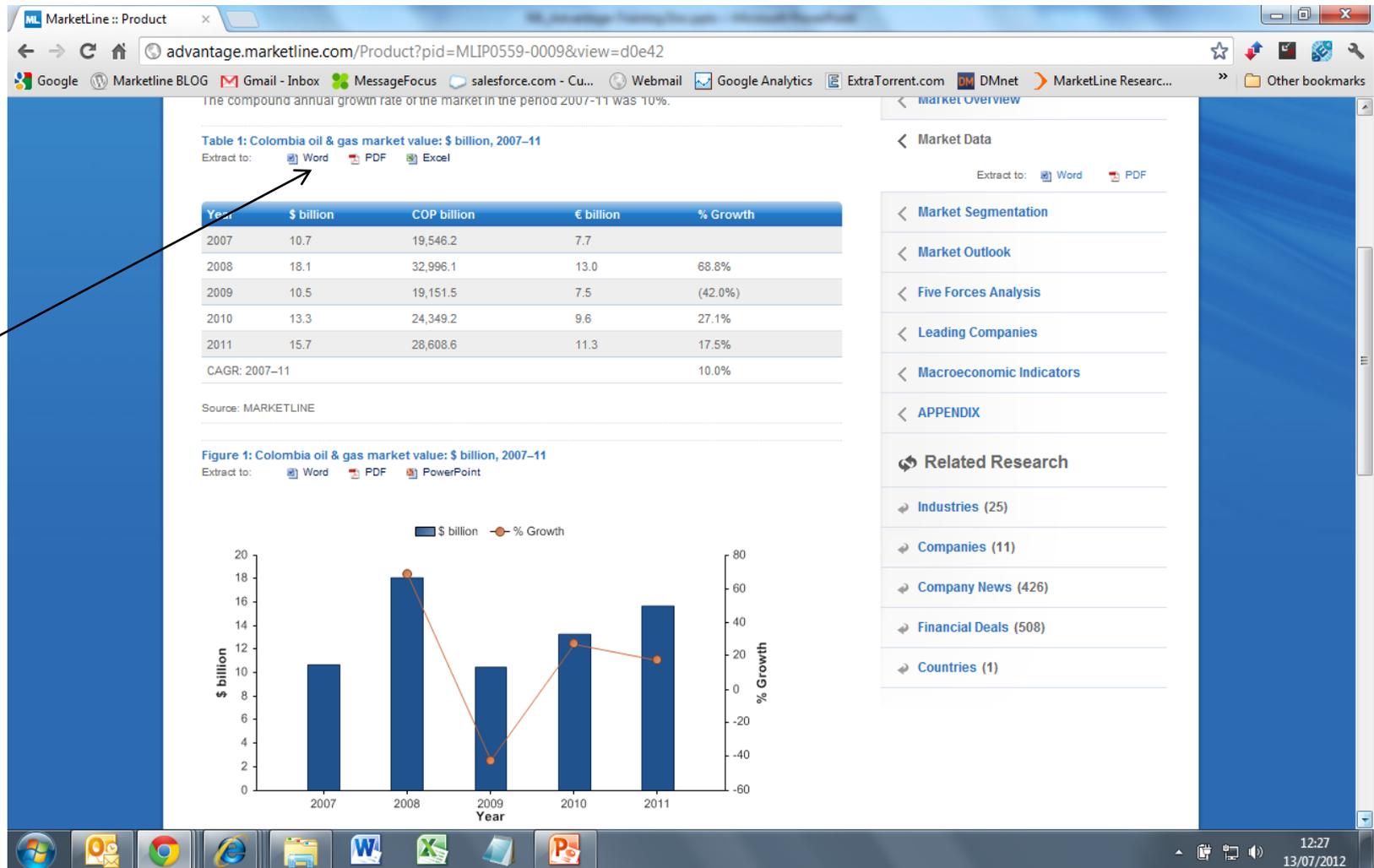
- Executive Summary
- Market Overview
- Market Data
- Market Segmentation
- Market Outlook
- Five Forces Analysis
- Leading Companies
- Macroeconomic Indicators
- APPENDIX

Extract to: Word PDF

12:24 13/07/2012

Advantage product page

All the data can be extracted in WORD or PDF or PPT formats



Advantage product page

Relevant
related
research
can also be
found on
every
product
page

MarketLine :: Product

advantage.marketline.com/Product?pid=MLIP0559-0009&view=d0e42

2010	13.3	24,349.2	9.6	27.1%
2011	15.7	28,608.6	11.3	17.5%
CAGR: 2007-11				10.0%

Source: MARKETLINE

Figure 1: Colombia oil & gas market value: \$ billion, 2007-11

Extract to: [Word](#) [PDF](#) [PowerPoint](#)

Year	\$ billion	% Growth
2007	10.5	27.1%
2008	18.0	27.1%
2009	10.5	-40%
2010	13.3	27.1%
2011	15.7	17.5%

Source: MARKETLINE

Market Volume

The Colombian oil & gas market shrank by 2.6% in 2011 to reach a volume of 294.7 million BOE.

The compound annual growth rate of the market in the period 2007-11 was 9.7%.

Table 2: Colombia oil & gas market volume: million BOE, 2007-11

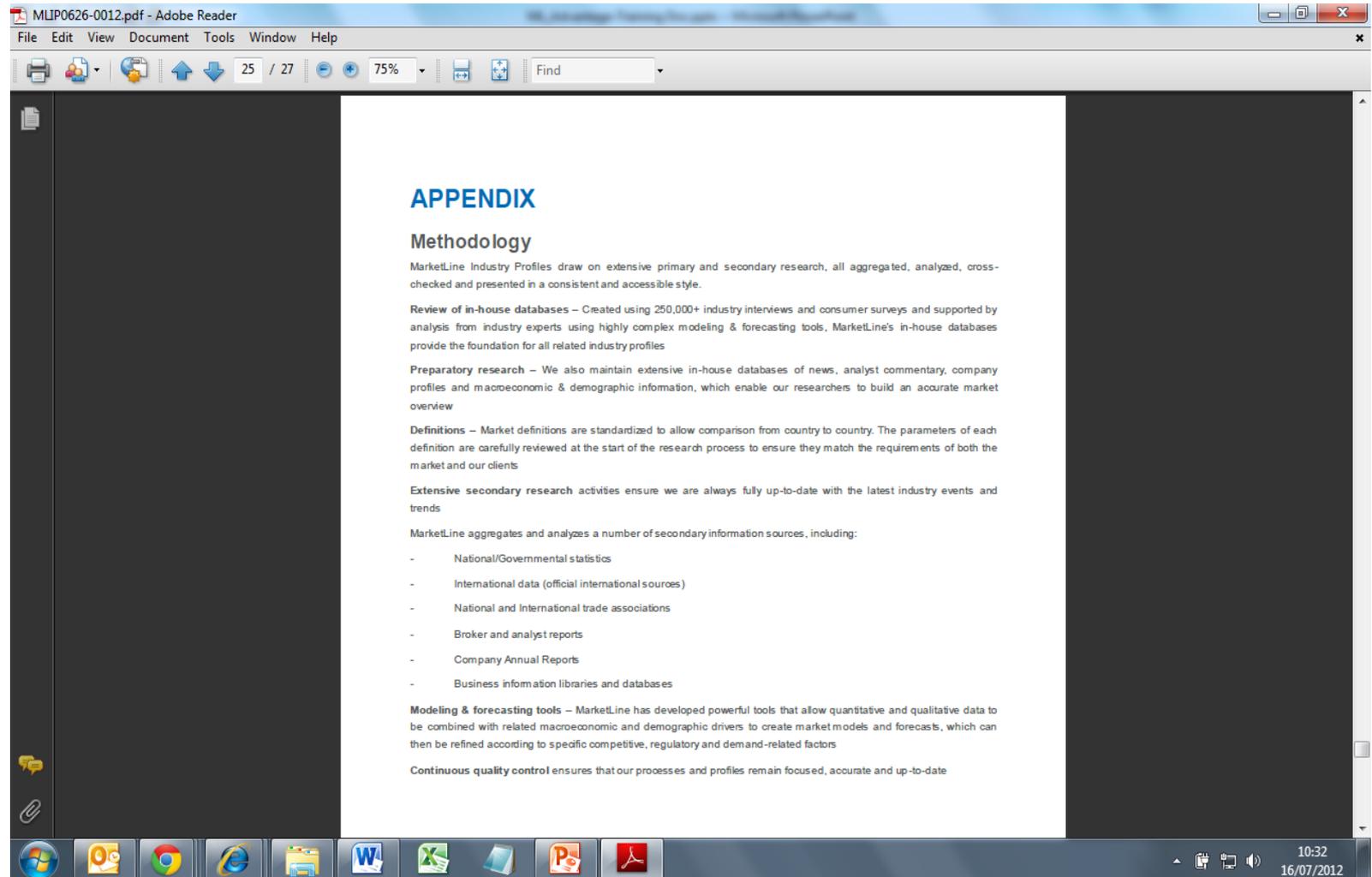
Extract to: [Word](#) [PDF](#) [Excel](#)

- Leading Companies
- Macroeconomic Indicators
- APPENDIX
- Related Research
 - Industries (25)
 - Companies (11)
 - Company News (426)
 - Financial Deals (508)
 - Countries (1)

12:29
13/07/2012

Advantage product page

The methodology for our products is included in the downloadable PDF.



Navigating within Advantage

Navigating within Advantage is easy. You can make product selections or keyword searches

The screenshot shows the MarketLine Advantage website interface. The browser address bar displays the URL: advantage.marketline.com/Product?pid=MLIP0559-0009&view=d0e42. The page title is "Marketline ADVANTAGE". The navigation menu includes "Home", "Browse", and "Colombia". A search bar contains the text "Colombia". A dropdown menu is open, showing various filters: "All research", "All Research", "Case Studies", "Companies", "Company News", "Countries", "Financial Deals", and "Industries". The main content area displays "Colombia - Oil & Gas" with a "Report" button. Below this, there is a "Market Data" section with a "Market Value" subsection. The text states: "The Colombian oil & gas market grew by 17.5% in 2011 to reach a value of \$15.7 billion. The compound annual growth rate of the market in the period 2007-11 was 10%." A table titled "Table 1: Colombia oil & gas market value: \$ billion, 2007-11" is shown, with columns for Year, \$ billion, COP billion, € billion, and % Growth. The table data is as follows:

Year	\$ billion	COP billion	€ billion	% Growth
2007	10.7	19,546.2	7.7	
2008	18.1	32,996.1	13.0	68.8%
2009	10.5	19,151.5	7.5	(42.0%)
2010	13.3	24,349.2	9.6	27.1%
2011	15.7	28,608.6	11.3	17.5%
CAGR: 2007-11				10.0%

The table is followed by the text "Source: MARKETLINE". The right sidebar contains a "Table Of Contents" with links to "Executive Summary", "Market Overview", "Market Data", "Market Segmentation", "Market Outlook", "Five Forces Analysis", "Leading Companies", "Macroeconomic Indicators", and "APPENDIX". The Windows taskbar at the bottom shows the system clock as 12:32 on 13/07/2012.

Country Statistics Database - home

The screenshot shows a web browser window with the URL `country-stats.marketline.com/Search.aspx`. The browser's address bar and tabs are visible at the top. Below the browser window, the MarketLine website interface is displayed. The page has a blue header with the MarketLine logo and the word "ADVANTAGE". The main content area is titled "Country Statistics" and includes a navigation bar with "Search", "View Results", and "Analyze Results" buttons. The search process is divided into three steps: 1) SELECT COUNTRIES, 2) SELECT INDICATORS, and 3) CONFIRM MY SEARCH. Step 1 shows a tree view of "Geo-Political Groupings" and "Countries". Step 2 shows a search box and a list of indicators. Step 3 shows buttons for "VIEW RESULTS" and "ANALYZE RESULTS".

Country Statistics [Ask an analyst a question](#)

Search | **View Results** | **Analyze Results**

1) SELECT COUNTRIES

- Geo-Political Groupings
 - Geographic Groupings
 - Other Key Groupings
- Countries
 - Middle East and Africa
 - Europe
 - Pacific Islands
 - South and Central America
 - Asia-Pacific
 - North America
 - World Total

2) SELECT INDICATORS

Search

- Classic
 - Agriculture
 - Automotive
 - Commodities
 - Consumer
 - Defence
 - Demographics
 - Economy
 - Education
 - Energy and Utilities
 - Environment
 - Financial Services
 - Healthcare
 - Labour Force & Employment
 - Media
 - Political
 - Technology & Communications
 - Transportation & Logistics

3) CONFIRM MY SEARCH

INDICATORS -----

COUNTRIES -----

[Remove all criteria](#)

[VIEW RESULTS](#)

[ANALYZE RESULTS](#)

10:54
16/07/2012

Country Statistics Database - selection

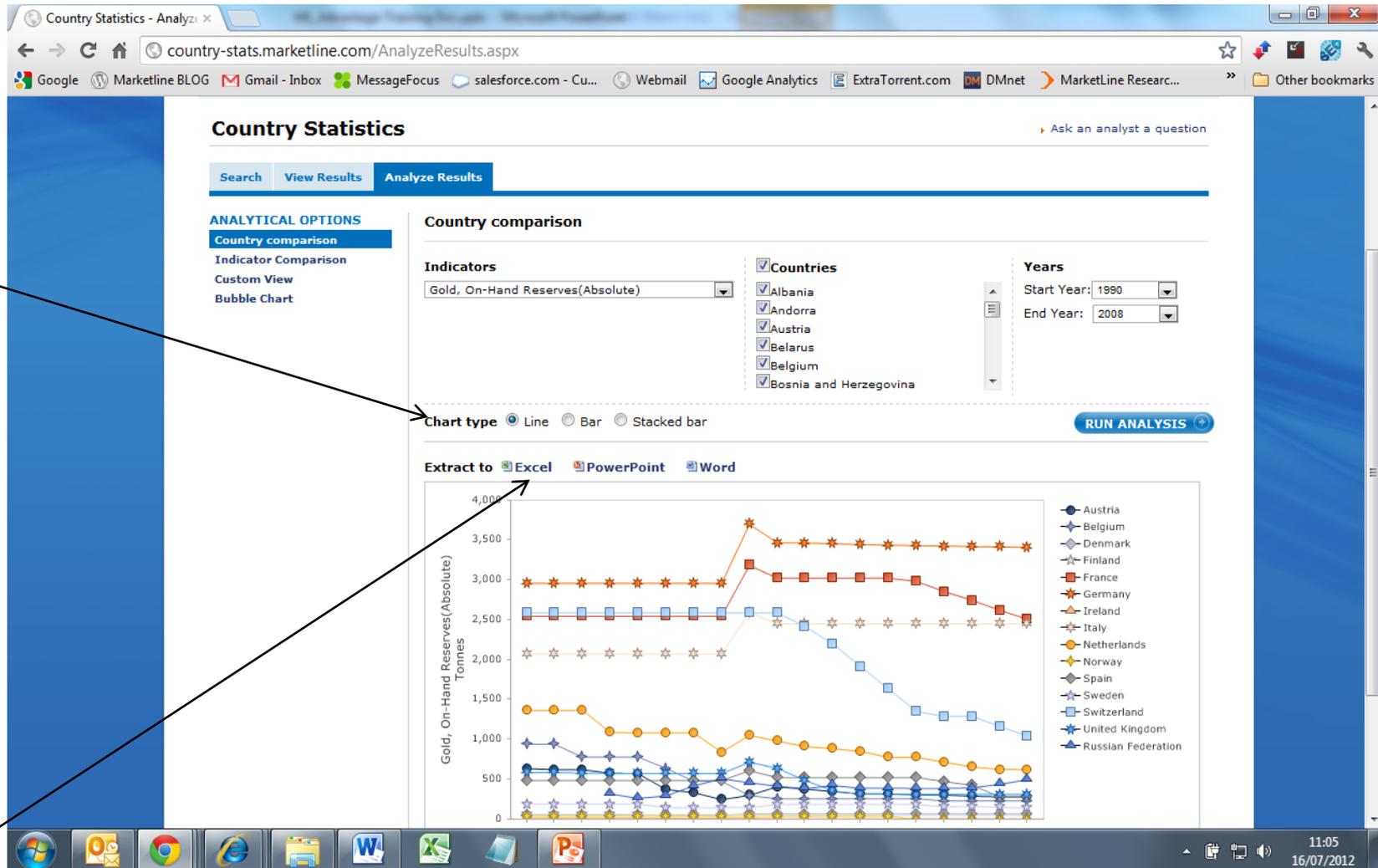
You can make your selection from the pick list – geographic and indicators. Once your selection has been made, you can view and/or analyse the results.

The screenshot shows the Marketline Country Statistics search interface. The browser address bar displays 'country-stats.marketline.com/Search.aspx'. The page features a navigation menu with 'Store', 'Advantage', 'About', 'Support', 'Blog', and 'Contact Us'. The main content area is titled 'Country Statistics' and includes a search bar and three tabs: 'Search', 'View Results', and 'Analyze Results'. The interface is divided into three sections: 1) SELECT COUNTRIES, 2) SELECT INDICATORS, and 3) CONFIRM MY SEARCH. Section 1) includes a tree view for 'Geo-Political Groupings' (Geographic Groupings, Other Key Groupings) and 'Countries' (Middle East and Africa, Europe, Pacific Islands, South and Central America, Asia-Pacific, North America, World Total). Section 2) includes a search box and a list of indicators such as Agriculture, Automotive, Commodities, Consumer, Defence, Demographics, Economy, Education, Energy and Utilities, Environment, Financial Services, Healthcare, Labour Force & Employment, Media, Political, Technology & Communications, and Transportation & Logistics. Section 3) includes fields for 'INDICATORS' and 'COUNTRIES', a 'Remove all criteria' button, and two buttons: 'VIEW RESULTS' and 'ANALYZE RESULTS'. A taskbar at the bottom shows various application icons and the system clock indicating 10:54 on 16/07/2012.

Country Statistics Database - results

You can also view your results in different types of graphs

Results from your search are available to view online or download in EXCEL, PPT, or Word format



Country Statistics Database – Ask a question

If you have any questions, you can use our “Ask an analyst” option. A pop-up box will open

The screenshot shows the Marketline website interface. The browser address bar displays 'country-stats.marketline.com/AnalyzeResults.aspx'. The page header includes 'Marketline ADVANTAGE' and 'Country Statistics'. The main content area is titled 'Country Statistics' and features a 'MY SEARCH' section with 'Search Criteria [Show/Hide]'. Below this, there are tabs for 'Search', 'View results', and 'Analyze Results'. The 'Analyze Results' section is active, showing 'Country comparison' options. Under 'ANALYTICAL OPTIONS', 'Country comparison' is selected. The 'Indicators' dropdown is set to 'Gold, On-Hand Reserves(Absolute)'. A list of countries is shown with checkboxes, including Albania, Andorra, Austria, Belarus, Belgium, and Bosnia and Herzegovina. The 'Chart type' is set to 'Line'. Below the chart, there are options to 'Extract to' Excel, PowerPoint, or Word. A line chart is displayed with data points for various countries. A pop-up box titled 'Ask an analyst' is open, containing fields for 'Name', 'Email', 'Tel.', 'Contact Method' (set to 'Email'), and a 'Question (max 400 characters)' field. An 'ASK QUESTION' button is at the bottom of the pop-up. The Windows taskbar at the bottom shows the time as 11:10 on 16/07/2012.

Market Data Analytics Database - home

The screenshot shows a web browser window displaying the Market Data Analytics Database home page. The browser's address bar shows the URL `mda.marketline.com/Default.aspx`. The page features a navigation menu with links for Store, Advantage, About, Support, Blog, and Contact Us, along with the Informa Business logo. The main content area is divided into three sections: 1) SEARCH TYPE, 2) MAKE SELECTIONS, and 3) REVIEW SELECTIONS. The '1) SEARCH TYPE' section has tabs for 'Search' and 'View Results'. The '2) MAKE SELECTIONS' section includes a 'Sector' dropdown menu with a list of industry categories such as Beverages, Food, and Household Products. The '3) REVIEW SELECTIONS' section allows users to select a data selection (Market Value), choose between 'Compare by Country' and 'Compare by Category', and set start and end years (2000 and 2015). Buttons for 'CLEAR ALL' and 'VIEW RESULTS' are visible at the bottom of the review section. The Windows taskbar at the bottom shows the system tray with the date 16/07/2012 and time 10:59.

Market Data Analytics

mda.marketline.com/Default.aspx

Google Marketline BLOG Gmail - Inbox MessageFocus salesforce.com - Cu... Webmail Google Analytics ExtraTorrent.com DMnet MarketLine Researc... Other bookmarks

Store Advantage About Support Blog Contact Us an informa business

Marketline ADVANTAGE Market Data Analytics

Search View Results < Please use tabs to navigate rather than back button

1) SEARCH TYPE

Sector
Country

2) MAKE SELECTIONS

Sector

- All Industries
 - Beverages - Alcoholic
 - Beverages - Non-Alcoholic
 - Food
 - Household Products
 - News and Magazine
 - Personal Care
 - Pet Care
 - Tobacco

3) REVIEW SELECTIONS

Data Selections

Select a Data selection Market Value

Choose between Compare by Country and Compare by Category

Start Year 2000 End Year 2015

CLEAR ALL VIEW RESULTS

10:59
16/07/2012

Market Data Analytics Database - selection

You can make your selection from the pick list – sector or geography. Once your selection has been made, you can view the results.

The screenshot displays the Market Data Analytics website interface. The browser address bar shows `mda.marketline.com/Default.aspx`. The navigation menu includes **Store**, **Advantage**, **About**, **Support**, **Blog**, and **Contact Us**. The page header features the **Marketline** logo and the text **ADVANTAGE** and **Market Data Analytics**.

The main content area is divided into three sections:

- 1) SEARCH TYPE**: A pick list with **Sector** and **Country** options.
- 2) MAKE SELECTIONS**: A tree view for selecting a **Sector**. The **Food** category is expanded, and **Baby food** is selected. Other categories include Beverages - Alcoholic, Beverages - Non-Alcoholic, Bakery & Cereals, Canned food, Chilled food, Confectionery, Dairy food, Dried food, Frozen food, Ice cream, Meat, fish & poultry, Oils & fats, Pasta & noodles, Ready meals, and Sauces, dressings & condiments.
- 3) REVIEW SELECTIONS**: A summary of the selected data. It shows **Data Selections** as **Market Value**, with options to **Compare by Country** and **Compare by Category**. The **Start Year** is **2000** and the **End Year** is **2015**. The selected **SECTORS** are **All Industries > Food > Baby food**, and the selected **COUNTRIES** are **Global > Africa & Middle East > Morocco**. Buttons for **CLEAR ALL** and **VIEW RESULTS** are visible.

Arrows from the text on the left point to the **Sector** pick list, the **Food > Baby food** selection in the tree view, and the **VIEW RESULTS** button.

The Windows taskbar at the bottom shows the system clock as **11:01** on **16/07/2012**.

Market Data Analytics Database - results

Results from your search are available to view online or download in EXCEL format

Market Data Analytics

mda.marketline.com/view.aspx

Store Advantage About Support Blog Contact Us an informa business

Marketline ADVANTAGE Market Data Analytics

Search View Results < Please use tabs to navigate rather than back button

REFINE SEARCH | Data Selection | Country | Sector | Unit and Year | Compare by Country Category

Market Value by Country for 2000-2015 in Millions of Local Currency

Download to Excel

	Countries	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
	Africa & Middle East														
	Morocco	61.4	61.2	61.9	62.1	62.4	62.6	63.1	63.8	65.7	67.6	69.6	71.7	73.7	75.8
	Total:	61.4	61.2	61.9	62.1	62.4	62.6	63.1	63.8	65.7	67.6	69.6	71.7	73.7	75.8

Note that forecast data is in *italics*

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11:03 16/07/2012

Market Data Analytics Database – filtering

Market Data Analytics

mda.marketline.com/view.aspx

Store Advantage About Support Blog Contact Us an informa business

Marketline ADVANTAGE Market Data Analytics

Search View Results < Please use tabs to navigate rather than back button

REFINE SEARCH | Data Selection | Country | Sector | Unit and Year

Market Value by Country for 2000-2015 in Millions of US Dollars

Download to Excel

	Countries	2000	2001	2002	2003
[-]	Africa & Middle East	190.0	193.3	197.9	204.3
	Saudi Arabia	47.0	49.6	52.5	55.7
	Israel	77.0	75.4	74.5	75.0
	South Africa	40.4	42.1	43.8	45.4
	Egypt	12.1	12.6	13.1	13.7
	United Arab Emirates	5.0	5.1	5.4	5.6
	Morocco	7.6	7.6	7.7	7.7
	Nigeria	0.9	1.0	1.0	1.1
[-]	Americas				
	Canada	89.7	89.6	93.7	94.6
	Total:	279.7	282.9	291.6	298.9

Note that forecast data is in *italics*

Filter Selections

Sector

- All Industries
- Beverages - Alcoholic
- Beverages - Non-Alcoholic
- Food
- Baby food
- Bakery & Cereals
- Canned food
- Chilled food
- Confectionery
- Dairy food
- Dried food
- Frozen food
- Ice cream
- Meat, fish & poultry
- Oils & fats
- Pasta & noodles
- Ready meals

UPDATE

11:14 16/07/2012

You can further filter your results by selecting alternative criteria's or countries. Pop-up box will open with a pick-list

Market Data Analytics Database – definitions

Definition for sectors is available by clicking on the adjacent, relevant question marks in the pick-list.

The screenshot displays the Market Data Analytics website interface. A modal window titled "Industry definition - Google Chrome" is open, showing the "Baby Cereals Category Definition". The definition includes two sub-sections: "Cereal" and "Porridge".

Baby Cereals Category Definition:

Cereal
A dry breakfast cereal for infants, other than porridge, that requires the user to add milk or water before it is ready for consumption. Examples include Heinz 4 month Raspberry & Strawberry Cereal, Gerber Mixed Grain Cereal for Baby and Gerber Rice Beras Baby Cereal.

Porridge
A dry, oatmeal-based product for infants that requires the user to add milk or water to make a soft, smooth food. Examples include Gerber Mingau, and Heinz Baby Porridge.

Child Segments: Cereal, Porridge
Parent Market: Baby food
Parent Industry: Food

A "Filter Selections" window is also visible, showing a hierarchical tree of industries. The "Food" category is selected, and its sub-categories are listed, including "Baby food", "Baby Cereals", "Baby Snacks", "Bottled Baby Food", "Canned Baby Food", "Other Baby Foods", "Bakery & Cereals", "Canned food", "Chilled food", "Confectionery", "Dairy food", "Dried food", and "Frozen food".

The background shows a data table with columns for "Americas", "Canada", and "Total". The table contains numerical values for various years, with forecast data in italics.

	Americas	Canada			
	Canada	89.7	89.6	93.7	94.6
Total:		279.7	282.9	291.6	298.9

Note that forecast data is in *italics*

The website header includes "Contact Us" and "an informa business". The footer shows the time "11:17" and date "16/07/2012".