On the Library web page (www.gtc.edu/library) under this tab: select A-Z Resources then Research Monitor. If you are off campus, LOGIN as you would for Blackboard/ WebAdvisor.

Is an online collection of 10,000 market reports designed specifically for library users, offering a complete view of consumers in 80 countries including the United States.

Research Monitor provides high quality marketing reports for 24 industries including:

- Alcoholic Drinks
- Beauty and Personal Care
- Clothing and Footwear
- Consumer Appliances
- Consumer Electronics
- DIY and Gardening
- Eyewear
- Fresh Food
- Health and Wellness
- Home Care
- Hot Drinks
- Housewares and Home Furnishings
- Packaged Food
- Personal Goods
- Pet Care
- Retailing
- Soft Drinks
- Tissue and Hygiene
- Tobacco
- Toys and Games
- Travel and Tourism

Reports include market trends, segmentation, companies, brands, sales forecasts, and market shares.

SEARCHING FOR REPORTS: Type a keyword in the Quick Search box. Add country name to further limit your search. In this example, us will result in reports about the United States.

You may also begin a search by browsing through individual Industry or geographic Regions filters or a combination of both.

RESULTS: A list of reports will show the occurrence of your search terms.

Click on the report title to view the complete report.

Results can include side-by-side country comparisons:

CREATE YOUR OWN REPORTS: Save chapters, tables, figures, and charts to create custom reports in Word, Powerpoint, and Excel. All downloaded illustrations and graphics automatically include source information.

Questions about your search? Call or email any of the Gateway Campus Libraries for assistance!