



## MARKET RESEARCH MONITOR

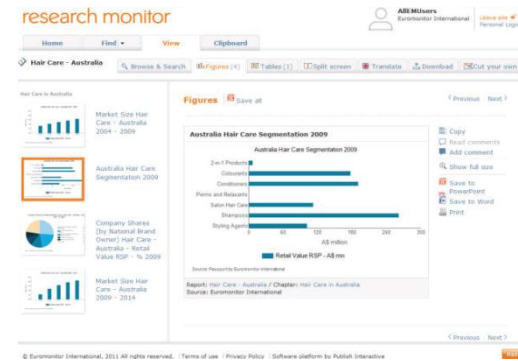
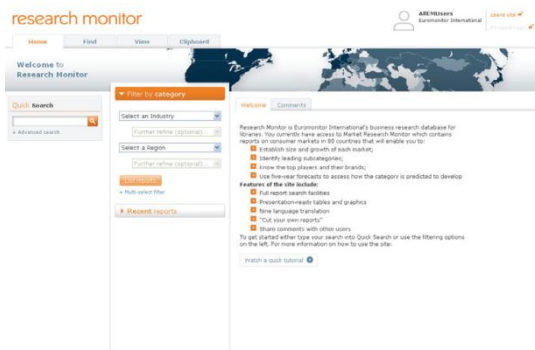
НОВАЯ ОН-ЛАЙН КОЛЛЕКЦИЯ РЫНОЧНЫХ ИССЛЕДОВАНИЙ

РУКОВОДСТВО ПО ПОЛЬЗОВАНИЮ СИСТЕМОЙ

2012

# WHAT IS RESEARCH MONITOR?

- Market Research Monitor – он-лайн коллекция из более чем 10,000 отчетов о рыночных исследованиях специалистов Euromonitor International.
- Этот ресурс создан специально для библиотек, с его помощью пользователи смогут составить подробную картину потребительского рынка в 80 странах Мира, используя 200 промышленных категорий.



## ОБУЧЕНИЕ ПО ПОЛЬЗОВАНИЮ СИСТЕМОЙ → WATCH A QUICK TUTORIAL

Research Monitor - Home

research monitor

Home Find View Clipboard

Welcome to Research Monitor

Quick Search

+ Advanced search

Filter by category

Select an Industry

Further refine (optional)...

Select a Region

Further refine (optional)...

List reports

+ Multi-select filter

Recent reports

Welcome Comments

Welcome to Research Monitor

Take advantage of these features:

- Full report searchability
- Presentation-ready tables and graphics
- Nine language translation
- "Cut your own reports"
- Share comments with your team

Watch a quick tutorial

Войдите в систему и нажмите на **“Watch a quick tutorial”** в нижней части страницы

- Интерфейс состоит из четырех вкладок:

The screenshot shows the Research Monitor website interface. At the top, there is a navigation bar with the "research monitor" logo and a user profile section for "AllEMUsers" with options for "Leave site" and "Personal Login". Below the navigation bar, there are four tabs: "Home", "Find", "View", and "Clipboard". The "Home" tab is highlighted with an orange box. Below the tabs, there is a "Welcome to Research Monitor" message and a world map. On the left side, there is a "Quick Search" section with a search input field and a magnifying glass icon, and a link for "+ Advanced search". In the center, there is a "Filter by category" section with two dropdown menus for "Select an Industry" and "Select a Region", each with a "Further refine (optional)..." link. Below the filters, there is a "List reports" button and a "+ Multi-select filter" link. At the bottom of the filter section, there is a "Recent reports" link. On the right side, there is a "Welcome" and "Comments" section with a "Welcome to Research Monitor" message and a list of features: "Full report searchability", "Presentation-ready tables and graphics", "Nine language translation", "Cut your own reports", and "Share comments with your team". At the bottom of the right section, there is a "Watch a quick tutorial" link.

Предоставляется поле быстрого поиска **“Quick Search”** для ввода ключевых слов.

“**QUICK SEARCH**” ССЫЛКА ВЕДЕТ НА СТРАНИЦУ РАСШИРЕННОГО ПОИСКА, ЧТО ДАЁТ ВОЗМОЖНОСТЬ ПОИСКА ПО СЛОВАМ ЛИБО ФРАЗАМ.

The screenshot displays the Research Monitor website interface. At the top left, the logo "research monitor" is visible. To the right, there are user options: "AllEMUsers", "Euromonitor International", "Leave site", and "Personal Login". Below the logo, there are navigation buttons: "Home", "Find", "View", and "Clipboard". On the right side, there are buttons for "Advanced search" and "Search results".

The main content area is titled "Matching reports" and includes a "Print" icon. A "Quick Search" box is highlighted with a red border, containing the text "Avon" and a search button. Below the search box, there is a link for "+ Advanced search".

The "Matching reports" section lists several reports with their dates and titles:

- 23 May 2011 **Skin Care in Latvia** (4 Matches in 1 chapters)
- 13 Jun 2011 **Fragrances in Turkey** (3 Matches in 1 chapters)
- 23 May 2011 **Fragrances in Latvia** (3 Matches in 1 chapters)
- 2 Jun 2011 **Skin Care in Colombia** (4 Matches in 1 chapters)
- 16 May 2011 **Skin Care in Brazil** (3 Matches in 1 chapters)
- 19 Jul 2011 **Colour Cosmetics in Slovakia** (1 Matches in 1 chapters)
- 18 May 2011 **Fragrances in Ukraine** (3 Matches in 1 chapters)
- 29 Jun 2011 **Colour Cosmetics in the Philippines** (4 Matches in 1 chapters)

Кнопка “**Advanced search**” переключает на директорию расширенного поиска

**Расширенный поиск** позволяет:  
 Вести текстовый поиск включая/исключая строки,  
 Использовать булевы условия поиска,  
 Возможность выбора нескольких отраслевых и региональных фильтров

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Euromonitor International

Leave site

Personal Login

Home

Find

View

Clipboard

Advanced search

Search results

Help

**From here you can:**

- > Text search by including and/or excluding terms
- > Use Boolean search terms
- > Multi-select industry and region filters

**Advanced search**

Find

Avon

- All of the words
- Any of the words
- Exact phrase
- Boolean

Exclude

Search within

- Full report
- Only in Text
- Only in Report titles and descriptions
- Only in Tables of contents
- Only in Figures
- Only in Tables
- Only in Quotes
- Only in Bullet Points

Published

Any age

Add Industry filters:

Add an Industry...

Add Region filters:

Add a Region...

Add a Sector (optional)

Add a Country (optional)

Remove all filters

Search

ВЫБОР ИНДУСТРИИ, РЕГИОНА, СТРАНЫ ➔ СПИСОК ОТЧЁТОВ

research monitor

The screenshot displays the Research Monitor website interface. At the top, there are navigation tabs: Home, Find, View, and Clipboard. Below this is a banner with a world map and the text "Welcome to Research Monitor". On the left, there is a "Quick Search" box with a search input field and a magnifying glass icon, and a link to "+ Advanced search". In the center, a "Filter by category" dropdown menu is open, showing "Consumer Electronics" as the selected category. Below it, there is a "Further refine (optional)..." dropdown. The "Select a Region" dropdown is also open, listing various regions: Asia Pacific, Australasia, Eastern Europe (highlighted), Latin America, Middle East and Africa, North America, and Western Europe. At the bottom of the filter menu, there is a link to "Recent reports". On the right, there are tabs for "Welcome" and "Comments", followed by a "Welcome to Research Monitor" section with a list of features: Full report searchability, Presentation-ready tables and graphics, Nine language translation, "Cut your own reports", and Share comments with your team. A "Watch a quick tutorial" button is also present.

Третьим вариантом поиска с домашней страницы является функция фильтра по категориям с помощью серии выпадающих меню.

## СПИСОК ПОЛУЧЕННЫХ ОТЧЁТОВ, ВОЗМОЖНОСТЬ ДОБАВЛЕНИЯ СТРАНЫ, РЕГИОНА 8

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Home Find View Clipboard

List reports

Quick Search

+ Advanced search

Add Industry filters:

Clothing and Footwear

Add a Sector (optional)

Consumer Electronics  
Clothing and Footwear

Add Region filters:

Eastern Europe

Add a Country (optional)

Add a Country (optional)

Belarus  
Bosnia-Herzegovina  
Bulgaria  
Croatia  
Czech Republic  
Estonia  
Georgia  
Hungary  
Latvia  
Lithuania  
Macedonia  
Poland  
Romania  
Russia  
Serbia  
Slovakia  
Slovenia  
Ukraine

Consumer Electronics and Eastern Europe and Ukraine

List reports

Title	Published
Camcorders in Ukraine	19 Oct 2011
Cameras in Ukraine	19 Oct 2011
Computers and Peripherals in Ukraine	19 Oct 2011
Home Audio and Cinema in Ukraine	19 Oct 2011
In-Car Entertainment in Ukraine	19 Oct 2011
Mobile Phones in Ukraine	19 Oct 2011
Portable Media Players in Ukraine	19 Oct 2011
Televisions and Projectors in Ukraine	19 Oct 2011
Video Players in Ukraine	19 Oct 2011

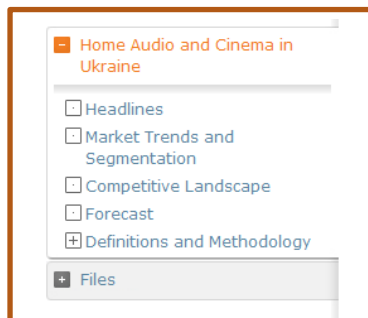
Show records per page

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Software platform  
PUBLISH II

# ПРИМЕР ОТЧЁТА И ВОЗМОЖНОСТЬ РАБОТЫ С НИМ

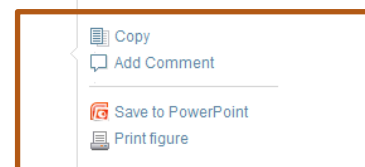
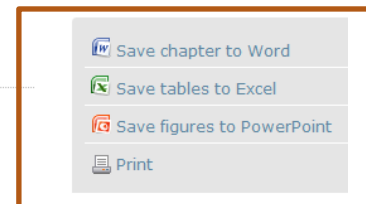
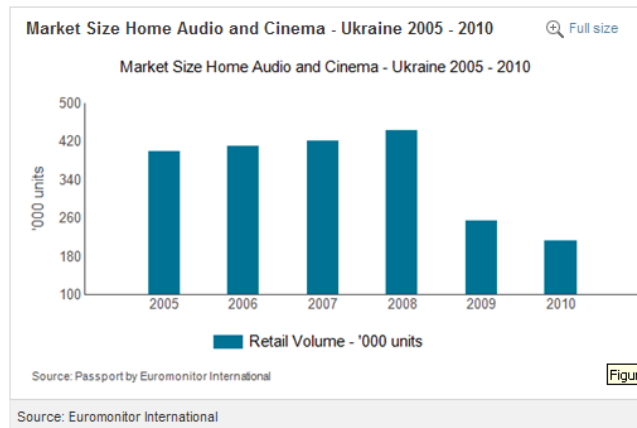


## Home Audio and Cinema in Ukraine

19 Oct 2011

### Headlines

- Home audio and cinema decreases in value by 11% during 2010, falling to UAH328 million
- Economising on home audio and cinema products continues into 2010
- Home cinema and speaker systems records the best performance in 2010 as volume sales fall by 12%
- The average unit price increases by 6% in 2010, rising to UAH1,546 per unit due to high inflation
- Samsung and LG lead home audio and cinema during 2010 as competition continues to toughen
- Home audio and cinema is set to increase in volume by 9% over the course of the entire forecast period



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Home Find View Clipboard

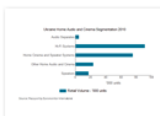
Home Audio and Cinema in Ukraine

Browse & Search **Figures (4)** Tables (1) Split screen Translate Download Cut you

Home Audio and Cinema in Ukraine



Market Size Home Audio and Cinema - Ukraine 2005 - 2010



Ukraine Home Audio and Cinema Segmentation 2010



Company Shares (by National Brand Owner) Home Audio and Cinema - Ukraine - Retail Volume - % 2010

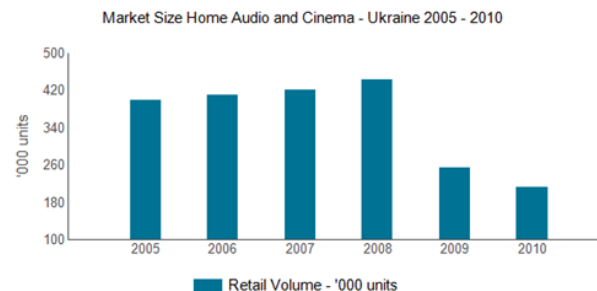


Market Size Home Audio and Cinema - Ukraine 2010 - 2015

Figures Save all

Previous | I

Market Size Home Audio and Cinema - Ukraine 2005 - 2010



Source: Passport by Euromonitor International

Report: Home Audio and Cinema in Ukraine / Chapter:  
Home Audio and Cinema in Ukraine  
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Figure

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Figures (4)

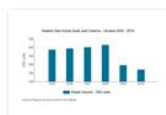
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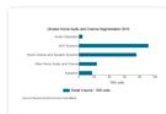
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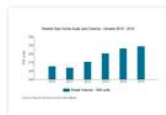
Market Size Home Audio and Cinema - Ukraine 2005 - 2010



Ukraine Home Audio and Cinema Segmentation 2010



Company Shares (by National Brand Owner) Home Audio and Cinema - Ukraine - Retail Volume - % 2010



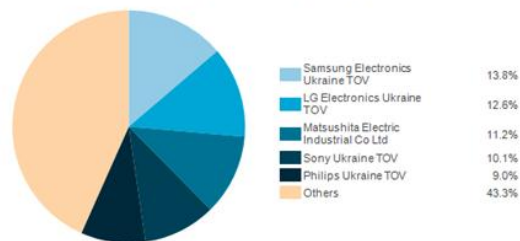
Market Size Home Audio and Cinema - Ukraine 2010 - 2015

Figures Save all

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## Company Shares (by National Brand Owner) Home Audio and Cinema - Ukraine - Retail Volume - % 2010

Company Shares (by National Brand Owner) Home Audio and Cinema - Ukraine - Retail Volume - % 2010



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Report: Home Audio and Cinema in Ukraine / Chapter: Home Audio and Cinema in Ukraine  
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Figures (4)

Tables (1)

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Home Audio and Cinema in Ukraine

National Brand Owners and  
Their Brands

## National Brand Owners and Their Brands

Company Name (NBO)	Brand (GBO)
B&W Group Ltd	B&W (B&W Group Ltd)
Canton Elektronik GmbH & Co KG	Canton (Canton Elektronik GmbH & Co KG)
Dali A/S	Dali (Dali A/S)
International Audio Group	Wharfedale (International Audio Group)
Jamo Corp	Jamo (Klipsch Group Inc)
LG Electronics Ukraine TOV	LG (LG Corp)
Matsushita Electric Industrial Co Ltd	Panasonic (Panasonic Corp)
Monitor Audio Ltd	Monitor Audio (Monitor Audio Ltd)
Paradigm Electronics Inc	Paradigm (Paradigm Electronics Inc)
Philips Ukraine TOV	Philips (Koninklijke Philips Electronics NV)
Samsung Electronics Ukraine TOV	Samsung (Samsung Corp)
Sony Ukraine TOV	Sony (Sony Corp)
Yamaha Corp	Yamaha (Yamaha Corp)

Report: Home Audio and Cinema in Ukraine / Chapter: Home Audio and Cinema in Ukraine  
Source: Euromonitor International

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Home Audio and Cinema in Ukraine

Browse & Search Figures (4) Tables (1) **Split screen** Translate Download Cut you

### Market Trends and Segmentation

Ukrainian consumers continued being very economical when it comes to purchasing home audio and cinema during 2010. Products in this category are far from being considered primary necessities in the same way that TVs, computers and mobile phones are, leading to the majority of consumers believing that they can manage without them as the lingering effects of the economic crisis continued to grip the Ukrainian economy. Furthermore, home audio and cinema continued to evolve under strong pressure from the ongoing technological development occurring in computers and portable media players. The availability of free downloads online—files which are usually illegally downloaded—presented a much more tempting option than purchasing the CD or DVD which would otherwise be necessary in order to enjoy media content through home audio and cinema. As a result, volume sales continued falling in home audio and cinema throughout 2010 as the category declined in volume by 16% during 2010 in a continuation of trends established during 2009.

#### Ukraine Home Audio and Cinema Segmentation 2010

Product Category	Retail Volume ('000 units)
Audio Separates	~5
Hi-Fi Systems	~90
Home Cinema and Speaker Systems	~75
Other Home Audio and Cinema	~25
Speakers	~15

Full size

Ukraine Home Audio and Cinema Segmentation 2010

Audio Separates

Hi-Fi Systems

Home Cinema and Speaker Systems

Other Home Audio and Cinema

Speakers

'000 units

Retail Volume - '000 units

Select to compare with

Split screen

Compare with

**Home Audio and Cinema in Ukraine**

Select content you want to compare:

→ Table of Contents

Browse Figures

Browse Tables

OR

Compare with a section of another report

Search reports

Any Category

Recently viewed reports:

- Home Audio and Cinema in Ukraine
- Chocolate Confectionery in the United Kingdom
- Air Treatment Products in Australia
- Other Hot Drinks in New Zealand

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Spirits - Italy

Browse &amp; Search

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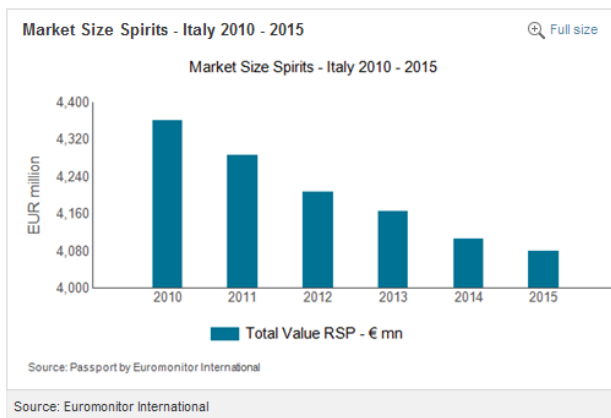
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Download

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## Forecast

Although the economy is set to pick up again in the forecast period, sales of spirits will continue to be hindered by flat consumption in volume terms, due in part to the recent introduction of stricter rules on drink driving, as well as significant advertising and information campaigns highlighting the damage caused by alcohol abuse. Total volume sales are predicted to decline marginally over the forecast period.



## Definitions and Methodology



## Split screen

Compare with  
Spirits - Italy

## Select content you want to compare:

- Table of Contents
- Browse Figures
- Browse Tables

OR

## Compare with a section of another report

## Search reports

Any Category



## Recently viewed reports:

- Spirits - Italy
- Baby Care in Iran
- Eye Care in Germany
- Home Audio and Cinema in Ukraine
- Chocolate Confectionery in the United Kingdom

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Home Find View Clipboard

Home Audio and Cinema in Ukraine

Browse & Search Figures (4) Tables (1) Split screen Translate

### Translate

The following machine translations are available. These translations are provided for convenience only. For a true and accurate translation you should refer to a professional translator.

 Deutsch (German)	 Español (Spanish)	 Français (French)
 Italiano (Italian)	 Portuguese (Portuguese)	 Русский (Russian)
 汉语 (Chinese)	 日本語 (Japanese)	 한국말 (Korean)

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Home Audio and Cinema in Ukraine 19 Oct 2011

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Figures (4)

Tables (1)

Split screen

Translate

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Cut your own

Help

- ▶ Search this report or select sections to use
- ▶ Click 'View' to preview your report

Watch a quick tutorial

**Cut your own****Select relevant sections**

- Home Audio and Cinema in Ukraine
  - Headlines
  - Market Trends and Segmentation
  - Competitive Landscape
  - Forecast
  - Definitions and Methodology
    - Home Audio and Cinema
    - Methodology

View

[^ To the top](#)

Filter by keywords

# ОБЩЕПРИНЯТЫЕ ОПРЕДЕЛЕНИЯ И ПОСЛЕДОВАТЕЛЬНАЯ МЕТОДОЛОГИЯ ДЛЯ ВСЕХ СТРАН

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Home

Find

View

Clipboard

Browse & Search

Figures (4)

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Help

From here you can:

- > Save the whole selection to Word
- > Export data tables to Excel
- > Save the figures to PowerPoint
- > Copy sections to your clipboard
- > Save your selection to a new online report

[Watch a quick tutorial](#)

## Custom Report

### Home Audio and Cinema in Ukraine (19 Oct 2011)

#### Definitions and Methodology

##### Home Audio and Cinema

Home audio and cinema consist of Audio Separates, Home Cinema & Speaker Systems, Hi-Fi Systems and Other Home Audio & Cinema.

##### Methodology

This report is derived from Euromonitor International's Passport information system. Industry research is carried out by a global team of more than 600 in-country analysts and is based on a core set of research techniques:

- National-level desk research, company research and analysis, store checking, trade interviewing with national players and market analysis
- International-level desk research, multinational company research and analysis, trade interviewing with international players and market analysis

Source: Home Audio and Cinema in Ukraine > Home Audio and Cinema in Ukraine

#### Save as online report

To save reports you have to create your personal account.

[Save to Word](#)

[Save tables to Excel](#)

[Save figures to PowerPoint](#)

[Print](#)

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 Register

### Register for personal library

Create your personal login to use the personal library.

Name

Email

Easy registration

**Submit**

your full name and email address.

**Confirm registration**

by clicking the confirmation link in automatically sent email.

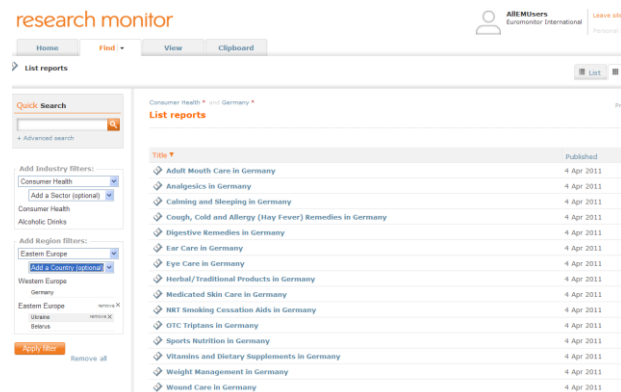
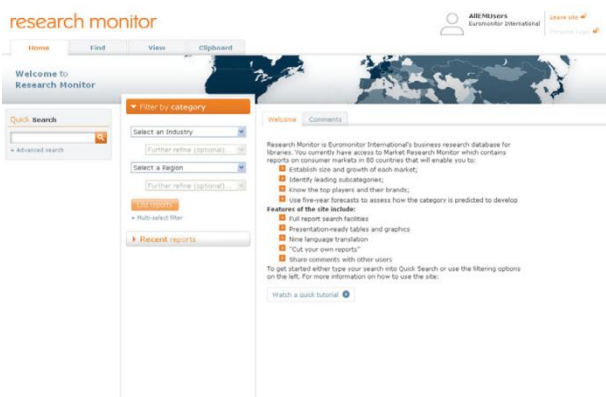
**Get personal access**

by logging into the site.

## 200 ПРОМЫШЛЕННЫХ КАТЕГОРИЙ

- Алкогольные напитки
- Красота и личный уход
- Одежда и обувь
- Бытовая техника
- Электроника
- Потребительские финансы
- Услуги питания
- Здоровье потребителей
- Товары для сада и дома
- Оптика
- Продукты питания
- Здоровье и благополучие

- Домашний уход
- Горячие напитки
- Товары и мебель для дома
- Упакованная продукция
- Товары личного пользования
- Товары для ухода за животными
- Розничная торговля
- Прохладительные напитки
- Салфетки и средства гигиены
- Изделия из табака
- Игрушки и игры
- Путешествия и туризм



## ГЕОГРАФИЧЕСКИЙ ОХВАТ ПО РЕГИОНАМ И СТАНАМ

- **Западная Европа:** Ирландия; Австрия; Бельгия; Дания; Греция; Соединенное Королевство; Испания; Италия; Нидерланды; Норвегия; Португалия; Франция; Финляндия; Швеция; Швейцария; Турция; Германия
- **Восточная Европа:** Белоруссия; Босния и Герцеговина; Болгария; Чехия; Эстония; Грузия; Хорватия; Латвия; Польша; Литва; Македония; Румыния; Россия; Сербия; Словакия; Словения; Украина; Венгрия
- **Северная Америка:** США; Канада
- **Латинская Америка:** Аргентина; Боливия; Бразилия; Чили; Доминиканская республика; Эквадор; Гватемала; Колумбия; Коста-Рика; Мексика; Перу; Уругвай; Венесуэла
- **Азиатско-Тихоокеанский регион:** Азербайджан; Филиппины; Гонконг; Китай; Индия; Индонезия; Япония; Казахстан; Малайзия; Пакистан; Южная Корея; Сингапур; Тайланд; Тайвань; Узбекистан; Вьетнам
- **Австралия:** Австралия; Новая Зеландия
- **Африка и Средний Восток:** Алжир; Египет; Иран; Израиль; ОАЭ; Камерун; Кения; Марокко; Нигерия; Южная Африка; Саудовская Аравия; Тунис

ПОДКЛЮЧЕНИЕ К СИСТЕМЕ ПО ССЫЛКЕ:

<http://www.researchmonitor.euromonitor.com/>

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[www.euromonitor.com](http://www.euromonitor.com)



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