

# Global Market Information Database

## Getting started with GMID

Euromonitor International's Global Market Information Database is an integrated online information system providing business intelligence on countries, consumers and lifestyles

### Searching the database

There are three ways to search the database. Use the menu search, the keyword search or the browse reports facility

**Menu search**  
Select data from the geography AND category menus

**Keyword search**  
The search box is accessed via the menu bar. The keyword search supports standard Boolean terms: AND, OR and AND NOT

**Browse reports**  
Market reports can be accessed via the menu bar

Icons indicate the types of data available at every level: Statistics, Market reports, Companies and market share, Sources

**Summary of selected items**

**Expands menus**

Find data of interest within the category menu using the category filter function

Clear the category filter but not the selected items

Clear all selected items

Generate a list of results matching your selection

### Search results

The list of search results provides a summary of the data matching the search criteria

**Search results**

Your search produced 36 hits

Quick links: [Statistics](#) [Market reports](#) [Market shares](#) [Company factfiles](#)

The most recent market reports are listed in the search results. Archived reports are found using the *Browse reports* feature on the menu bar

The quickest way to display results is to click an underlined heading

**Build report:** data selections are displayed in a custom report

**Excel format:** statistical data selections are loaded into an MS Excel spreadsheet

**PDF format:** data selections are displayed in PDF

**Load details:** statistical data selections are loaded in an interactive format

View table of contents of a market report

## Analysing results

Use the online tool box to create new datasets

If data are displayed in volume OR value data units you can create custom charts. Value data must be in a common currency

### Currency conversions

Local currency • Euro • US dollar • Japanese yen • Swiss franc • British pound

### Current/constant

Assess the impact of inflation by swapping from current (nominal) to constant (real) value data

### Volume conversions

Litres • Hectolitres • UK/US barrels • Cases of different sizes

### Unit multiplier

Thousands • Millions • Billions

### Growth

Year-on-year growth • Period growth • Growth index

### Per capita/household

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historic • off-trade value rsp • € mn • year on year

Buttons key see chart for this row

		1999	2000	2001	2002	2003	2004
<b>Indonesia</b>							
<input type="checkbox"/>	Beer <sup>S1</sup>	105.83	137.87	135.51	134.63	124.85	118.72
<input type="checkbox"/>	Wine <sup>S2</sup>	7.57	9.40	7.96	7.93	6.59	6.13
<input type="checkbox"/>	Spirits <sup>S3</sup>	4.72	6.10	6.05	7.62	6.56	6.44
<b>Singapore</b>							
<input type="checkbox"/>	Beer <sup>S1</sup>	115.85	131.92	158.77	157.66	141.31	138.08
<input type="checkbox"/>	Wine <sup>S2</sup>	49.41	58.15	58.34	58.50	50.95	52.51
<input type="checkbox"/>	Spirits <sup>S3</sup>	29.32	34.07	32.50	30.91	29.11	30.41
<b>Thailand</b>							
<input type="checkbox"/>	Beer <sup>S1</sup>	787.66	975.42	1,055.86	1,231.02	1,161.24	1,297.89
<input type="checkbox"/>	Wine <sup>S2</sup>	225.34	299.29	322.96	346.28	319.02	350.97
<input type="checkbox"/>	Spirits <sup>S3</sup>	1,740.77	2,085.47	2,051.20	2,072.02	1,846.42	1,783.60

Category definitions | Volume conversion ratios | Calculation variables

Sources:  
1 Beer: Euromonitor from trade sources/national statistics  
2 Wine: Euromonitor from trade sources/national statistics  
3 Spirits: Euromonitor from trade sources/national statistics

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Pivot rows and columns Group all rows to get a category total, a country total or a yearly total Create unique totals by summing selected rows. Use the check boxes to specify which rows to sum

## Navigation and output

There are a range of tools to make navigation and output of results easy

### Output features

Output to MS Word, MS Excel or PDF

Save searches for future reference.

Print

Show whole report

Navigate to the sections of interest within a reports

### Table of contents

Display a full page table of contents

### Change selection

Use the drop down boxes to change the information displayed in a results table

- Change the countries selected
- Change the categories selected
- Change the data types selected
- Change the years selected

### Related data

View content related to the search selection

- Market reports
- Company profiles
- Company shares
- Company factfiles
- Socio-economic data
- Country factfiles
- Information sources

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Consumer Lifestyles in Vietnam  
10 June 2005

2.1 Population by Age

Overall, the Vietnamese population increased from 65 million persons in 1990 to 83 million in 2005, posting a growth of 27%. This total population is predicted to increase to more than 94 million in 2015, showing an increase of 44% compared to 1990, and about 21% compared to 2000.

The Vietnamese population is considered to be young based on the median age of less than 30 years. If the Vietnamese population was represented by a pyramid, it would have a narrow top and wide base, reflecting a country had relatively high fertility in the past. However, there is a tendency towards a narrowing base, which is shown by a decline in the percentage of the younger population from 1990. This shows that there has been a rapid decrease in fertility in the last decade. Vietnamese death rates have tended to decrease over the review period due to improved living standards and healthcare conditions, which make percentage of those who are over 80 years old increase from 0.7% in 1990 to 0.9% in 2005, and expected to increase to more than 1% in 2015.

'000	1990	1995	2000	2005	2010	2015
0-4 yrs	9,424	9,356	7,856	7,805	8,024	8,252
5-9 yrs	8,369	9,221	9,202	7,763	7,736	7,969
10-14 yrs	7,708	8,282	9,147	9,149	7,726	7,705
15-19 yrs	7,007	7,614	8,200	9,082	9,094	7,683
20-24 yrs	6,368	6,888	7,506	8,111	8,997	9,017
25-29 yrs	5,651	6,240	6,772	7,408	8,019	8,907
30-34 yrs	4,592	5,528	6,127	6,678	7,318	7,933
35-39 yrs	3,518	4,482	5,421	6,035	6,590	7,233
40-44 yrs	2,262	3,420	4,380	5,324	5,940	6,498
45-49 yrs	1,954	2,187	3,328	4,284	5,220	5,834
50-54 yrs	1,881	1,874	2,108	3,227	4,166	5,086
55-59 yrs	1,892	1,781	1,783	2,018	3,101	4,013
60-64 yrs	1,512	1,754	1,662	1,674	1,903	2,935

Need help with your search?  
Frequently asked questions and search tips can be found in *Help/About* on the menu bar. Alternatively, email your GMID account manager using the *Feedback* form on the menu bar.