

MBS Library Service Datamonitor 360

Introduction

Datamonitor 360 provides in-depth UK and Global market research in the following sectors:

- Consumer Goods
- Energy
- Finance
- Healthcare
- Technology

It is particularly strong in the global healthcare/pharmaceutical sectors. Content of reports vary from sector to sector but will include executive summaries, analysis of market trends and key issues, details of key competitors, and market forecasts.

Note: Datamonitor 360 is one of several market research resources available to consult, other resources providing UK, European & International market research include Keynote, GMID (Global Market Information Database), Frost & Sullivan and Business Insights.

How can Datamonitor 360 reports help me?

Datamonitor 360 reports provide a comprehensive market overview and a good starting point to understanding a range of UK and international markets and sectors. Use the reports to :

- Examine current issues, market trends/developments, market size, competitive structure and marketing activity
- Identify growth opportunities
- Focus on a specific target market using buying behaviour and consumer research
- Substantiate business plans, marketing ideas, concepts & strategies
- Discover a market's strengths, weaknesses, opportunities and threats (SWOT Analysis)

Accessing Datamonitor 360

- Datamonitor 360 can be accessed via the Electronic Resources section of the MBS Library Website:

<http://www.mbs.ac.uk/library>

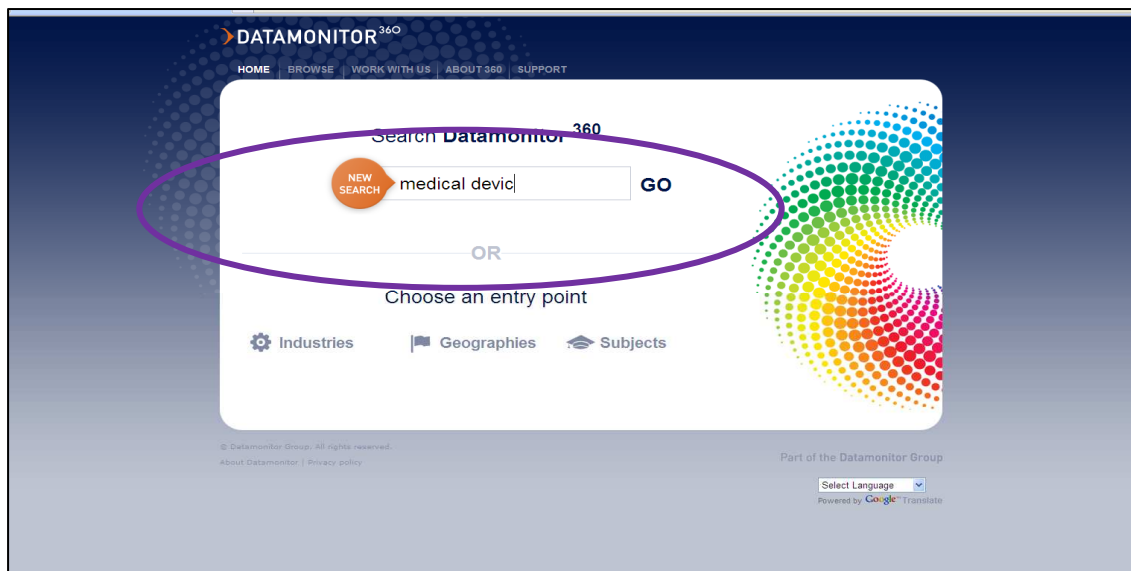
- Click on **eResources>Databases>Markets and Sectors**

Note: Your University Central username and password is required for on/off-campus access. (Select **Shibboleth Access** then **University of Manchester**)

<http://www.mbs.ac.uk/library>

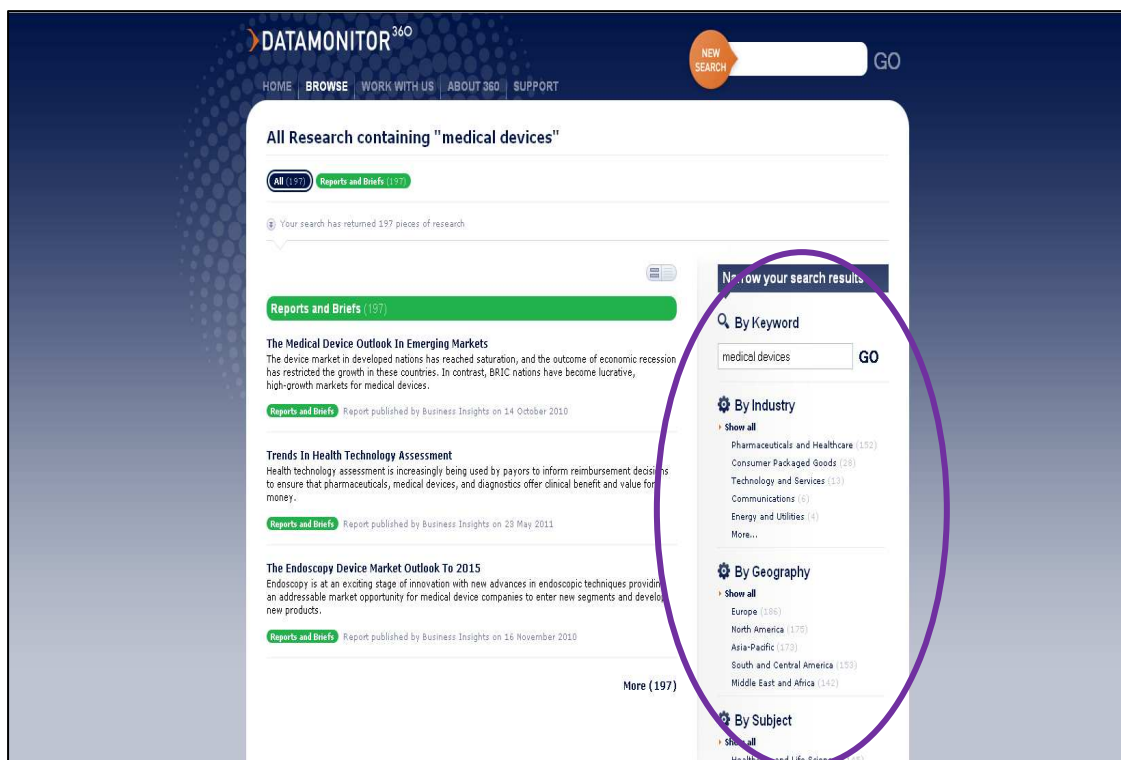
Search Options

The introductory screen gives you a) a Keyword search option and b) an Entry Point search option. A Keyword search example here is Medical Devices:

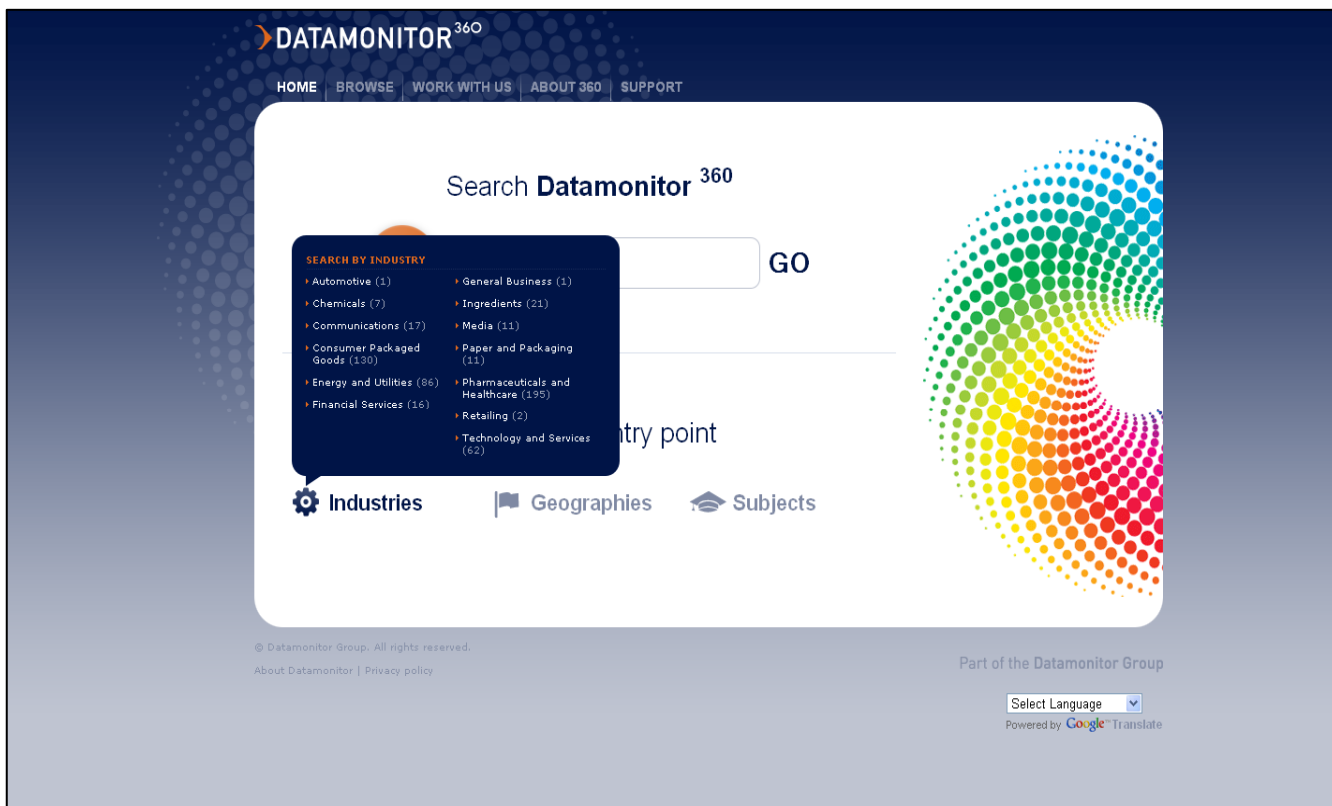


Then you can narrow your search in various ways:

- By industry
- By Geography
- By Subject
- By Topic
- By Company Information
- By Publication



Alternatively, select the Entry Point search option e.g. Industries. This gives the number of reports available in each industry. Select the industry of your choice to see the range of reports available. You can then narrow your research as before



Once you have a list of report titles, click on the Reports and Briefs heading to expand and rank results by Publication Date or by Headline:



Browsing Reports

Click on a Report Title of your choice to:

1. See an abstract/summary of the report contents
2. Select one of the chapters

The screenshot displays the DATAMONITOR 360 website interface. At the top, there is a navigation bar with links for HOME, BROWSE, WORK WITH US, ABOUT 360, and SUPPORT. A search bar is located on the right with a 'NEW SEARCH' button and a 'GO' button. The main content area features a report titled 'Developments in Neurostimulation' with a '1' in a purple circle next to it. Below the title, there is a 'Downloads' section with a 'Report' button. The report content includes an 'About Business Insights' section, a 'Disclaimer' section, and a 'Contents' sidebar. The 'Contents' sidebar has a '2' in a purple circle next to the 'About Business Insights' item. The 'Contents' list includes: About Business Insights, Executive Summary, Introduction, Neurological pathologies, Neurostimulation devices, Prominent companies in neurostimulation, and Appendix. The 'About Business Insights' section contains text about Business Insights' team and their expertise in medical device and imaging markets. The 'Disclaimer' section contains a copyright notice and a statement about the publisher's responsibility for the accuracy of the information.

Search Tips

1. When you have narrowed a search, from the results page above your results, click on the arrows next to 'Your Search has returned...' etc. to see
2. your search criteria. Here you also have the option to delete search criteria to change your results. Here, I just narrowed the search with Publication Date (past 28 days)

The screenshot shows the Datamonitor 360 search results page for the query "medical devices". The page features a navigation bar with links for HOME, BROWSE, WORK WITH US, ABOUT 360, and SUPPORT. A search bar in the top right contains the text "NEW SEARCH" and a "GO" button. The main content area displays the search results for "All Research containing 'medical devices'", showing 6 results. A filter bar indicates "All (6)" and "Reports and Briefs (6)". A message states "Your search has returned 6 pieces of research". The first result is titled "Developments In Neurostimulation" and is a report published by Business Insights on 23 June 2011. A sidebar on the right offers options to "Narrow your search results" by keyword (with a search bar containing "medical devices" and a "GO" button) or by industry (with options for "Pharmaceuticals and Healthcare (3)" and "Consumer Packaged Goods (1)").

This screenshot shows the same search results page for "medical devices", but with filters applied. The filter bar now shows "All (6)" and "Reports and Briefs (6)". Below the filter bar, the "PUBLICATION DATE" filter is set to "Past 28 Days" with a "Remove" option, and the "KEYWORD(S)" filter is set to "medical devices". A message states "Your search has returned 6 pieces of research". The rest of the page content, including the navigation bar, search bar, and sidebar, remains the same as in the previous screenshot.

Downloading/viewing results

There are different ways to download reports or sections of reports.

1. You can save/download **the entire report** as a pdf file, from the abstract page. Click on the title of the report you want to download and you will see the Download/pdf button to the left of the page
2. You can save/download a **chapter** to Word or pdf format
3. You can save/download individual **graphs and/or tables** from any part of the report, to Word, pdf, Excel and sometimes Powerpoint

DATAMONITOR³⁶⁰

HOME | BROWSE | WORK WITH US | ABOUT 360 | SUPPORT

NEW SEARCH GO

The Endoscopy Device Market Outlook to 2015

Reports and Briefs Report published by Business Insights on 16 November 2010

1

Downloads [Report](#)

Overview of the global endoscopy market

Summary

- The global market for endoscopy devices was valued at \$21.3bn in 2009 and is projected to reach \$29.4bn by 2015, growing at a compound annual growth rate (CAGR) of 5.5% (2009–15). Growth in this market will be driven by innovations in endoscopy technology as well as by expansion of indications where endoscopic surgery can be performed. The market growth will be mainly constrained by competing non-invasive surgical procedures and the scarcity of trained surgeons to perform the highly specialized endoscopic procedures.
- The market consists of four segments, namely endoscopic accessories, endoscopic instruments, endoscopes, and servicing; these contributed 30%, 20%, 45%, and 5% respectively to the total endoscopic market value in 2009. Endoscopic accessories are a largely commoditized, high-volume segment requiring constant replacement by the hospitals. Endoscopic instruments and endoscopes are the segments that will see increased innovation in the coming years.
- On the basis of the type of endoscopic surgery, the market can be broadly classified into

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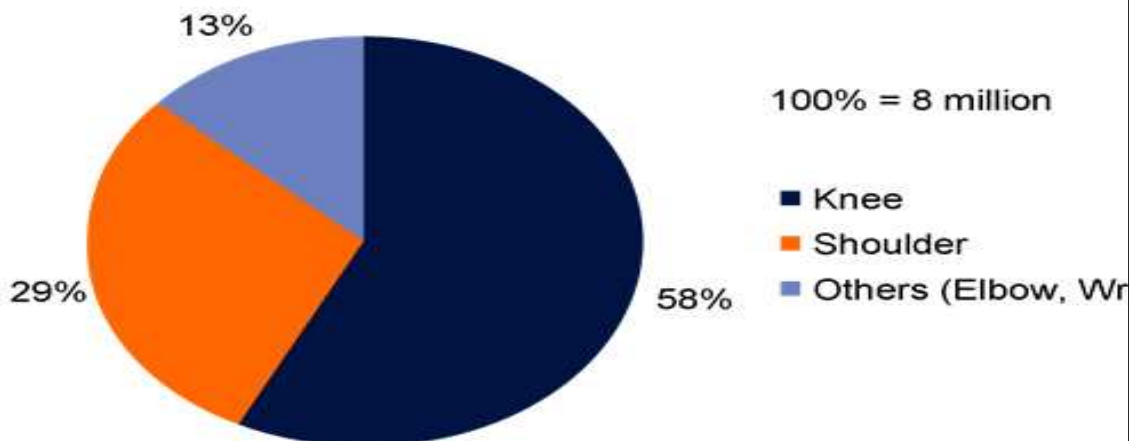
- ◀ About Business Insights
- ◀ Executive Summary
- ◀ Scope and methodology
- ◀ **Overview of the global endoscopy market**
 - Extract to: [Word](#) [PDF](#)
- ◀ Innovations in endoscopy
- ◀ Leading players in the global endoscopy market
- ◀ Developments in the global endoscopy device market

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Figure 8 shows the distribution of arthroscopy surgeries in each of the above

Figure 8: Distribution of global arthroscopy surgeries

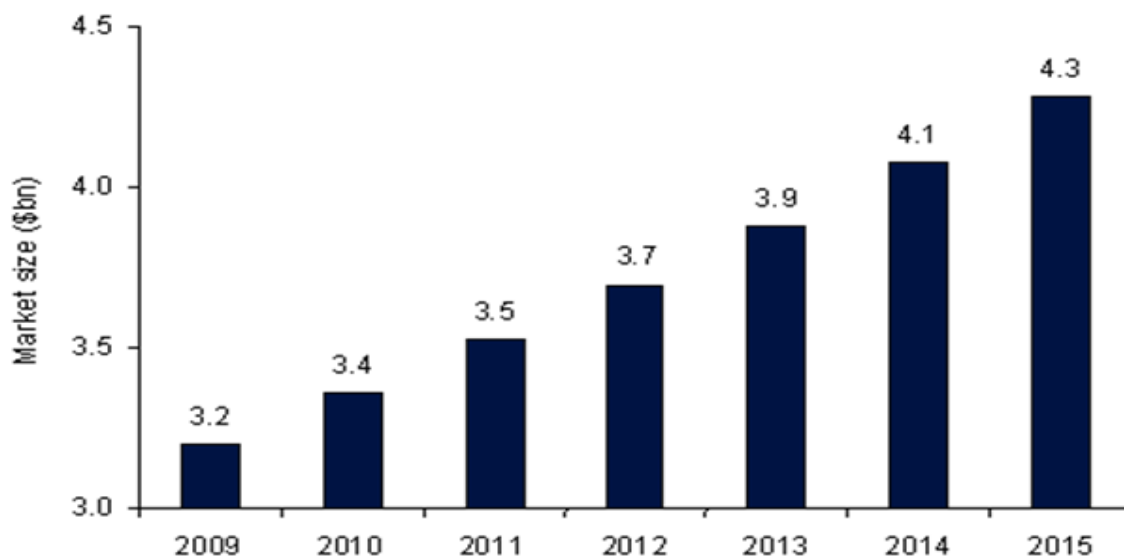
Extract to: [Word](#) [PDF](#) [PowerPoint](#)



Source: Business Insights

Figure 7: Global GI endoscopy devices market size (\$bn), 2009-15

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



Source: Business Insights

Additional Features

Support

You can click on the Support tab from any page and find help, including:

- A User Guide, which includes tips on searching, browsing and downloading
- A Tutorial Video, to guide you through searching, browsing and downloading reports or parts of reports

Note: the video covers some areas of the database not subscribed to by the Library

Translation feature

There is an option on the front page of Datamonitor 360 to change the language of each report, with a choice of 52 languages on offer. Just choose from the drop-down menu at the foot of the page on the right or the top of the page on the left.

Inne nowe rynki urządzeń medycznych

Meksyk

Tabela 9: Meksyk medycznych wielkości rynku urządzenia oraz prognozy wzrostu, 2009-2015

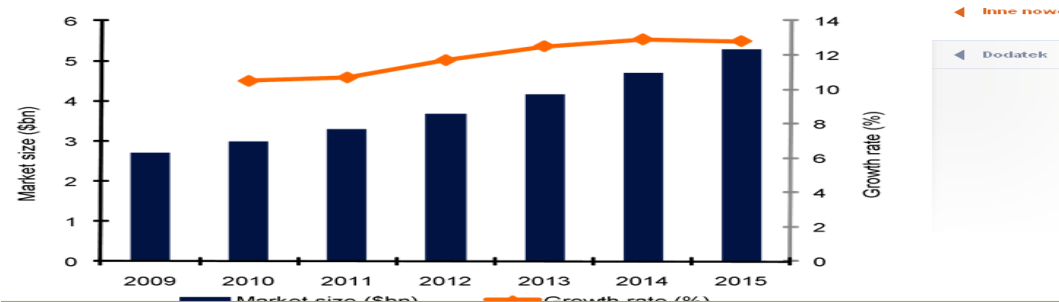
Wyciąg do: Słowo PDF Excel

	2009	2010	2011	2012	2013	2014	2015
Wielkość rynku (mld \$)	2,7	3,0	3,3	3,7	4,2	4,7	5,3
Dynamika (%)		10,5	10,7	11,7	12,5	12,9	12,8
CAGR (%) (2009-2015)	11,8						

Źródło: Analizy biznesowe

Rysunek 8: Meksyk medycznych wielkość rynku oraz prognozy wzrostu, 2009-2015

Wyciąg do: Słowo PDF PowerPoint



Zawarto

- ◀ O Insights 1
- ◀ Streszczen
- ◀ Wprowadz
- ◀ Emerging p
- ◀ Chiny
- ◀ Indie
- ◀ Brazylia
- ◀ Rosja
- ◀ **Inne nowe**
- ◀ Dodatek

Research support & contact details

Further Support

A full research and enquiry service is available across the Eddie Davies Library & Precinct Library during core hours. You can contact us in person, or alternatively by telephone or email.

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Email: libdesk@mbs.ac.uk

Web: <http://www.mbs.ac.uk/library>

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