



Foodline Market

Foodline Market enables one to search across Market, Brands, Novel and Own-Label information, as well as conducting more targeted searches in one specific area.

Source: Leatherhead Food RA

Foodline Market serves as an ideal quick-reference source for key market and company data, as each record contains full bibliographic details as well as an informative abstract, including all the relevant statistics

Features of Foodline Market:

- * Easy-to-use search system
- * Updated twice a week
- * Most abstracts online within a few weeks of receipt of journal
- * Most products online within a few weeks of launch
- * Annual growth of more than 7,000 market abstracts and 2,700 product abstracts
- * Covers all key market and company data for major food and drink product sectors (both branded and own-label), including market values and volumes; market and sector shares; production and trade statistics; advertising spends; sales and consumption figures; consumer preferences; and packaging trends
- * Includes new UK branded and own-label product launches
- * Features Novel product launches worldwide; these products are selected on the basis of concept, shape, manufacturing process, promotion, flavour, ingredients, convenience, packaging or target audience.
- * Abstracts produced from
 - o 250 market and food-related journals from around the world
 - o Statistical publications
 - o Market reports
 - o Internet sources
 - o Retail audits
- * Concise abstracts with relevant market statistics
- * Photographs included for some products
- * All entries indexed in-depth



Wolters Kluwer
Health

Ovid

content + tools + services

Broad and Specific Subjects:

- n Life & Biomedical Sciences
- Food Science & Nutrition

Access Options:

- n Ovid Internet, updated Monthly
- n SilverPlatter Internet, updated Monthly
- n SilverPlatter Local, updated Monthly

Interface:

- n OvidSP

Other Information:

- n Coverage: 1982 - Present
- n Print Equivalent: Food and Drink Market Abstracts
- n Number of Records: 150,000+
- n Online Equivalent: Foodline
- n Data Type: Bibliographic with Abstracts
- n Records Added Annually: 10,000+