

Market research

Printed sources available in the Library

Market Research: a Guide to the British Library Collections is at 658.8012/BRI on level 5.

Researching Markets by Industry Sectors: a Guide to Sources and Services is at 65/RES on level 5.

There is a small selection of reports, mainly relating to tourism and hospitality, produced by organizations such as Horwath International, Key Note, and PKF, some of which are in the Statistics section on Level 2. Printed copies of some Mintel publications, Travel & Tourism Analyst, TTI Country Reports, and UK Retail Briefing, are in the Journals section on Level 2. Use [SurreySearch](#) to find printed and electronic materials.

Online sources available through the Library

Key Note reports cover a wide variety of markets in the UK, and some in Europe.

Mintel Reports provide detailed market reports on a wide range of UK market sectors, and travel and tourism reports for many countries. The Library subscribes to the following collections of reports, going back 5 years: Leisure Intelligence, Market Intelligence, Retail Intelligence UK, Travel & Tourism Country Reports, Travel & Tourism Analyst, and UK Retail Briefing.

Other web sites

You may need to register to use the free information on some of these sites.

[Market Research](#)

A list of market research databases available by appointment to readers at the British Library in London.

(See also [registering for a reader pass](#).)

[Market Research.com](#)

This may help you identify who has published a report on a particular market, but it will also give you an idea of how expensive such reports can be.

[Research and Markets](#)

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