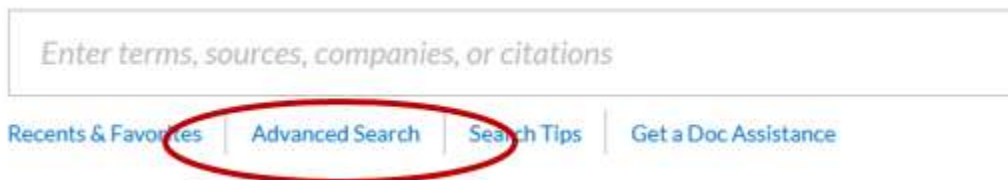


## NEXIS UNI INDUSTRY & TARGET MARKET RESEARCH

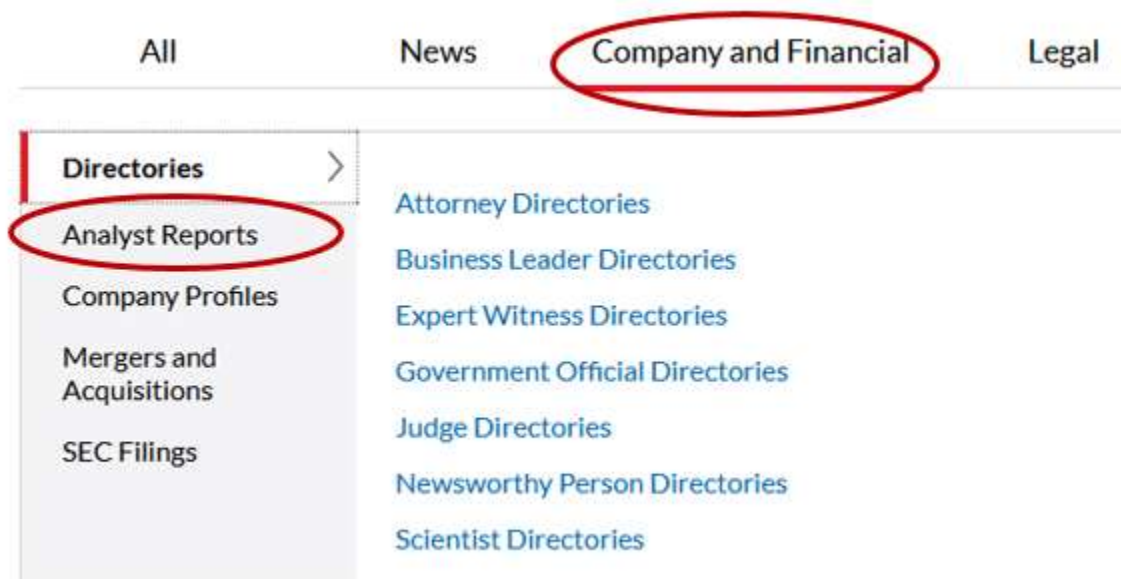
To access *Nexis Uni* go to the MCC library website, click on the **Databases** tab, and then use the **Databases by Title** menu to select **Nexis Uni**.

### Find Analyst Reports

1. Click on **Advanced Search**



2. Click on **Company and Financial** and then **Analyst Reports**



3. Type the name of the industry, product, or service you are researching in the search box. Add other search terms as needed.

*NOTE: Be sure to enclose phrases within quotation marks. This ensures the database finds the words together in the same order you entered them.*

You can also limit your results by **date**. In the example below, we will search for analyst reports on “ice cream” in the “united states” published after January 1, 2017.

Searching Company and Financial > Analyst Reports

"ice cream" All Fields ▾

AND "united states" All Fields ▾

AND Enter your search term All Fields ▾

Date Range

Date is after ▾

Jan 01, 2017

4. Scroll down the screen and click on the red **Search** icon.
5. The next screen displays a list of results.

By default, the results are sorted by relevance. Use the **Sort** menu to resort your results if you like (by date, title, etc.).

Company and Financial (1,731)

Sort by: Relevance ▾

Relevance

Document Title (A-Z)

Document Title (Z-A)

Content (A-Z)

Content (Z-A)

Date (newest-oldest)

Date (oldest-newest)

Edit default order

1. Ice Cream Market in the United States of America

Analyst Reports Jun 01, 2018 | GlobalData - Industry Forecast Report

United States, GlobalData - Industry Forecast Report

... Impulse **ice cream** - all dairy- and water-based ice creams. Includes single-serve **ice cream** tubs, packaged cones (e.g. Cornetto), **ice cream** sandwiches, and chocolate-coated ice creams (e.g. Magnum). Includes low fat dairy, ...

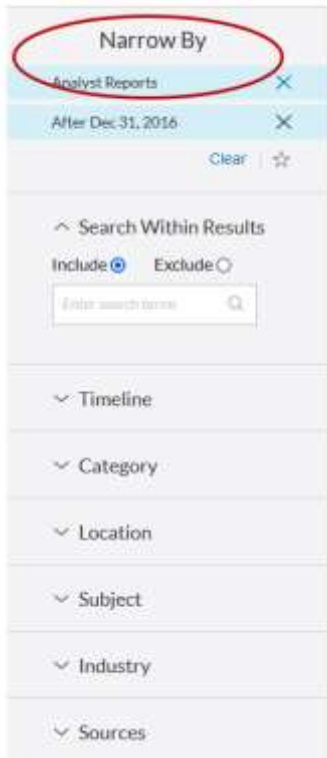
... and ice-llolies. Includes all on-trade and off-trade consumption. On trade - Impulse **ice cream** (dairy- and water-based) consumed in On-trade channels. Also includes **ice cream** manufactured by noted hotels/restaurant chains such as ITC, WestIn etc. Examples ...

... Cones/Cup (from machines) - branded (ex: McSwirl) and Scoops (Cones/Cups) from **ice-cream** parlours such as Unilever Wall's Parlors, Baskin Robbins outlets. Off trade - Impulse packaged single-serve **ice cream** (dairy- and water-based) consumed in off-trade channels. Includes sales from kiosks, ...

... kiosks, retail stores and any other off-trade channels. Take-home and Bulk **ice cream** Take-Home **ice cream** - includes all dairy and water-based **ice cream** products sold for take-home and bulk consumption. Includes multiple-serving **ice cream** tubs (e.g. Ben & Jerry's, Carte d'Or, Häagen-Dazs) and **ice-cream** cakes (e.g. Vienetta). Includes low-fat dairy- and oil-based products (other than ...

... above used by small QSR/Restaurants, catering, party packs, B2B, used for **ice cream** shakes, sundaes. Off trade - Includes multiple-serving **ice cream** tubs and impulse packs (e.g. Ben & Jerry's, Carte d'Or, Häagen-Dazs, Cornetto Pack-of-6) and, **ice-cream** cakes (e.g. Vienetta). Volume Units and Aggregations Table 2: ...

If necessary, use the **Narrow by** options on the far left to limit your results (by date, subject, industry, source, etc.)



6. Click on a title to open and read a report. To return to the results list, click on **Results List** in the upper right.

