

## Industry Profile Changes October 2019

We have been making some positive changes to our Industry Profiles template in-order to incorporate new content and bring the template in line with the relaunched MarketLine platform.

### What has changed?

**New competitive landscape chapter:** this will be available in every profile published from September onwards and provides details of what has been happening in recent years at a company level within the market. The analysis will be focused on areas such as:

- Player strategies
- New product/competitor launches
- Market Development
- Mergers & Acquisitions

The analysis is presented in a question and answer format which will allow clients to very quickly see what's covered and absorb the most relevant information to their needs.

Also included in profiles from now on are dynamic links to related company profiles have been introduced to the industry profiles on advantage, this means clients can now view the full company profile with a link directly from the "Related to this report" section of the page.

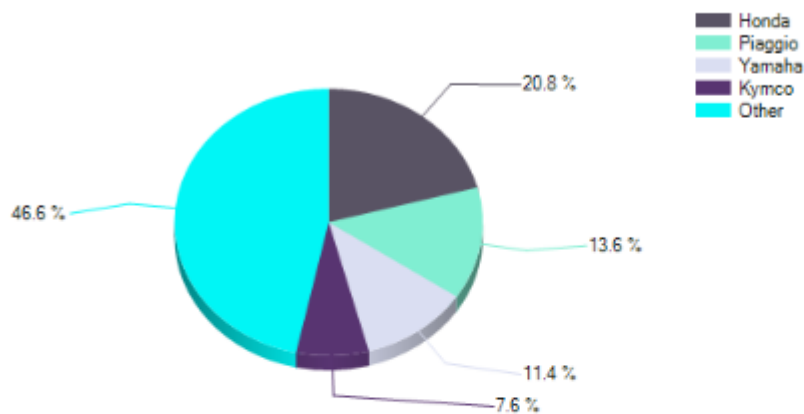
### How does this benefit clients?

The **competitive landscape chapter** has been specifically added to incorporate more local level company info into the profile, addressing an area which clients have commented in the past as being a weakness with our industry reports. Overall (global level) info is still available in the company profiles but this section in the industry profiles covers info that pertains to the particular county and sector being profiled thereby providing more detailed analysis of who the leading players are in the market and how their business is performing and what their business and growth strategies are. This new section provides a link between the market players and the industry level analysis provided in the market analysis and the five-forces chapters.

Typical questions we'll be looking to answer in this chapter might include:

- Who are the leading players?
- Which players have been most successful in the recent past?
- Who are the main challengers to the incumbents?
- What strategies do the leading players follow?
- What new products/services/innovations have been launched in the market over the last year?
- How do challengers/disruptors strategies or products differ from the leading firms?
- What have been the most significant mergers/acquisitions over the last year?
- What is the rational for recent M&A activity?

Figure 5: Italy motorcycles market share: % share, by volume, 2018

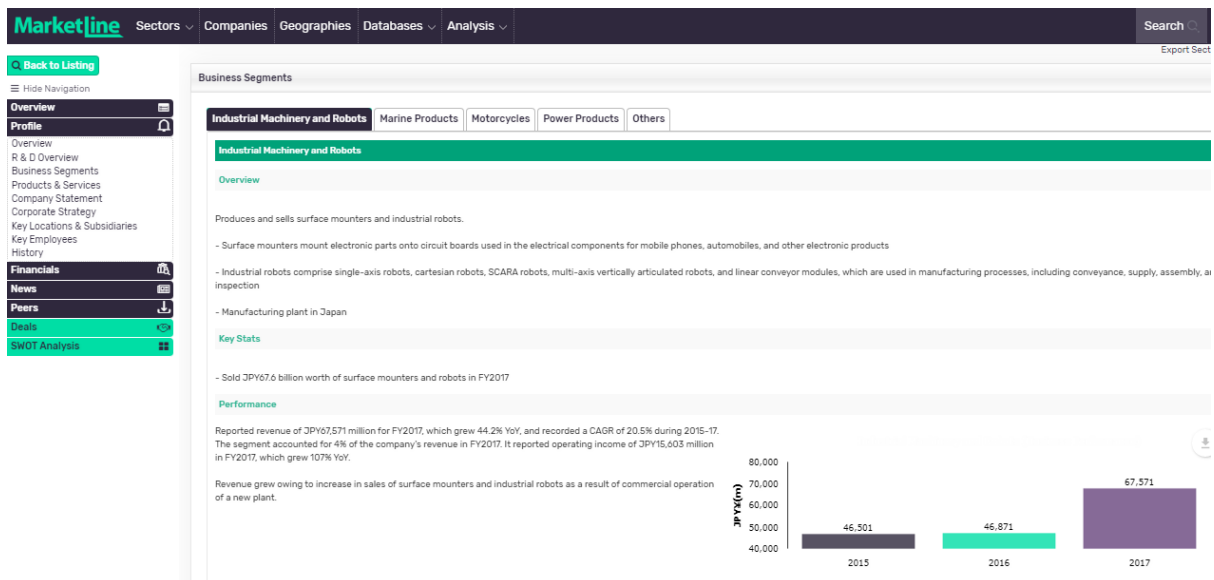


Source: MARKETLINE

## Who are the leading players?

Honda Motors Co Ltd is the largest motorcycles producing company in Italy with a market share of 20.8%. It is also a leading producer of aviation products. Honda produces passenger cars, light trucks, mini vehicles, general purpose engines, outboard motors, snow blowers, robotic mowers, generators, and portable battery inverter power sources. Honda also provides retail and financial services.

The improvements to the **linking between company and industry profiles** has a number of benefits, the first is that clients will benefit from continually updated info in the company profiles rather than the static representations we previously had in the industry profiles. This also means that they can benefit from the vastly improved company interface that was introduced earlier this year, with better links to company news and deals, live financials, business segment analysis etc.



Secondly, with the links now being directly in the left-hand navigation bar, clients can access these reports with a single click.

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