

Industry Sector Definitions

Business & Industrial

Business-to-business
Employment, recruitment, staff
Industrial
Information Technology, High-Tech
Legal & Professional Services
Property & Construction

Drink & Beverage

Beers, lagers, stouts, cider
Coffee and tea
Drink industry, market
Non-alcoholic, soft drinks
Pre-mixed spirits, alcopops
Spirits, liqueurs
Wines

Financial Services

Banks, credit cards, loans
Building societies
Financial services (general)
Insurance
Investment

Food

Baby food
Bread, cake, biscuits
Breakfast cereals
Confectionery
Convenience, readymade
Dairy products, ice cream
Fast food, takeaway outlets
Food industry, market
Fruit and vegetables
Meat, poultry, fish
Sauces, seasonings, condiments
Savory snacks, potato chips

Government and Non-profit

Charities and voluntary organizations
Educational, universities
Government, social policy
Political organizations
Public health
The Services (army, police etc.)

Household & Domestic

Batteries
Cleaners, detergents
Furnishings and fittings
Gardening, horticultural
Household appliances, durables
Paints, DIY, home improvement
Pets and pet care
Toilet paper, kitchen towel
Washing powder, fabric softeners

Leisure & Entertainment

Cameras, photography
Film, video and performance arts
Gaming consoles, computer games, AR/VR headsets
Hi-Fi, A/V, music players
Lotteries, casinos, gambling
Museums, attractions
PCs, computing, high-tech
Restaurants
Sports
Toys, games

Media & Publishing

Directories
Magazines, periodicals, books
Newspapers
Radio stations, services
TV channels, services, programs
Websites, online services, apps

Motor & Auto

Auto industry, market
Automakers and marques
Compact, small family cars
Executive, luxury, prestige cars
Mid-size, large family cars
Motorcycles, bikes
MPVs, minivans
Supermini, subcompact cars
SUVs, 4x4s
Tires, fuel, accessories, services
Vans, RVs

Pharmaceutical & Healthcare

DTC prescription products
Healthcare services, providers
Non-prescription, OTC products
Promotions to the medical profession

Retail

Category management
Clothing and fashion
Department stores
DIY and home improvement
Electrical retailers
Florists
Furniture and furnishings
Leisure and entertainment
Loyalty and reward cards
Motor and auto accessories
Online and mail order
Pharmacies and health
Restaurants and takeaways
Retail marketing
Retail research
Retail trends
Shopping centers, malls
Supermarkets and grocery stores

Telecoms

Call services and accessories
Bundled communications (internet, telephone & TV)
Fixed line providers
General service providers
High speed Internet services
Mobile and cell handsets
Mobile network providers

Toiletries & Cosmetics

Baby care
Bath toiletries, soaps
Contraceptives, family planning
Cosmetics, beauty aids
Deodorants, antiperspirants
Feminine hygiene
Fragrances, perfumes
Hair care
Oral health
Shaving products
Skin care, sun protection
Toiletries and cosmetics market

Travel, Transport & Tourism

Airlines, rail/train, bus, coach, ferries, car rentals, rideshare services, subway systems, bike shares
Amusement Parks
Destination countries, regions, cities
Hotels, resorts, cruises
Travel agents, tour operators, tourism campaigns, travel websites, booking services

Utilities & Services

Energy and water suppliers
Postal, courier services

Wearing Apparel

Clothing, apparel
Personal accessories