

[Our Categories... all 85!](#)

And in case you need to have a helicopter view of all of the Industry Categories that we have tagged in the database - which we keep updating to keep pace with emerging business sectors - to help you search, here you go

If you need live trends, sign up! It's a few clicks away on [our Pricing & Plans page](#)

Agricultural

Airline

Alcoholic Beverages

Alcoholic Beverages: Beer

Alcoholic Beverages: Liquor

Alcoholic Beverages: Wine

Apparel: Non-Sport

Apparel: Sport

Automobile

Beverages (non-Alcoholic)

Beverages (non-Alcoholic): Carbonated Soft Drinks

Beverages (non-Alcoholic): Dairy

Beverages (non-Alcoholic): Isotonic:Energy

Beverages (non-Alcoholic): Tea:Coffee

Beverages (non-Alcoholic): Water

Business Services

Business Services: Legal **(NEW: Feb 2016)**

Business Services: Pureplay Online

Business Services: MLM **(NEW: Mar 2017)**

Charity: NGO

Conglomerate

Consumer Electronics

Consumer Electronics: Audio Specialists

Consumer Electronics: Personal Computing

Consumer Electronics: White Goods

Education

Education: Pureplay Online

Energy & Gas **(RENAMED: Sep 2016)**

Engineering

Entertainment

Entertainment: Pureplay Online

Financial Services

Financial Services: Credit Card

Financial Services: Insurance

Financial Services: Payment Systems

FMCG

FMCG: Confectionery

FMCG: Consumer Products

FMCG: Cosmetics & Toiletries

FMCG: Foodstuffs

FMCG: Haircare

FMCG: Oralcare

FMCG: Wellness & Vitamins **(NEW: Mar 2017)**

Gambling

Gambling: Pureplay Online

Games/Toys

Games/Toys: Pureplay Online **(NEW: Mar 2017)**

Government Body

Government Body: Tourism

Hotel/Travel

Hotel/Travel: Pureplay Online

Institution

Logistics

Luxury **(CONSOLIDATION OF FMCG: LUXURY AND RETAILER: FASHION & LUXURY. Oct 2016)**

Manufacturing

Manufacturing: Furniture

Media

Media: Pureplay Online

Medical

Petrochemical

Petrochemical: Paint

Pharmaceutical

Pharmaceutical: Traditional Medicine

Photographic Equipment

Real Estate

Retailer

Retailer: Convenience

Retailer: Cosmetics & Toiletries

Retailer: E-commerce

Retailer: Fast Foods (QSR)

Retailer: Foodstuffs

Retailer: Furniture

Retailer: Gym

Retailer: Restaurant & Cafe

Retailer: Sports Equipment

Rubber (Tyres)

Sports Equipment

Technology

Telecommunications

Telecommunications: Handsets

Telecommunications: Network

Telecommunications: Satellite

Tobacco

Transport

Watches