

**International Industry Information**

Use this guide in conjunction with the guides on [**Country Information**](http://leddy.uwindsor.ca/country-information) and [**International Company Information**](http://leddy.uwindsor.ca/international-company-information). The following resources are starting points in the search for industry information. The focus is on industry/market research. Some of the resources are freely available on the web. Many others are Leddy Library subscriptions and so, if you are off-campus, you will need to sign on with your University of Windsor ID and email password. If you do not find what you are looking for, please contact: [**Katharine Ball**](mailto:kball@uwindsor.ca) at (519) 253-3000, ext. 3852.

**Start with the Leddy Library Databases**

[**Global Market Information Database**](http://led.uwindsor.ca/gmid)**: Passport**

<http://led.uwindsor.ca/gmid>

An international database with both global and country level industry reports and statistics. Its focus is consumer goods and services. Information includes industry overviews, the competitive landscape, trends, prospects, and market data. Use the Industries tab at the top. Select your industry subcategory, if appropriate. Then, limit the search to your country. Finally, you may want to start with the Euromonitor Country Reports.

[**Market Research.com**](http://led.uwindsor.ca/market-research)

<http://led.uwindsor.ca/market-research>

In-depth global and (mainly U.S.) country reports for service industries, consumer goods, food & beverage, heavy industry, life science, the public sector, and technology & media. Report providers include: Kalorma, Packaged Facts, SBI Energy, Simba Information, Icon Group, and Paul Budde.

[**Business Source Complete**](http://led.uwindsor.ca/business-source-complete)

<http://led.uwindsor.ca/business-source-complete>

Broad U.S./international coverage; includes scholarly journal articles, trade magazine articles, country reports, company reports, industry profiles, etc.

**Browse the Industry Profiles** (right side). These profiles are mainly from Marketline/Datamonitor, Business Monitor, and Barnes Reports. They cover hundreds of industries and are both global and country-specific.

**Search for industry information**. Type keywords that describe your industry into the Search box, and limit by date, if appropriate. Example: (automo\* OR motor vehicle) and japan\*

[**ProQuest Business**](http://led.uwindsor.ca/proquest-business)

<http://led.uwindsor.ca/proquest-business>

A global search of ProQuest business databases, including ABI/Inform, CBCA Complete, EconLit, and others; contains scholarly journal articles, trade magazine articles, industry and market research, etc.

**Browse Industry and Market Research Reports** (top, right). These reports are from several providers, e.g. Business Monitor, First Research, Just-Series Market Research. They cover a large number of industries; some are global in coverage, some are country-specific.

**Search for Industry Information**.Go to the Advanced Search; type keywords that describe your industry into the search box; limit by date if appropriate.

[**Mergent Intellect First Research**](http://led.uwindsor.ca/mergent-intellect)

<http://led.uwindsor.ca/mergent-intellect>

Select First Research. Enter your email address. Includes reports for a wide range of industries; focus is U.S./global.

[**Mergent Archives**](http://led.uwindsor.ca/mergenta)

<http://led.uwindsor.ca/mergenta>

Historical company and industry information; digitized Mergent Manuals, Ford Equity Research Reports, annual reports and the industry report collection.

[**Factiva**](http://led.uwindsor.ca/factiva)

<http://led.uwindsor.ca/factiva>

Contains industry reports from Technavio and also Mergent. The Technavio reports cover industries such as information technology, energy, engineering, telecommunications, consumer products, and automotive. They are mainly global in focus, but there are also some country reports. The Mergent reports cover the following industries: automotive, biotechnology, electricity, food, insurance, heavy construction, IT, media, metal works, mining, oil and gas, pharmaceuticals, precious metals, and telecommunications. Geographically, the Mergent reports cover North America, Europe, and Asia-Pacific, and include country breakdowns. To access them: click on Search, then click on the arrow in the Source field and type Mergent or Technavio into the Source field search box. Click on Mergent or Technavio to select this source to search. Change the date to the last 2 years. In the search box: type the name of your industry and country of interest. Run your search. Sort by relevance, if necessary.

[**Economist Intelligence Unit**](http://led.uwindsor.ca/eiu)

<http://led.uwindsor.ca/eiu>

Select the Industry Analysis database. Provides 5 year forecasts, analysis, and data for six key industrial sectors: automotive, consumer goods, energy, financial services, healthcare, and telecommunications. The profiles are also available for many industry sub-sectors and approximately 60 different countries.

[**Thomson One**](http://ledproxy2.uwindsor.ca/login/thomsonone)

<http://ledproxy2.uwindsor.ca/login/thomsonone>

Industry reports from a large number of financial services companies; covers many industries and countries; to access them: click on the Screening & Analysis tab (top) and then Research. Select your industry by NAICS or SIC code. Under Report Type: make sure only the Industry report box is ticked. Limit your search by date and country, as appropriate.

**Supplement with Free Industry Information from the Web**

Do a general Google search, but also focus your search by considering who might be producing the information you are looking for. **National governments, government affiliated trade organizations, intergovernmental organizations, industry associations, accounting and consulting firms, and universities** are often good sources of free information and reports. Below are just a few examples.

[**Canadian Trade Commissioner Service Market Reports**](http://www.tradecommissioner.gc.ca/eng/market-reports-sectors.jsp)

<http://www.tradecommissioner.gc.ca/eng/market-reports-sectors.jsp>

Has quite extensive industry/product reports for a variety of countries; they are free, but you have to register.

[**Agriculture and Agri-Food Statistics and Market Information**](http://www.agr.gc.ca/eng/industry-markets-and-trade/statistics-and-market-information)

<http://www.agr.gc.ca/eng/industry-markets-and-trade/statistics-and-market-information>

Raw and processed food industry reports for individual countries

[**Export.gov**](http://export.gov/industry/index.asp)

<http://export.gov/industry/index.asp>

Reports and information on many industries from an American perspective

[**Austrade**](http://www.austrade.gov.au/Industry-country/default.aspx)

<http://www.austrade.gov.au/Industry-country/default.aspx>

Wide range of country-level industry reports from an Australian perspective

[**PWC: PriceWaterhouseCoopers**](http://www.pwc.com/gX/en/industry-sectors/index.jhtml)

<http://www.pwc.com/gX/en/industry-sectors/index.jhtml>

Industry information and reports

[**EY: Ernst and Young**](http://www.ey.com/CA/en/home/library)

<http://www.ey.com/CA/en/home/library>

Industry information and reports

[**KPMG**](http://www.kpmg.com/Global/en/IssuesAndInsights/ArticlesPublications/Pages/default.aspx)

<http://www.kpmg.com/Global/en/IssuesAndInsights/ArticlesPublications/Pages/default.aspx>

Industry information and reports

[**Deloitte**](http://www.deloitte.com/view/en_GX/global/industries/index.html)

<http://www.deloitte.com/view/en_GX/global/industries/index.html>

Industry information and reports; use the Location Selector (top right) to choose your country, if appropriate; select your industry (bottom, centre)

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