

**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; 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** at (519) 253-3000, ext. 3852.

**Start with the Leddy Library Databases**

These are located on the [Business Administration Subject Page](http://leddy.uwindsor.ca/business-administration)

<http://leddy.uwindsor.ca/business-administration>

[**IBISWorld**](http://led.uwindsor.ca/ibisworld)

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

A broad range of industry reports for the United States, Canada, Ontario, and China; also a few global reports. Information includes an industry overview, industry performance, industry outlook, products and markets, competitive landscape, major companies, operating conditions, and key statistics.

[**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 trends, market size and data, and competitive landscape. Use the Industries tab at the top. Then, under Country Reports, select your industry sub-category and country.

[**eMarketer Pro**](http://led.uwindsor.ca/emarketer-pro)

<http://led.uwindsor.ca/emarketer-pro>

Provides reports and forecasts in areas such as digital marketing, media, advertising, retail and e-commerce, social media, demographics; global and some country coverage.

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

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

Global and U.S. 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, Freedonia Focus, 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 ital\*

[**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: 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.

[**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.

[**Compustat**](http://leddy.uwindsor.ca/business-administration/compustat) (via WRDS)

<http://leddy.uwindsor.ca/business-administration/compustat>

Very detailed financial information. Industry specific financial variables for airlines, banking, gaming, home-building, healthcare facilities, lodging, managed healthcare, mining, oil and gas, retail, semi-conductors and utilities.

[**Mergent Intellec**](http://led.uwindsor.ca/mergent-intellect)**t**

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

First Research U.S. industry reports, Dun and Bradstreet Key Business Ratios, and an extensive international business directory.

[**Mergent Online**](http://led.uwindsor.ca/mergent-online)

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

Financial data, Investext Investment Reports, Horizon Global: supply chain information.

**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 a couple of examples.

**[Canadian Trade Commissioner Service. County and Sector Information for International Business](https://www.tradecommissioner.gc.ca/country_info_reports-info_pays_rapports.aspx?lang=eng)**

<https://www.tradecommissioner.gc.ca/country_info_reports-info_pays_rapports.aspx?lang=eng>

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

**[Agriculture and Agri-Food Canada. Market Intelligence Reports](https://www5.agr.gc.ca/eng/industry-markets-and-trade/international-agri-food-market-intelligence/reports/?id=1522931721523)**

<https://www5.agr.gc.ca/eng/industry-markets-and-trade/international-agri-food-market-intelligence/reports/?id=1522931721523>

Raw and processed food industry reports for individual countries

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