

**North American Industry 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. 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.

[**Conference Board of Canada E-Library**](http://led.uwindsor.ca/conference-board-canada)

<http://led.uwindsor.ca/conference-board-canada>

Quite detailed forecasts for key Canadian industries. Browse by Topic. Then choose Industry Sector Economics. Industries include: accommodation, aerospace product, air transportation, chemicals, computer and electronic products, computer systems design, electrical equipment, fabricated metal products, food and beverage, food manufacturing, food services, furniture products, gas extraction, machinery manufacturing, motor vehicle manufacturing, motor vehicle parts manufacturing, non-metallic mineral products, non-residential construction, oil and gas support activities, oil extraction, paper products, pharmaceutical products, plastic and rubber products, printing services, professional services, residential construction, retail trade, telecommunications, textiles and apparel, transportation and warehousing, wholesale trade, wood products

[**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 canad\*

[**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.

[**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.

[**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.

[**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.

[**Financial Post Infomart**](http://led.uwindsor.ca/infomart)

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

see Industry reports (left side). Provide financial information for broad Canadian industries; can also compare companies within an industry using Corporate Analyzer (left side). Use the Screens and Fundamentals options.

[**Dun & Bradstreet Key Business Ratios**](http://led.uwindsor.ca/key-business-ratios)

<http://led.uwindsor.ca/key-business-ratios>

Provides Canadian industry norms for a variety of ratios that measure solvency, efficiency, and profitability; allows you to compare an individual company's performance to the rest of the industry.

[**EStatement Studies**](http://led.uwindsor.ca/estatement-studies)

<http://led.uwindsor.ca/estatement-studies>

Provides American industry norms for a variety of ratios that measure solvency, efficiency, and profitability; allows you to compare an individual company's performance to the rest of the industry.

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

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

Very detailed financial information. Has industry specific financial variables for airlines, banking, gaming, home-building, healthcare facilities, lodging, managed healthcare, mining, oil and gas, retail, semi-conductors and utilities. For data support, call [Dan Edelstein](mailto:dedelst@uwindsor.ca) at (519) 253-3000, ext. 4722

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

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

Useful for estimating the size of an industry and for compiling lists of companies within an industry and geographical area.

[**ThomasNet**](http://www.thomasnet.com)

<http://www.thomasnet.com>

Useful for estimating the size of an industry and for compiling lists of companies within an industry and geographical area. Focuses on suppliers of industrial products and services.

[**Canadian Newsstand**](http://led.uwindsor.ca/canadian-newsstand)

<http://led.uwindsor.ca/canadian-newsstand>

[**Regional Business News (U.S.)**](http://led.uwindsor.ca/regional-business-news)

<http://led.uwindsor.ca/regional-business-news>

Newspaper articles on industries; useful for getting more regional and local coverage. The Canadian Newsstand, for example, indexes the Globe & Mail from 1977 onwards, and also the Windsor Star from 1986 onwards.

[**Leddy Library Catalogue**](http://led.uwindsor.ca/catalogue)

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

Books on different industries. A few examples include:

**DesRosiers automotive reports**  Serials, 3rd Floor West: HD9710.A1 D46  
**DesRosiers automotive yearbook**  Reference, 1st Floor Main: HD9710.A1 D47  
**Plunkett's sports industry almanac**  Reference, Basement West: GV716.P586  
**Vernon's Windsor city directory**  Reference, 1st Floor Main: FC3099.W55 V37  
**Ward's motor vehicle facts & figures**  Reference, 1st Floor Main: HD9710.U5 A82

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**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. **Governments, industry associations, accounting and consulting firms, and universities** are often good sources of free information and reports. Below are just a few examples.

**Government**

**[Innovation Science And Economic Development Canada. Information by Industrial Category](http://www.ic.gc.ca/eic/site/ic-ic.nsf/eng/home)**

<http://www.ic.gc.ca/eic/site/ic-ic.nsf/eng/home>

Reports and profiles of Canadian industries

[**Innovation Science And Economic Development Canada. Canadian Industry Statistics**](http://www.ic.gc.ca/eic/site/cis-sic.nsf/eng/home)

<http://www.ic.gc.ca/eic/site/cis-sic.nsf/eng/home>

Industry information down to the 5-digit NAICS code level. Note that most of the information is under the headings on the left-hand side.

[**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

[**Canadian Food Inspection Agency**](http://www.inspection.gc.ca)

[http://www.inspection.gc.ca](http://www.inspection.gc.ca/)

See under Food, Animals, and Plants

[**Natural Resources Canada**](http://www.nrcan.gc.ca/home)

<http://www.nrcan.gc.ca/home>

See under Energy, Forests, and Mining/Materials

[**Statistics Canada**](http://www.statcan.gc.ca)

<http://www.statcan.gc.ca>

Browse by subject. Look under Energy, Manufacturing, Retail and Wholesale, or any other heading relevant to your industry. There are additional statistical products that are only available to University of Windsor faculty, staff, and students. For these, please contact [Katharine Ball](mailto:kball@uwindsor.ca) or [Kristi Thompson](mailto:kathomps@uwindsor.ca).

[**U.S. Census Bureau. Business & Industry**](http://www.census.gov/econ)

<http://www.census.gov/econ>

A starting point for U.S. industry information

[**U.S. International Trade Administration Industry & Analysis**](http://trade.gov/industry)

<http://trade.gov/industry>

Under the Data & Analysis tab, select your industry

**Accounting and Consulting Firms**

[**PWC: PriceWaterhouseCoopers**](http://www.pwc.com)

<http://www.pwc.com>

[**EY: Ernst & Young**](http://www.ey.com/library)

<http://www.ey.com>/library

[**KPMG**](http://www.kpmg.com)

<http://www.kpmg.com>

[**Deloitte**](http://www.deloitte.com)

<http://www.deloitte.com>

[**Accenture**](http://www.accenture.com/us-en/industries-index.aspx)(U.S.)

<http://www.accenture.com/us-en/industries-index.aspx>

[**Oliver Wyman**](http://www.oliverwyman.com/what-we-do.html)

<http://www.oliverwyman.com/what-we-do.html>

[**Grant Thornton**](http://www.grantthornton.com/issues/content-library.aspx)(U.S.)

<http://www.grantthornton.com/issues/content-library.aspx>

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