STEP-BY-STEP:
FIND INDUSTRY PRODUCTS AND SERVICE INFORMATION

Use this document to find industry products and service information.

IBISWorld ........................................................................................................................................... 2

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IBISWORLD

The specialized Industry Reports include small, niche industries (more granular than NAICS codes), where information can be harder to find.

1 Start at the York University Libraries homepage. Enter IBISWorld in the search bar, and click Find.

2 Click Click to access this resource.

3 On the landing page of IBISWorld, type an industry keyword into the search field (i.e. consumer electronics), click the magnifying glass icon to search.
On the result page, click **Consumers Electronics Stores in Canada** under **Industry Reports (Canada)** to open it.

Hover over **Products & Markets** tab to see more sub-sections.

Each section contains a short video which illustrates what goes into the section and how it can be used to analyze an industry. Click on the **video icon** to see it.
PASSPORT

Offers market research reports covering many consumer goods and service categories, consumer lifestyle analysis, brand and market share data for myriad consumer products, and profiles and rankings of leading consumer goods companies.

1 Start at the York University Libraries homepage. Enter Passport in the search bar, and click Find.

2 Click Click to access this resource.

3 Click Go beside Categories and Topics under Search Full Tree.
4 Select **Consumer Electronics** under **Industries**. Click the plus sign to explore more granular sectors. Click the i icon to learn more about a product category. Scroll down and click **Next** to go to the **Geographies tab**.

5 Click the **plus sign** beside **North America**, select **Canada** and **USA**, then click **Search** in the upper right-hand side of the page.
Click **Consumer electronics in the US** report to read more.

Use **Table of Contents** on the left to navigate the report. Click **Markete Data** to find quantitative data, or go back to the search results page and check out **Popular Statistics** for content like brand shares and company shares.