STEP-BY-STEP:

FINDING MARKET DATA

Use this document to find market data.

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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.

   ![York University Libraries homepage](image)

2. Click Click to access this resource.

   ![Passport result](image)

3. Click Go beside Categories and Topics under Search Full Tree.

   ![Passport search full tree](image)
4 Scroll down and select Pet Care. Click on the + sign if you wish to see and select more niche pet product categories. Scroll down and click Next at the bottom to go to the geographies tab.

5 Click the + sign beside North America and select Canada. Click Search on top of the page.

6 Click Pet Care in Canada, Industry Overview dated May 2017 to see the full report including Key Trends and Developments, Market Data and Indicators and more useful information.
Click Related Industry Reports on the left to find additional analyses such as Dog Food in Canada.
MARKETLINE

Resources cover company, country, industry and product intelligence as well as business strategies and news and opinion from around the world.


2. Click Click to access this resource.

3. Enter Pet and Canada in the search bar, select Industries from the dropdown menu. Click Search.
4 Click open Canada – Pet Care to see Table of Contents for sections covered such as market data, market segmentation, and market outlook.

5 See Table Of Contents for sections covered. Download the full report by clicking the PDF or Word icon.
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. Pets), click the magnifying glass icon to search.
4 Click **More Results** next to **Industry Reports (Canada)** to see additional reports. Open **Pet Stores in Canada** to read more.

5 Hover over the taps on top to read various sections, or click **PDF icon** to download the full report.