1. Why do you think the following two market size estimates so different?
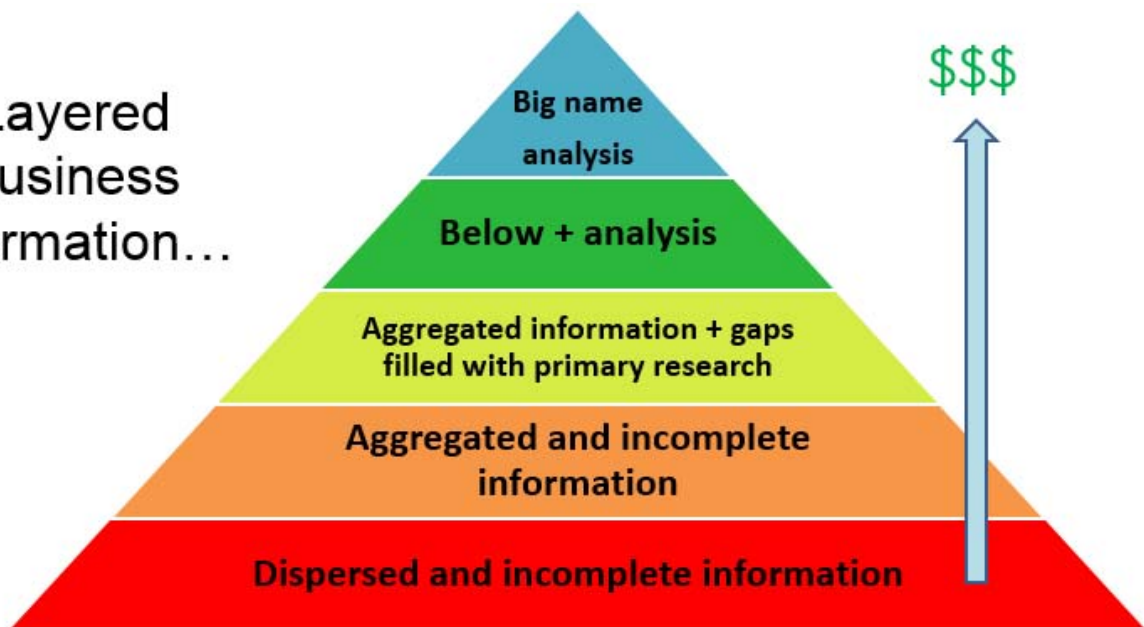
a. Euromonitor International: **128,408,300** units of wearables estimated to be sold worldwide in 2017.
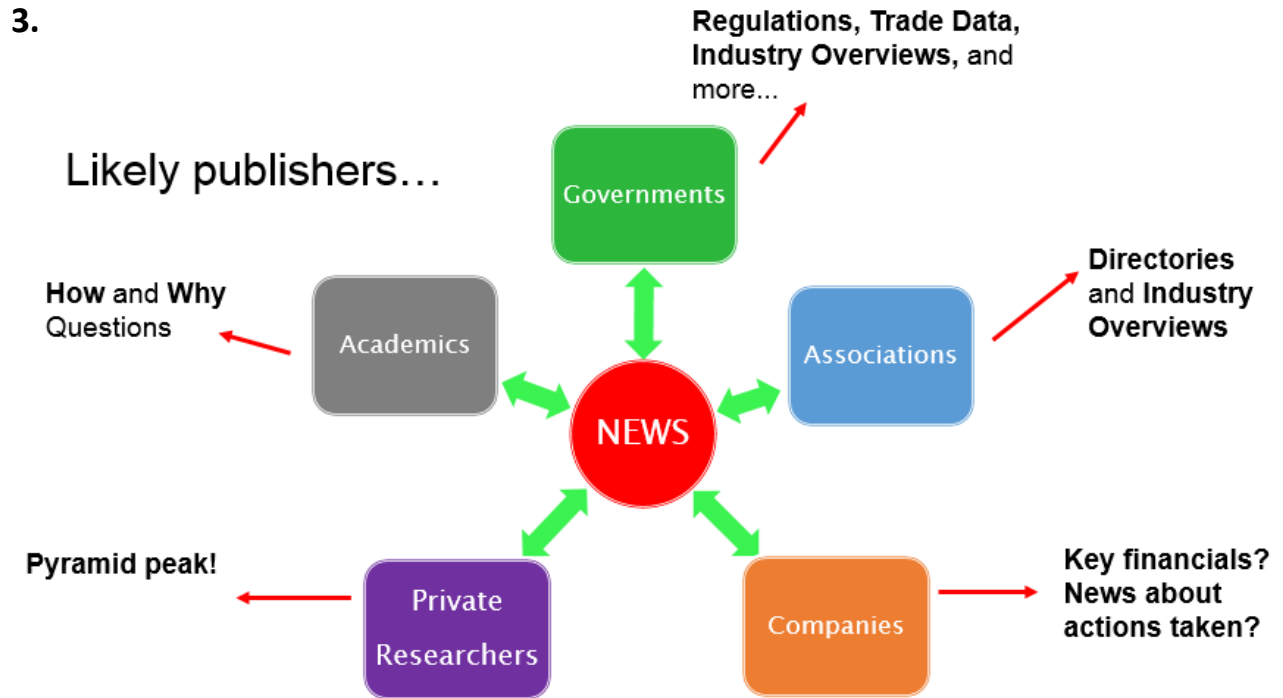 * Retrieved Oct. 5, 2017 from Euromonitor's Passport database at SFU Library

b. "**Gartner**, Inc. forecasts that **310.4 million** wearable devices will be sold worldwide in 2017"
  * Press release: Aug. 24, 2017. Online: http://www.gartner.com/newsroom/id/3790965

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2. Layered business information…

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3.

Likely publishers…

Regulations, Trade Data, Industry Overviews, and more...

Governments

How and **Why** Questions

Academics

NEWS

Associations

Directories and **Industry Overviews**

Pyramid peak!

Private Researchers

Companies

Key financials? News about actions taken?

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4. Foundations for estimates + Bending constraints

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Research Resources

1. Starting Points

  a. **SFU Library > Business > Additional Resources**
- http://www.lib.sfu.ca/help/research-assistance/subject/business/additional

  b. **Small Business Accelerators (UBC)**
- http://sba.ubc.ca/

  c. **VPL: Business & Economics Resources**
- https://www.vpl.ca/subject/business-careers
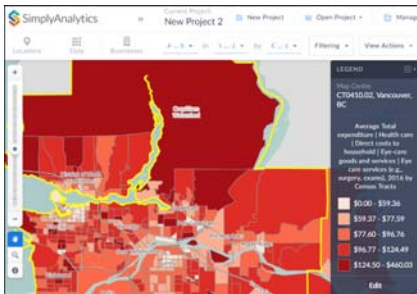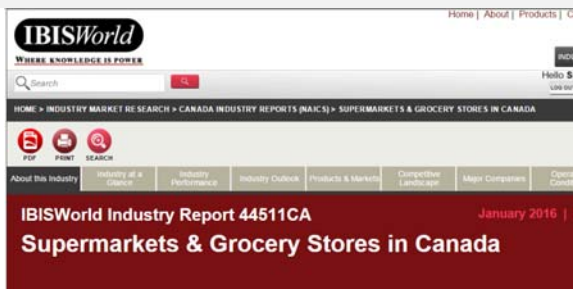
  d. **Librarians!**

2. SimplyAnalytics

- Available at SFU for guests and via VPL
- Map census and spending data, including current estimates and some forecasts, across Canada.
- Map psychographic clusters and business locations.
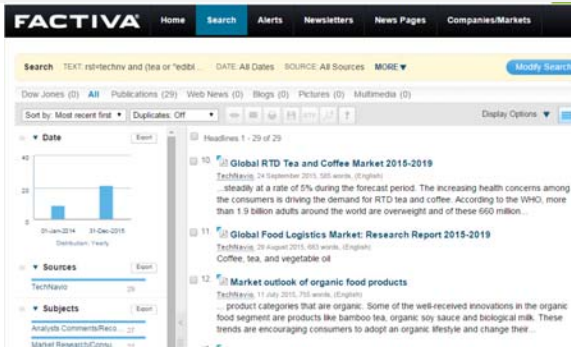- Create detailed ring studies and ranked reports

3. IBISWorld

- Industry (not market) reports with strong US/Canada focus.

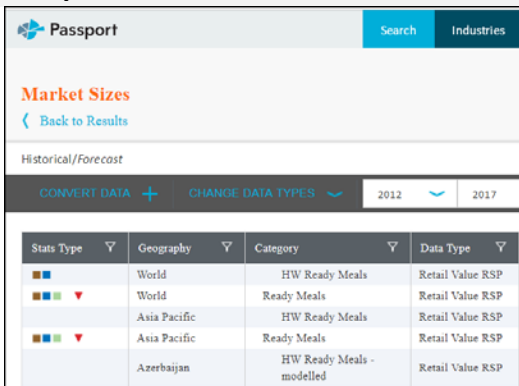- Available at SFU for guests

4. Frost & Sullivan

- Market reports on emerging technologies.

- Available at SFU for guests

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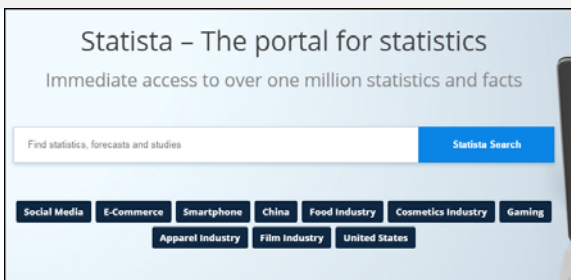mbodnar@sfu.ca   Moninder_Lalli@sfu.ca

5. Factiva

- Available at SFU. Also available for a fee-for-service through VPL's InfoAction service.

- Includes some hidden gems such as *TechNavio* market forecasts, but the **news** content (35,000 sources) is the best feature.

6. Passport

- Restricted license at SFU (current students only), but VPL has a smaller version available for VPL cardholders.

- FMCG market reports and data at a national level for 100 countries.

7. Statista

- Fast route to statistics on most marketing topics.

- Can often link out to original sources.

8. Other?

 BCC Research? ORBIS? Reference Canada? Vividata Target Snapshot?

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