**Market Research Approaches & Resources**

Student Marketing Association – Fall 2017

**1. Why do you think the following two market size estimates are 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.**

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**3.**

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**4. Foundations for estimates + Bending constraints**

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**Research Resources**

1. **Starting Points**
	1. **SFU Library > Business > Additional Resources**
* <http://www.lib.sfu.ca/help/research-assistance/subject/business/additional>
	1. **Small Business Accelerators (UBC)**
* <http://sba.ubc.ca/>
	1. **Librarians!**

**2. SimplyAnalytics**



* 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
1. **IBISWorld**



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

1. **Frost & Sullivan**



* Market reports on emerging technologies.
1. **Factiva**



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



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

1. **Statista**



* Fast route to statistics on most marketing topics.
* Can often link out to original sources.
1. **Other?**

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