Why do you think the following two market size estimates are so different?

Euromonitor International: **232,667,700 units** of wearables estimated to be sold worldwide in **2026**.
(Retrieved Jan. 31, 2023 from Euromonitor’s Passport database at SFU Library)

**IDC, Inc.** forecasts that “[annual] unit shipments [of wearables will] reach **628.3 million** by the end of **2026**.”
(Press release: Dec. 21, 2022. [Online])
Starting Points

a. SFU Library – Business – Additional Resources
   - www.lib.sfu.ca/help/research-assistance/subject/business/additional

b. Secondary Research for Business Decisions (video)
   - bit.ly/2nd-research

c. Actions vs Words: Understanding a Company's Strategies Using News Sources (video)
   - bit.ly/newsforbusiness

d. Librarians!
1. S&P Capital IQ

- Detailed financial data on publicly traded firms, commodities, macroeconomic indicators, markets, and more.
- Remotely accessible for SFU researchers.
- Includes a powerful Excel add-in tool (MBAs need to use SFU's VPN for remote access)
- Start with this "3-Minute Tips" video

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 for specific locations.

3. IBISWorld

- Industry (not market) reports with strong US/Canada focus.
- Start with this "3-Minute Tips" video

4. Frost & Sullivan

- Market reports on emerging technologies
- Start with this "3-Minute Tips" video
5. **Factiva**

- Deep international business **news** content (33,000+ sources).
- Explore the Expert Searching function to save time.
- Start with this "3-Minute Tips" video

6. **Passport**

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

7. **Statista**

- Fast route to statistics on most marketing topics.
- Designed for repurposing in presentations.
- Can often link out to original sources.
- Start with this "3-Minute Tips" video

8. **Other?**

- **ebooks?**  **Vividata?**  **Mergent Intellect?**  **Plunkett Industry Almanacs?**  **Fitch industry reports?**