

## Market Research Approaches & Resources

### BUS 784: Industry Consulting Project

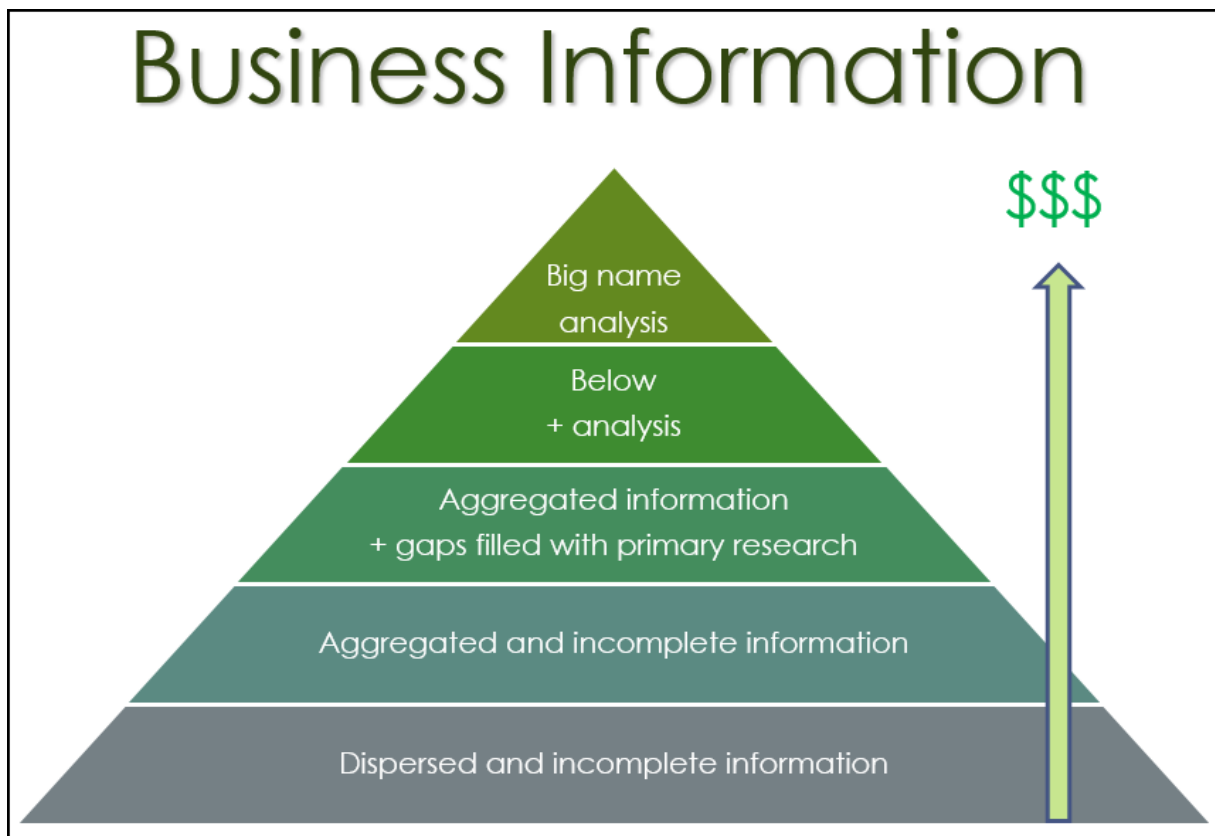
**Why do you think the following two market size estimates are so different?**

**Euromonitor International:** **232,667,700 units** of wearables estimated to be sold worldwide in **2026**.

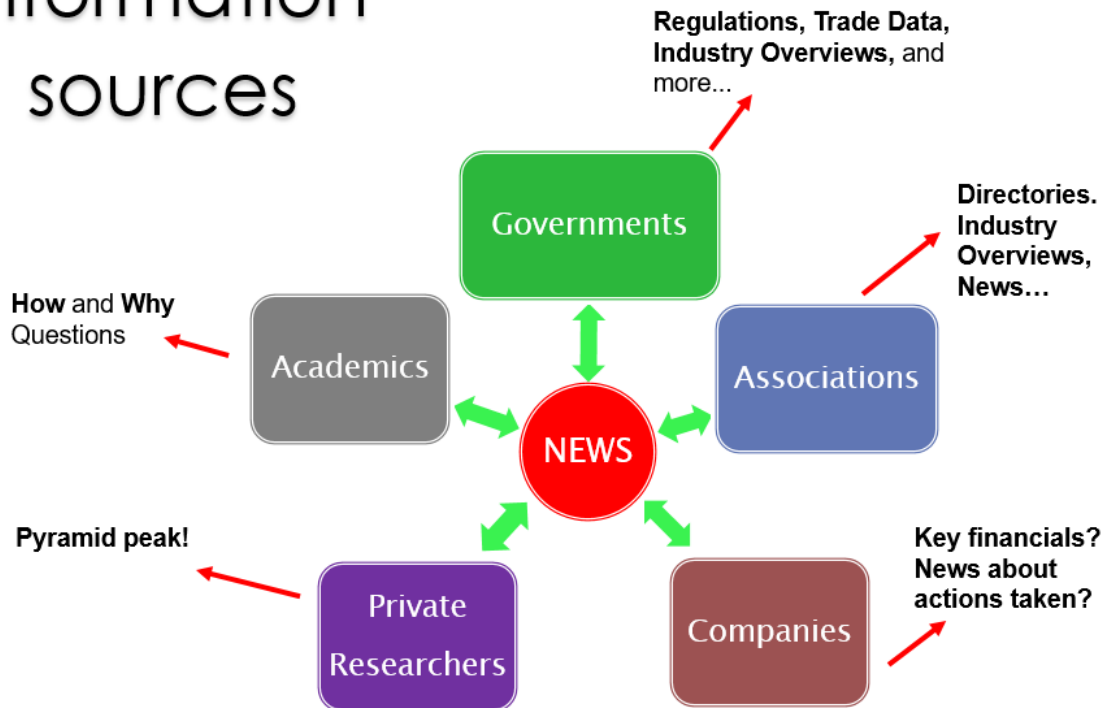
*(Retrieved Jan. 31, 2023 from Euromonitor's Passport database at SFU Library)*

**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](#))*



# Information sources

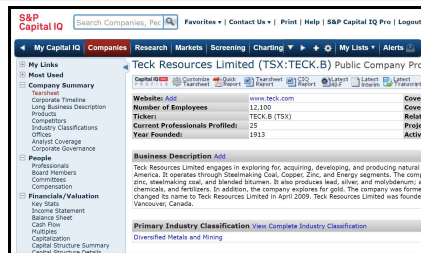


## Research Resources

### Starting Points

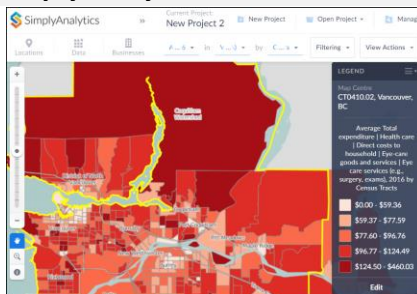
- a. SFU Library – Business – Additional Resources
  - [www.lib.sfu.ca/help/research-assistance/subject/business/additional](http://www.lib.sfu.ca/help/research-assistance/subject/business/additional)
- b. Secondary Research for Business Decisions (video)
  - [bit.ly/2nd-research](http://bit.ly/2nd-research)
- c. Actions vs Words: Understanding a Company's Strategies Using News Sources (video)
  - [bit.ly/newsforbusiness](http://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



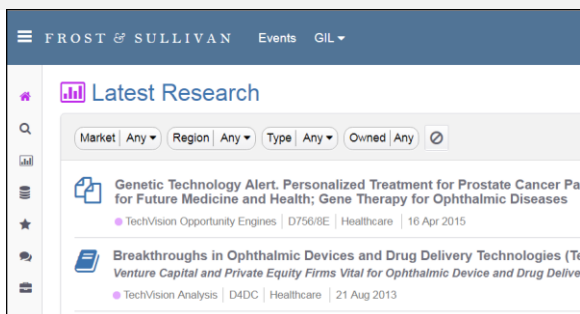
- Map census and spending data, including current estimates and some forecasts, across Canada.
- Map psychographic clusters and business locations.
- Create detailed ring studies and ranked reports for specific locations.

## 3. IBISWorld



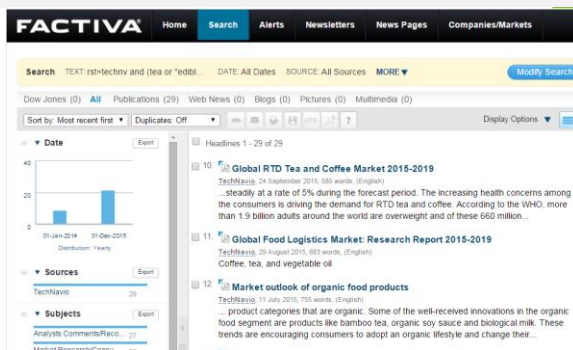
- Industry (not market) reports with strong US/Canada focus.
- Start with [this "3-Minute Tips" video](#)

## 4. Frost & Sullivan



- Market reports on emerging technologies
- Start with [this "3-Minute Tips" video](#)

## 5. Factiva



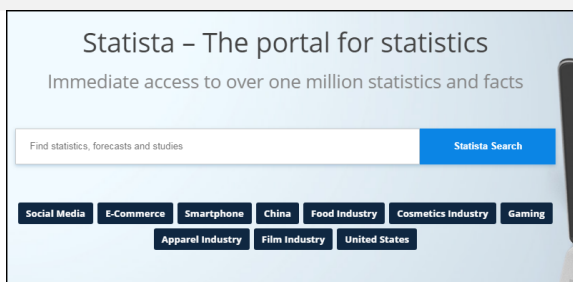
- Deep international business **news** content (33,000+ sources).
- Explore the Expert Searching function to save time.
- Start with [this "3-Minute Tips" video](#)

## 6. Passport

Stats Type	Geography	Category	Data Type
World	World	HW Ready Meals	Retail Value RSP
World	World	Ready Meals	Retail Value RSP
Asia Pacific	Asia Pacific	HW Ready Meals	Retail Value RSP
Asia Pacific	Asia Pacific	Ready Meals	Retail Value RSP
Azerbaijan	Azerbaijan	HW Ready Meals - modelled	Retail Value RSP

- 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?*