

## Market Research Approaches & Resources

### BUS 338: Foundations of Innovation

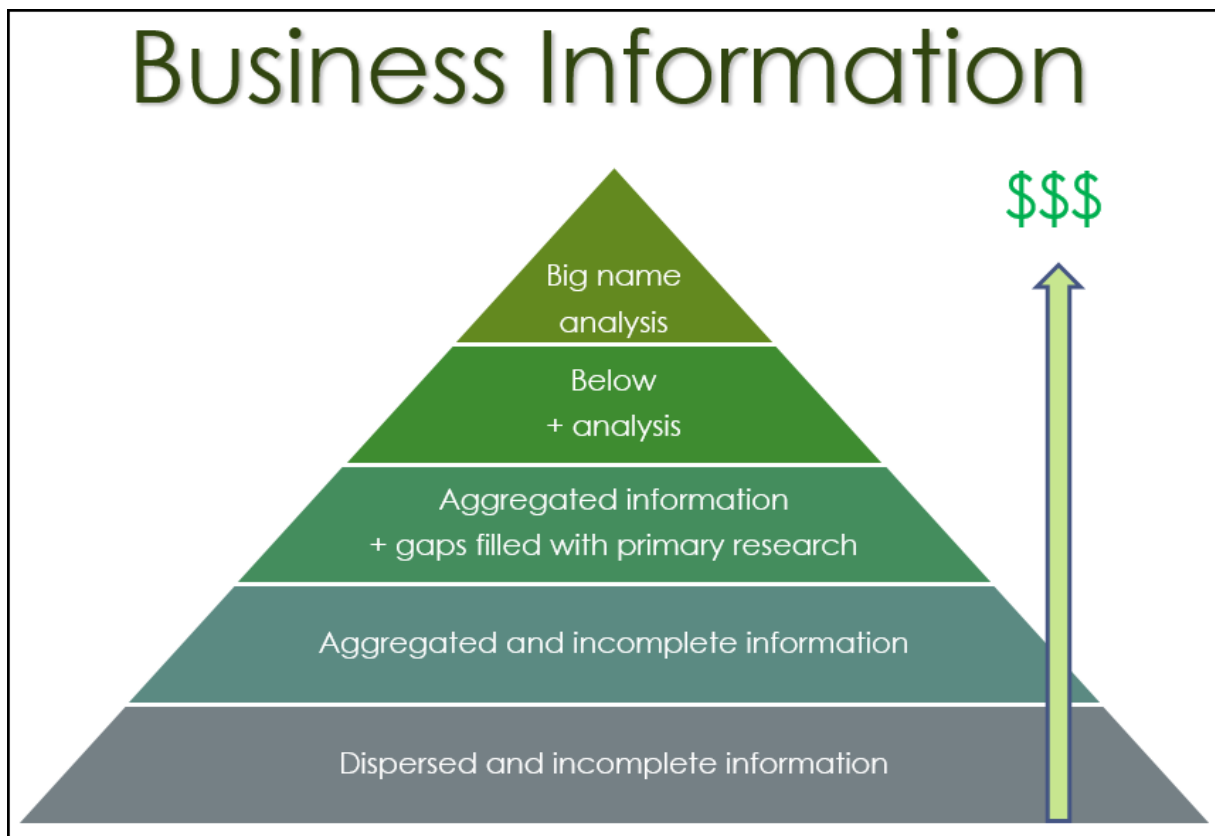
**Why do you think the following two market size estimates are so different?**

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

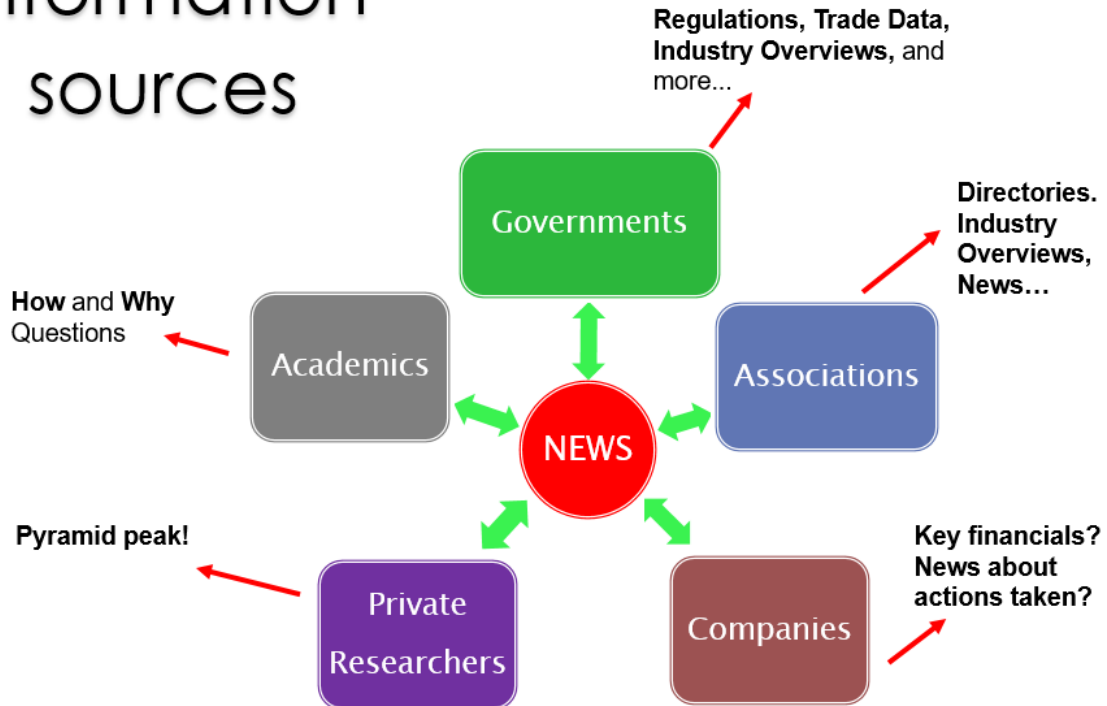
*(Retrieved Jan. 31, 2023 from Euromonitor's Passport database at SFU Library)*

**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



## Free stuff!



# Research Resources

## 1. 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. Small Business Accelerators (UBC)

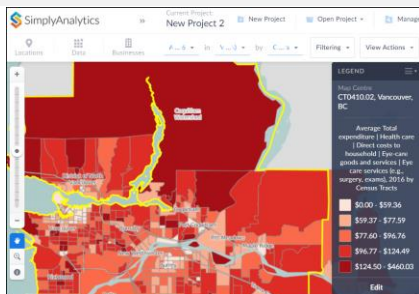
- [sba.ubc.ca](http://sba.ubc.ca)

### c. Public Libraries: Business & Economics Resources

- [www.vpl.ca/subject/business-careers](http://www.vpl.ca/subject/business-careers) & [surreylibraries.ca/services/jobs-business](http://surreylibraries.ca/services/jobs-business)

### d. Librarians!

## 2. SimplyAnalytics



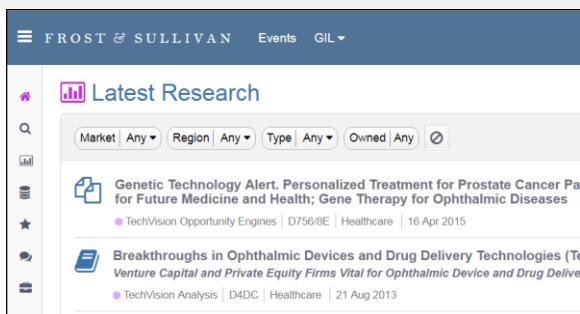
- Available at SFU for guests.
- Map census and spending data, including current estimates and some forecasts, across Canada.
- Map psychographic clusters and business locations.
- Create detailed ring studies and ranked reports for specific locations.

## 3. IBISWorld



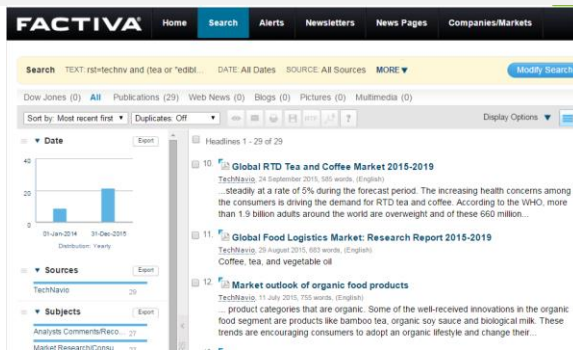
- Industry (not market) reports with strong US/Canada focus.
- Start with [this "3-Minute Tips" video](#)

## 4. Frost & Sullivan



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

## 5. Factiva



- Deep international business **news** content (35,000 sources).
- Explore the Expert Searching function to save time.
- Start with this "3-Minute Tips" video

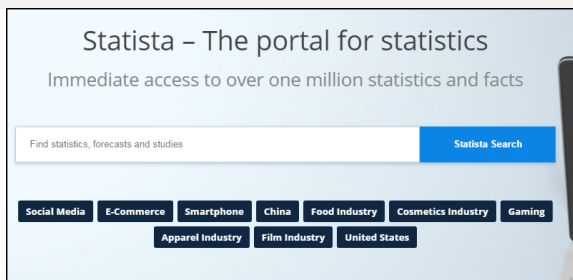
## 6. Passport

The screenshot shows the Passport website interface. At the top, there's a navigation bar with 'Search' and 'Industries'. Below this is a search bar with the text 'HW Ready Meals'. To the right of the search bar are filters for 'Geography' and 'Category'. Below the search bar, there's a 'Market Sizes' section with a 'Back to Results' link. Below this is a 'Historical/Forecast' section with a 'CONVERT DATA' button and a 'CHANGE DATA TYPES' dropdown. Below this is a table with columns 'Stats Type', 'Geography', 'Category', and 'Data Type'. The table contains data for 'HW Ready Meals' in 'World' and 'Asia Pacific' regions.

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?

S&P Capital IQ? ebooks? Vividata? Business Plans? Mergent Intellect?