Market Research Approaches & Resources
Venture Connection

Key message: Foundations for estimates + flexible constraints

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

   * 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”

Business Information

Big name analysis
Below + analysis
Aggregated information + gaps filled with primary research
Aggregated and incomplete information
Dispersed and incomplete information

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SFU Library
11 Sept. 2018
Converging Trends

Skype
60+
Alzheimer's
Cost/patient
Academic opinions
Medical tourism
Thai culture & reputation
Multiculturalism


Information sources

How and Why Questions
Pyramid peak!

Regulations, Trade Data, Industry Overviews, and more...
Directories, Industry Overviews, News...
Key financials? News about actions taken?

Governments
Academics
Private Researchers
Companies
Associations
NEWS

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Research Resources

1. Starting Points
   a. SFU Library – Business – Additional Resources
      • www.lib.sfu.ca/help/research-assistance/subject/business/additional
   b. Small Business Accelerators (UBC)
      • sba.ubc.ca/
   c. Public Libraries: Business & Economics Resources
      • www.vpl.ca/subject/business-careers & surreylibraries.ca/services/jobs-business
   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
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?

ORBIS? Reference Canada? Vividata Target Snapshot?