WHY RESEARCH YOUR INDUSTRY?

• To develop your business plan
• To respond to new trends
• To identify companies by industry
• To find a job or prepare for an interview
• To assess potential investments
TYPES OF INDUSTRY INFORMATION

• General industry overview
• Financial performance of the industry
• How the industry operates
• Major players - competition and market share
• External forces and trends
• Industry resources
INDUSTRY RESEARCH FROM THE GOVERNMENT

What is an Industry?
An economic sector or broad business which includes many specific types of businesses

Industry Codes - NAICS & SIC
Hierarchical classification system for different types of businesses based on broad industry categories designated by two digits and additional numbers have more digits used by government & publishers

NAICS & SIC Manuals in print or online: www.census.gov/eos/www/naics
WHERE TO LOOK

Associations
Trade Publications
US Government

BPL Learning Resources
- Plunkett Research Online
- Statista
- Mintel Reports Academic
- Mergent Industry Profiles
- ABI Inform Research
CONNECT AND KEEP CURRENT

Encyclopedia of Associations

There are trade associations for almost every type of business, offering statistics, industry reports, magazines & newsletters, benchmarks, conventions. Also available remotely through Gale Directory Library

Trade publications
ACCESS BROOKLYN PUBLIC LIBRARY'S E-RESOURCES
ACCESS BROOKLYN PUBLIC LIBRARY’S E-RESOURCES FROM HOME

1. Go to www.bklynlibrary.org
   a. For the desktop: click on LEARN on the left-hand side, then Learning Resources.
   b. For mobile device: click on the 3 bars next to the logo on the left-hand side and click LEARN then Learning Resources.

2. From the Subject drop-down choose Business and Career, then select a database.

3. You’ll be prompted to enter your 14-digit barcode on the back of your library card and your 4-digit PIN.
LEARNING RESOURCES AT BPL

Plunkett Research Online (available remotely)
- Covers major industries: market research, trends, company profiles, statistics.

Statista (limited remote access; full access at Central Library)
- Global statistics, forecasts, and studies on 600 industries

Mintel Reports Academic (only available at Central Library)
- Provides market research reports with analysis of consumer markets, companies and brands.

Mergent Intellect (available remotely)
- FirstResearch provides hundreds of industry profiles with financial analysis for investors.

ABI Inform Research (available remotely)
- A broad-based index to business-related newspapers (including Wall Street Journal), trade publications and academic journals.
PLUNKETT RESEARCH - START BY SELECTING MAJOR INDUSTRY GROUP
PLUNKETT: EXPLORE “MARKET RESEARCH & TRENDS” AND “INDUSTRY ASSOCIATIONS”

Apparel, Textiles & Fashions Industry Research Center

Related Industries: Retailing, Outsourcing & Offshoring, Transportation

A major update of this data was completed on: May 04, 2018
Incremental updates are done on a regular basis and posted each Friday night.

- **Market Research and Trends**
  Analysis of major trends.

- **Companies & Executives**
  Search, view, and export company data and executive contacts.

- **Industry Associations**
  Search, view, and export lists of industry associations and professional societies.

- **Statistics**
  Extensive data on many facets of the industry.

- **Build-A-Report℠**
  Create a custom industry summary in PDF format. Choose from trends, statistics, companies, and glossary terms.

- **Glossary**
  An industry-specific glossary.
Select topic:

1. Introduction to the Games, Apps and Social Media Industry
2. Overview of the Electronic Games Industry
3. Overview of the Mobile Apps Industry
4. Overview of the Social Media Industry
5. Social Media Generates $36 Billion in Global Online and Mobile Ad Revenues
6. TVs Are Internet Ready/Game Consoles and Set Top Accessories like Roku and Chromecast Stream Content
7. New Video Game Console Technologies and Features Boost Sales
8. Virtual Reality/Augmented Reality and 3-D Games Create Opportunities for the Tech Industry/Immersion Games to Grow
9. Fantasy Sports Post Growth, with 50.3 Million Players
10. eSports: Electronic Games Become Spectator Sports
11. Virtual Worlds Provide Revenue For Games Publishers
12. Global Mobile Apps Revenues Hit $60 Billion in 2017
Access over 1 million statistics and facts

Statista provides statistics and data within 600 industries and 50+ countries.
STATISTA

SEARCH RESULTS (~ 1,000)

- Coffee market in the U.S.
  Statista dossier on the coffee market in the U.S.

- Coffeehouse chains
  Statista dossier on coffeehouse chains

- Single-serve coffee market in the U.S.
  Statista dossier on the single-serve coffee market in the U.S.

- Coffee | Consumer Markets
  Market forecast for Coffee in the World through 2023
  United States, United Kingdom, Asia, Europe, Worldwide

- Coffee Market
  Statistics and facts on the coffee market in the U.S.

- U.S. coffee imports 2018, by country of origin
  Coffee Imports to the United States in 2018, by country of origin (in billion U.S. dollars)*

- U.S. coffee production in Hawaii and Puerto Rico 2000-2018
  U.S. coffee production in Hawaii and Puerto Rico from 2000/2001 to 2017/2018 (in 1,000 pounds)*

- Payment type preference when shopping at coffee shops in the U.S. 2018
  Which form of payment do you use most often when shopping at coffee shops?

- U.S. coffee production value in Hawaii and Puerto Rico 2000-2018
MINTEL: USE “SCHEDULE” TO LOCATE REPORTS ON YOUR INDUSTRY
MINTEL: INDUSTRY REPORTS PROVIDE INFORMATION ON KEY SUBJECTS

Overview
This report provides in-depth analysis and insight supported by a range of data. At the same time, introductory and top-level content is provided to give you an overview of the issues covered.

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MERGENT INTELLECT: FIRST RESEARCH PROVIDES COMPREHENSIVE INDUSTRY RESEARCH

FIRST RESEARCH
First Research industry reports offer extensive industry research written from an objective business perspective to help you become a trusted industry advisor...

ADVANCED SEARCH
The Advanced search page lets you refine your search in various ways. You can drill down into your search to get as granular as you may need.

RESIDENTIAL SEARCH
Gain immediate access to contact information for over 210 million U.S. consumers. A valuable tool that features name, address, previous address...

JOB SEARCH
Database has over 20 million employers in the U.S., over 400,000 employers in Canada, and over one million employers in Mexico. Allows career seekers...

KEY BUSINESS RATIOS
Key Business Ratios on the Web (KBR) provides immediate online access to competitive benchmarking data in North America. This powerful tool lets...

DEMographics
Includes the latest census data by zip code, MSA or Industry. Content includes income per household, average house value, population breakdown...
MERGENT INTELLECT FIRST RESEARCH: ENTER YOUR EMAIL ADDRESS BEFORE SEARCHING

Access First Research

Email Address

Submit

Welcome to First Research

Career Beam and First Research have partnered to deliver you critical knowledge tools that equip you with the targeted understanding needed to engage key prospects and deepen client relationships. First Research’s knowledge tools (Industry Profiles, Call Prep Sheets, State & Province Profiles) are essential for call preparation, enhancing presentations, underwriting credit, and for quickly learning a company’s key business issues. This site provides you with access to:

First Research delivers clear, consistent and timely Industry Intelligence via:

» Over 500 Industry Profiles covering 1000 industry segments
» Dynamic fresh News & Social content and daily alerts
» Quarterly Industry Alerts to stay abreast of changes in the industries that are most important to you. Sign up today!
» Call Prep Sheets to quickly prepare for sales calls when time is limited.
» State Profiles to monitor monthly employment, business and real estate trends in each of the 50 US states.
MERGENT INTELLECT FIRST RESEARCH: ENTER KEYWORDS OR BROWSE THE INDUSTRY LIST

1. **Browse Industry Profiles**

2. **Search for Industry Intelligence to Open Doors and Close Deals**

   - Construction and Real Estate
   - Government, Education, Recreation
   - Finance and Insurance
   - Retail
   - Food and Agriculture
   - Services
   - Health Care
   - Manufacturing
   - Technology and Communications
   - Transportation, Energy, Storage
   - Wholesale
MERGENT INTELLECT FIRST RESEARCH: INDUSTRY INFORMATION IN NUMEROUS CATEGORIES

Choose from drop-down menu
ABI INFORM: USE “ADVANCED SEARCH” TO SEARCH PERIODICALS BY KEYWORD AND DATE
ABI INFORM: BEST WAYS TO SEARCH FOR ARTICLES

- Use quotation marks to search phrases; use OR, AND
- Limit to full text articles
- Narrow down publication date
- Use NAICS code(s)
ABI INFORM: “OTHER SEARCHES TO TRY” FEATURE CAN HELP FOCUS YOUR SEARCH

19. Interior design and technology - Suzuki Baleno
   Beecham, Matthew. just - auto global news; Bromsgrove [Bromsgrove] 09 Oct 2017. [Duplicate]
   ...interior design and technology trends, we take a look inside this hidden gem. ...
   Abstract/Details  Full text

20. Interior design and technology - Nissan Juke
   ...interior design and technology trends, we take a closer look this popular model....
   Abstract/Details  Full text

Other searches to try:
- trends AND interior design
- interior design
- interior design AND architecture
- interior design AND restaurants
- interior design AND retail stores
- interior design AND hotels & motels
- interior design AND renovation & restoration
- interior design AND houses
ABI INFORM: USE “PUBLICATIONS” TAB TO SEARCH FOR RELEVANT TRADE PUBLICATIONS
Web Resources

Entertainment Software Association  www.theesa.com
E-stats  www.census.gov/programs-surveys/e-stats.html
Mary Meeker’s Internet Trends  www.kpcb.com/internet-trends
Pew Research  www.pewinternet.org
DIGITAL INDUSTRIES & E-COMMERCE

BPL Learning Resources
Mergent Intellect
  Internet and Mail-Order Retail and Nonstore Retail First Research Industry Profiles
Statista
  E-Commerce “portal” and Expert Tools > Digital Market Outlook
Plunkett
  E-Commerce and Internet Business Industry Research Center
  Games, Apps & Social Media Industry Research Center
  Sharing & Gig Economy Research Center
BUSINESS & CAREER CENTER WEBSITE

• Go to bklynlibrary.org/business and click on the “Small Business” tab

• Click the “Events Calendar” link under “Events and Classes” for other upcoming events.

• Check out the “Subject Guides” box for authoritative research guides such as “How to Research Your Industry.”
RESEARCHING YOUR INDUSTRY
(BUSINESS & CAREER CENTER WEBSITE)
BE RESOURCEFUL

Focus on a few major points:

What is the size of market or per capita spending? Is the industry growing? Are there new developments or trends? What is the impact of industry regulations, operations, standards?

Get data & ideas from overviews, industry reports, articles

Combine information to build a picture of your business
QUESTIONS?

Ask a Librarian (help with short questions via email) – www.bklynlibrary.org/ask-librarian

Book a Librarian (in-person, one-on-one help) – www.bklynlibrary.org/only-bpl/book-librarian