Access the Business Subject Guide at the library homepage: library.queensu.ca or by clicking Library under Queen’s Resources in the Commerce Portal.

Use the Industries and Articles sections of the Business Subject Guide

Industry Analysis for the Market Profile - Research can start with: a product description, brand name, company name, industry name, industry sector.

Industries are made up of companies. Find out who is in the industry. Learn more about these companies and a picture of the industry will emerge. Companies can operate in more than one industry sector. We often use the same sources for both Industry and Company research – they build on each other.
Industry/Market Sector Research

Key Databases are in the Industries section of the Business Subject Guide.

IbisWorld: U.S. and global industry research. Search by keyword or browse by sector.

Passport (Euromonitor): country demographics and economic conditions; consumer lifestyle profiles; sales volume, value and forecasts for retail products; major brands and companies. Passport covers consumer products and services in 80 national markets, demographics and economic data for 206 countries and has over 100 million exportable statistics and 18,000 regularly updated qualitative reports on industries, companies, countries, and consumers

S&P NetAdvantage: Offers in-depth analysis of major U.S. industries, including data, forecasts and trends and comparative analysis.

FP Advisor: Canadian public companies and industry sectors
Conference Board e-Library: *free registration required.* Canadian industries, economic trends & forecasts – national, provincial and metropolitan

Thomson One: equity analyst research - public companies and their industry sectors

Use the *Screening & Analysis* tab on the left to access Advanced Research and search by industry keywords in the text, title or contents of the reports. Change the date range.

Industry Sources on the Web

Trade Associations: web search using your industry keywords and the word “association” to find trade associations. These organizations may list member companies and provide statistics and reports about the industry.
Business Article Databases

cOMPANY NEWS AND HISTORY, BRANDS AND ADVERTISING, PRODUCTS, SALES AND MARKET SHARE NUMBERS

TRADE MAGAZINE ARTICLES AND ACADEMIC RESEARCH

REPORTS AND MARKET RESEARCH

NEWSPAPER ARTICLES

Key Databases are in the Articles section of the Business Subject Guide

ABI/Inform Global: a comprehensive database covering business, management, finance, industry and trade. Search words & phrases that describe the product or industry sector. Also, search by company name using the Company/Org option in the dropdown menu next to the search box to retrieve articles about a company from trade magazines and journals.

Business Source Premier: Another comprehensive article database similar to ABI/Inform.

ABI/Inform Trade & Industry: Industry-focused trade magazine articles, market reports, industry reports and news

Canadian Newsstand 🇨🇦: Located under the “News” link in Business Subject Guide. Full-text articles from national and regional daily newspapers across the country. It’s especially useful for researching Canadian companies, markets and industries.

Research the Companies in an Industry/Market Sector

Company websites:
Shows how the company is structured – new products, marketing to certain segments, geographic and line of business segments, locations, product catalogues, etc.
If the company is public, find key financial reports - annual report or 10k under headings such as “Investor Relations” or “Our Company”.


Key Databases are in the Companies section of the Business Subject Guide.

Factiva: select Companies/Markets tab, then Company. Search by company name. Reports include the company’s business description, top executives, financial snapshots, key ratios, peer/competitor group, and more. Print or email customized pdf reports.

Hoovers Company Profiles: company overviews and competitor lists

Thomson One: equity analyst research - public companies and their industry sectors
Use the Screening & Analysis tab on the left to access Advanced Research and search by company name. Change the date range.

D&B Million Dollar Directory (Dun & Bradstreet): public and private companies, search by company name, NAICs or geographic location. Rank and sort companies.

*Shortcut - When you know the name of a specific database, use the Databases tab on the Library site
Media Outlets and Costs

Advertising industry trade magazines are good sources for market share data, ad spending, promotion trends, media and outlet choices, creative samples etc. The full-text of ad magazines such as *Advertising Age*, *Brandweek*, and *Marketing* are in the databases *ABI/Inform* and *Business Source*.

**CARDOnline** *(Canadian Advertising Rates and Data)*  
This database lists media outlets by type and provides current rates.

Data & Statistics

Maps, Data & Government Information (MADGIC)

[http://library.queensu.ca/webdoc/](http://library.queensu.ca/webdoc/)

Also via “Government Information” link under Research by Subject on the Library site

Includes demography (census), Statistics Canada, Industry Canada, and U.S. and international sources.

**Government departments and agencies** are a useful source of industry information.

Use the Government Information Search boxes to custom search just government web sites

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