

STEP-BY-STEP:

HOW TO FIND INDUSTRY PRODUCTS AND SERVICE INFORMATION

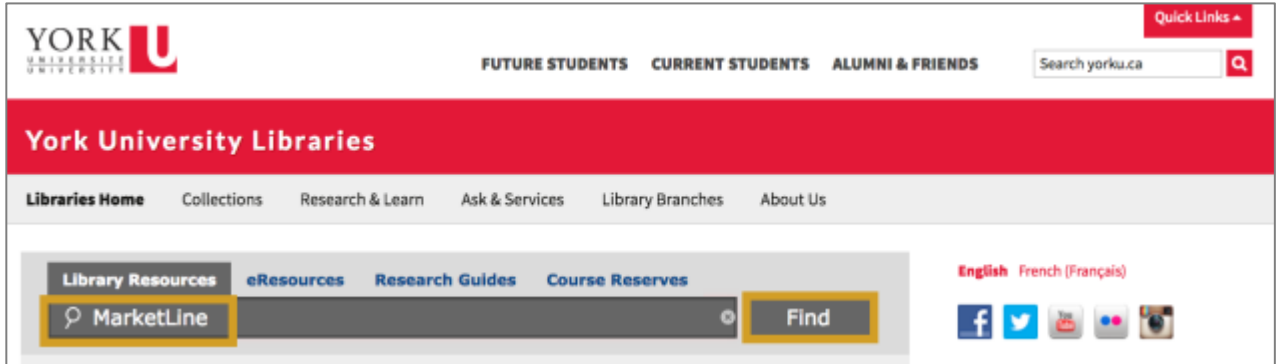
Use this document to help you retrieve the latest information on various products and services in a specific industry using the following database:

MARKETLINE ADVANTAGE 2

MARKETLINE ADVANTAGE

MarketLine Advantage is one of the leading sources of industry information. It provides comprehensive data across 55 countries and over 150 product categories, including five-year forecasts of category performance.

- 1 Start at the York University Libraries [homepage](#). Enter **MarketLine** in the search bar, and click **Find**.



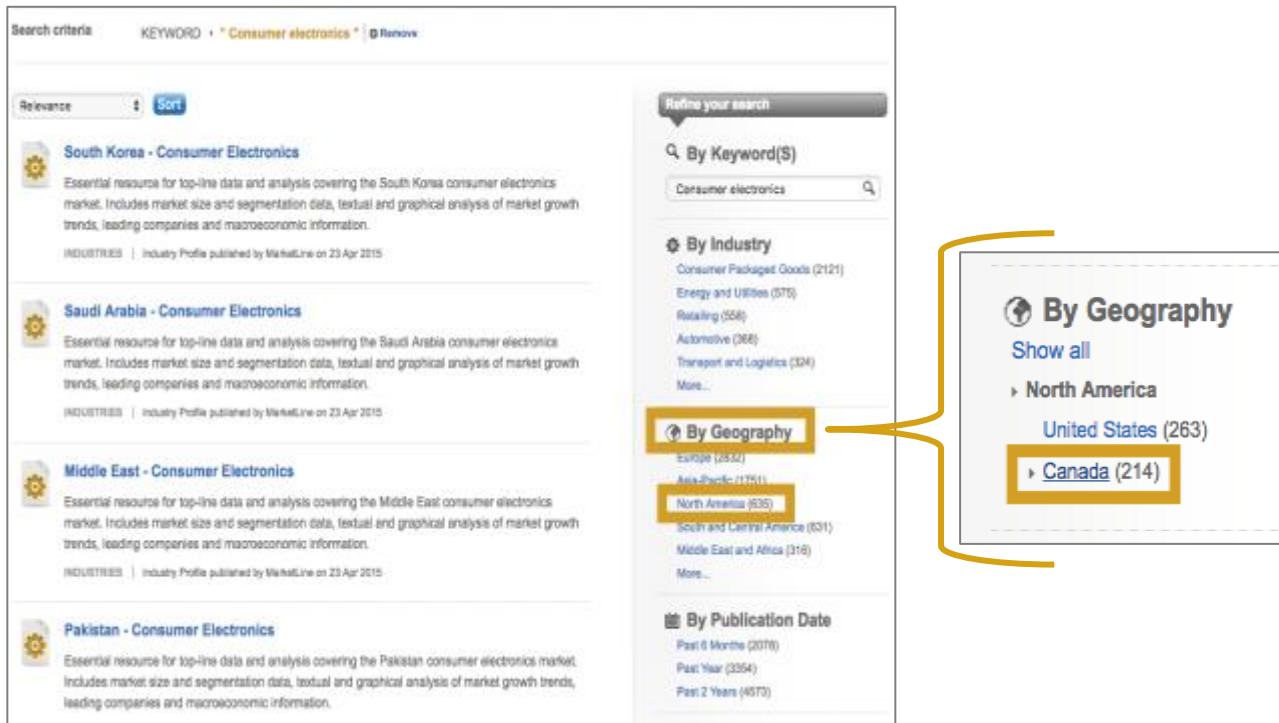
- 2 Click **Click to access this resource**.



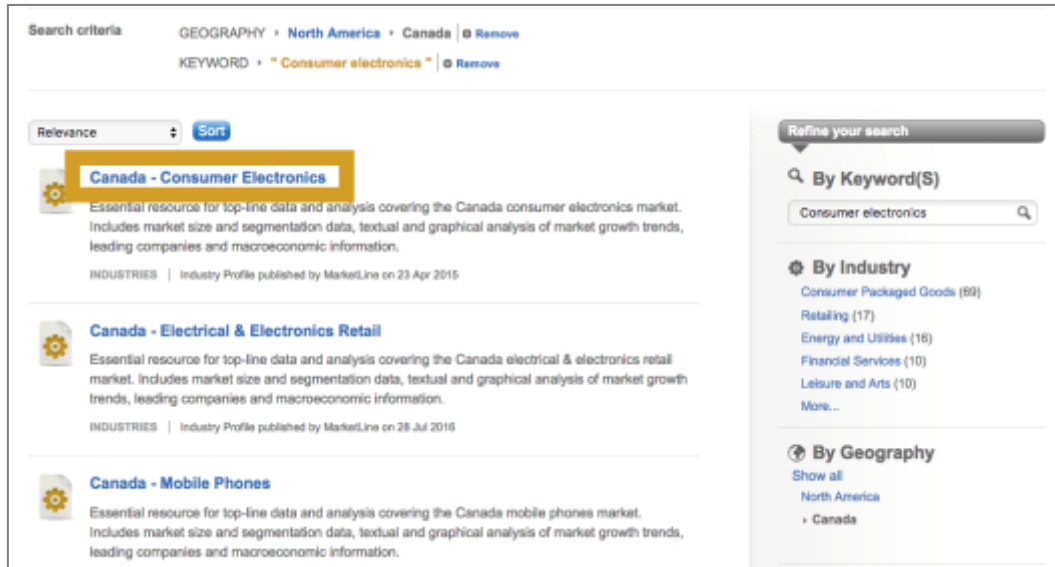
- 3 Type **Consumer electronics** in the search bar, select **Industries** from the dropdown menu and click the **Search** icon.



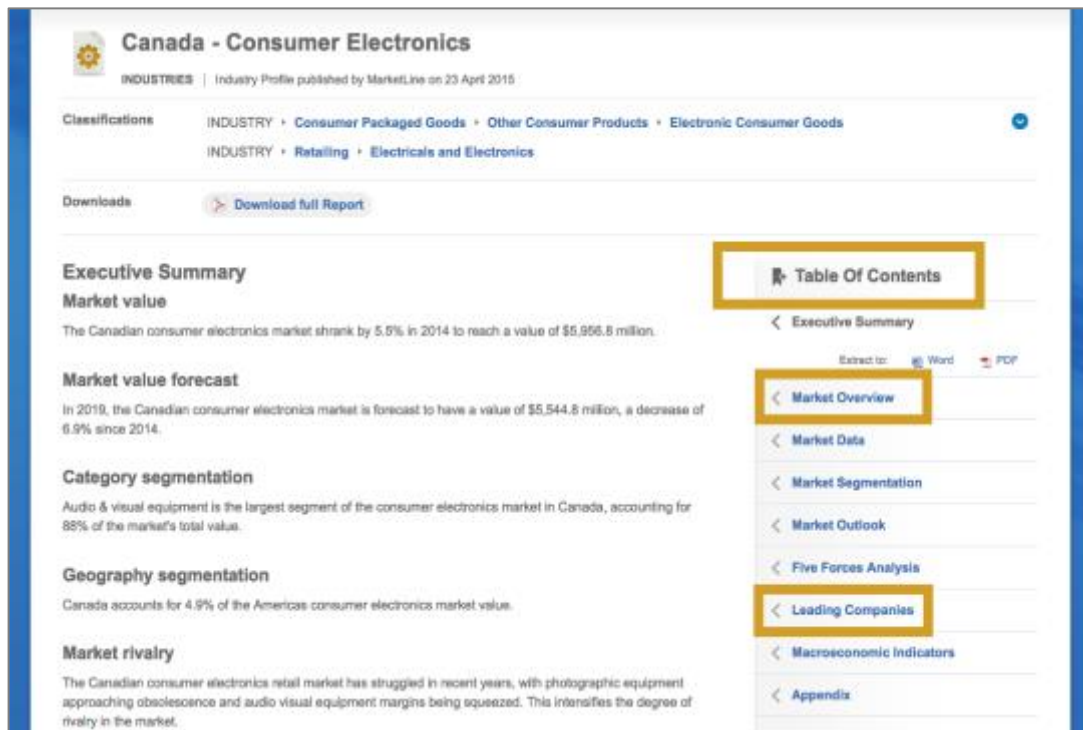
- 4 Under **By Geography**, select **North America**, and then **Canada**. The results page will update automatically once you have selected the exact region of your choice.



5 Click the **Canada - Consumer Electronics** report.



6 For information about products and services, check out the **Market Overview** and **Leading Companies** sections in the **Table of Contents**.



7 Once you have clicked the section you are interested in, you can read it online or download it by clicking the **Word** or **PDF** link under its title.

Market Overview
Market definition
 The consumer electronics market consists of the total revenues generated through the sale of audio visual equipment and photographic equipment designed primarily for domestic use. The audio visual equipment segment includes CD Players, DVD and Blu-ray Players / Recorders, hi-fi systems, home theatre, in-car entertainment systems, portable digital audio, radios, televisions and video recorders. The photographic equipment market values the total sales of camcorders, cameras and photographic equipment & optical instruments. Camcorders include all camcorders across all price ranges. Cameras include all cameras across all price ranges. Photographic equipment and optical instruments includes all camera and camcorder accessories, binoculars and telescopes. The market is valued at retail selling price (RSP) with any currency conversions calculated using constant 2014 annual average exchange rates.

For the purposes of this report, North America consists of Canada, Mexico, and the United States.
 South America comprises Argentina, Brazil, Chile, Colombia, and Venezuela.
 Europe comprises Austria, Belgium, the Czech Republic, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Romania, Russia, Spain, Sweden, Switzerland, Turkey, Ukraine, and the United Kingdom.
 Asia-Pacific comprises Australia, China, India, Indonesia, Japan, Malaysia, New Zealand, Pakistan, Philippines, Singapore, South Korea, Taiwan, and Thailand.
 Middle East comprises Egypt, Israel, Kuwait, Saudi Arabia, and United Arab Emirates.

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8 Alternatively, you can click the **Download full Report** link to access the entire document.

Canada - Consumer Electronics
 INDUSTRIES | Industry Profile published by MarketLine on 23 April 2015

Classifications
 INDUSTRY > Consumer Packaged Goods > Other Consumer Products > Electronic Consumer Goods
 INDUSTRY > Retailing > Electricals and Electronics

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Executive Summary
Market value
 The Canadian consumer electronics market shrank by 5.5% in 2014 to reach a value of \$5,966.8 million.

Market value forecast
 In 2019, the Canadian consumer electronics market is forecast to have a value of \$5,544.8 million, a decrease of 6.9% since 2014.

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You can also retrieve information about industry products and services using [IBISWorld](#) and [Passport](#). Each database will generate different and overlapping lists. For more information, see the video on how to *Find Industry Products and Service Information with IBISWorld & Passport* in the BRYT (Business Research at York Toolkit) section of York University's Library website.