STEP-BY-STEP:

FINDING MARKET DATA

Use this document to find market data.

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PASSPORT

Offers market research reports covering many consumer goods and service categories, consumer lifestyle analysis, brand and market share data for myriad consumer products, and profiles and rankings of leading consumer goods companies.

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3 Click Go beside Categories and Topics under Search Full Tree.



4 Scroll down and select **Pet Care**. Click on the **+ sign** if you wish to see and select more niche pet product categories. Scroll down and click **Next** at the bottom to go to the geographies tab.

🔵 🔳 Pet Care	
😑 🗌 Pet Foo	od
	g and Cat Food
Ot	her Pet Food
Pet Pro	ducts

5 Click the **+ sign** beside **North America** and select **Canada**. Click **Search** on top of the page.



6 Click **Pet Care in Canada**, Industry Overview dated May 2017 to see the full report including Key Trends and Developments, Market Data and Indicators and more useful information.



7 Click Related Industry Reports on the left to find additional analyses such as Dog Food in Canada.



MARKETLINE

Resources cover company, country, industry and product intelligence as well as business strategies and news and opinion from around the world.

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3 Enter **Pet and Canada** in the search bar, select **Industries** from the dropdown menu. Click **Search**.

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4 Click open Canada – Pet Care to see Table of Contents for sections covered such as market data, market segmentation, and market outlook.

Relevan	ice Sort
¢	Canada - Pet Care Essential resource for top-line data and analysis covering the Canada pet care market. Includes market size and segmentation data, textual and graphical analysis of market growth trends, leading companies and macroeconomic information. INDUSTRIES Industry Profile published by MarketLine on 01 Oct 2015
\$	North America - Pet Care Essential resource for top-line data and analysis covering the North America pet care market. Includes market size and segmentation data, textual and graphical analysis of market growth trends and leading companies. INDUSTRIES Industry Profile published by MarketLine on 01 Oct 2015

5 See Table Of Contents for sections covered. Download the full report by clicking the PDF or Word icon.

♣ Table Of Contents					
< Executive Summary					
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< Market Overview					
< Market Data					
< Market Segmentation					
< Market Outlook					
< Five Forces Analysis					

IBISWORLD

The specialized Industry Reports include small, niche industries (more granular than NAICS codes), where information can be harder to find.

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3 On the landing page of IBISWorld, type an **industry keyword** into the search field (i.e. **Pets**), click the **magnifying glass** icon to search.

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Search by keyword, company or code:	
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4 Click **More Results** next to **Industry Reports (Canada)** to see additional reports. Open **Pet Stores in Canada** to read more.

Industry Reports (Canada) (1 to 5) of 29 matches
Pet Stores in Canada - 45391CA
Pet Grooming & Boarding in Canada - 81291CA
Veterinary Services in Canada - 54194CA
Animal Food Production in Canada - 31111CA
Agricultural Feed Wholesaling in Canada - 41831CA

5 Hover over the taps on top to read various sections, or click **PDF icon** to download the full report.

