

York University

Business Research at York Toolkit (BRYT)

Video transcript: Find industry products and service information with IBISWorld & Passport

Hey there. I'm Stephanie, connecting you to the BRYT side of research. Today, I'll show you how **IBISWorld** and **Passport** can help you find industry products and service information for your assignments.

Like all library databases, we'll access these two from the Library's website. Let's type in IBISWorld and click Find. And then Click to access this resource. IBISWorld is really easy to navigate. You can search with keywords or NAICS industry codes. NAICS are used for classifying industries. To find specific codes, check out Statistics Canada's NAICS Lookup site or our step-by-step guide can help you find them. We'll enter the keyword Consumer electronics in the search bar and see what comes up. IBISWorld produces niche industry reports that cover the following regions: the US, Canada, China, and Global. And here's what we need – two reports on our topic. Let's take a closer look at the Canadian one. We can download the whole report by clicking the PDF icon OR simply hover over the Products & Markets tab to have the sections appear on the screen, and select Products & Services directly. For other valuable industry information, you can check out the rest of the tabs, especially Major Companies, Operating Conditions, and Industry Performance. Each section contains a short video. Watch the videos to better understand what goes into the sections, and how they can be used to analyse an industry.

Now, let's see what industry product and service information we can find in Passport. Back on the Library's website, type in Passport and click Find. Then Click to access this resource. Make sure you select Passport / G-M-I-D. To begin, simply click the Search button in the upper menu. Then click Go beside Categories and Topics. With Passport, as you can see, you get a more intricate search interface. This database covers a wide range of product categories and service information for over 200 countries and it also has a strong focus on Consumer product industries. Let's select Consumer Electronics. Click the plus sign to explore what's under this high-level sector. To learn more about a product category, click the *i* icon. Then click the Geographies tab to select your country. Under Geographies, let's click the plus sign for North America, and select Canada and USA. Then click Search in the upper right-hand side. We now have a nice list of reports under the Analysis section. Let's choose Consumer Electronics in the US. Use the

Table of Contents section to navigate through the report. It includes useful sections like Key Trends and Developments with an Outlook section for the product category. Click Market Data, to find quantitative data such as volume of sales and forecast sales. If you want more quantitative data, go back to the search results page and check out the content like Brand Shares and Company Shares under Popular Statistics.

And that's how IBISWorld and Passport can help you retrieve detailed industry reports and stay up to date on the latest products and services in the industry you're researching.