

York University

Business Research at York Toolkit (BRYT)

Video transcript: Find market data with Passport, MarketLine & IBISWorld

Hi! I'm Stephanie, and I'm here to show you the BRYT side of market research. Today I'll give you a mini-tour of **Passport**, **MarketLine**, and **IBISWorld** and show you how to find data, like market share and market segmentation that you can't access with Google. Let's see what type of market data we can find on the pet care industry in these three databases.

We'll start with Passport. 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. Passport provides strong coverage of consumer products and service markets for over 200 countries. To get started, click Search in the left corner. Then click Go beside Categories and Topics. Scroll down and select Pet Care. You can click on the + sign to select more niche pet product categories. We'll keep it high level right now. Click on the Geographies tab. Then click the + sign beside North America and select Canada. Now click Search. Passport breaks down its results into 2 sections: Popular Statistics and Analysis. Under Popular Statistics, you'll find market data like Market Sizes, Company Shares, and Brand Shares. Let's take a closer look at Brand Shares. Passport covers brand shares for a 5-year period. See how it includes both the brand name and the company name? While Passport provides you with detailed market data, their industry overview reports are full of useful analysis that provide more context to these numbers. See how Pet Care in Canada covers areas like Key Trends and Developments, as well as Market Data and Indicators? Let's click Related Industry Reports to find additional useful analyses like this report on Dog Food in Canada.

Now let's look at MarketLine. This database also provides international coverage of a variety of markets from consumer goods to resource industries like mining. We'll access it from the Library's website by typing in MarketLine and clicking Find. In the search bar, we'll enter Pet and Canada, select Industries from the dropdown menu and click the search icon to see what comes up. And here's the report that best matches what we need: Canada - Pet Care. Let's take a peek. Under the Table of Contents, there are sections that cover Market Data like the size of the market, Market Segmentation data, and even a Market Outlook that includes forecasts on the pet care sector for Canada.

Download the full report by clicking the PDF icon or simply read these sections online. The full report offers other valuable info such as a Five Forces Analysis.

Our final stop is IBISWorld. This database provides coverage of niche industries in Canada, the U.S., and China. Back on the Library's website, type in IBISWorld and click Find. We'll type Pets in the search bar and click the search icon. We now have results that include Pet Stores in Canada and other more niche industries like Grooming and Vet services. Click More Results to see additional reports. Let's open Pet Stores in Canada and review the sections of the report that cover what we're looking for. Industry Outlook includes forecasts for the growth of the market. Products & Markets includes segmentation data. Competitive Landscape covers areas like market share concentration. It's worthwhile to take a look at the full report, as other sections will provide useful analysis that gives more context to data like market forecasts. Use the PDF icon to download the full report.

And that, my friends, is how you can search Passport, MarketLine and IBISWorld like a pro to retrieve market data for your assignments.