Kresge Library Instruction

Industry and Market Research Resources

http://www.bus.umich.edu/KresgeLibrary

Get Help:
E-mail: kresge_library@umich.edu
Phone: 734.764.9464
In person: Reference Desk 2nd floor
- Monday-Thursday 11:00am-7:00pm
- Friday 11:00am-5:00pm

Chat with Kresge Librarians:
- MSN: kresge_library@hotmail.com
- Yahoo: kresge_library
- AIM: kresgelibraryIM
- GoogleTalk: kresgelibraryIM@gmail.com

Web sites:
- Kresge Library Wiki: http://webservices.itcs.umich.edu/mediawiki/KresgeLibrary/
- News: http://mblog.lib.umich.edu/kresgenews/
- Kresge Podcasts: http://www.bus.umich.edu/kresgelibrary/about/podcasts.htm
- Instruction Session Handouts: http://www.bus.umich.edu/kresgelibrary/support/instruction.htm
- Kresge FAQ: http://finditfast.bus.umich.edu/recordList?library=umich_business&institution=Umich

Use Marketing and Industry Resources to Find:
- Market Research Reports
- Market Share Data
- Demographic/Consumer Behavior Data
- Demographic Data
- Advertising and Media Sources
- General Business and Market Databases
Market Research Reports

Global Market Research Information Database

- Full text market analysis reports on a wide variety of topics
- Industry, demographic, consumer and economic data
- Market data for 330 consumer products in 49 countries
- A "Companies and Brands" section provides data on 100,000 consumer brands and the 12,000 companies that own them

Frost & Sullivan

- Frost & Sullivan Marketing Reports offer the latest research in market analysis, technical reports, end-user studies and more quantitative measurement based reports
- For assistance with downloading this content full-text, please email kresge_library@umich.edu with the title of the report you need.

MarketLine

- Over 50,000 public and private, international company profiles
- Source for Datamonitor company and industry reports
- Industry, company, country focus allows you to easily find key competitors in the field
- 215 international reports from the “Base Drivers” database feature key macroeconomic, social, demographic and industry statistics
MarketResearch.Com Academic
- Full text of market research reports
- Excellent publishers include Packaged Facts, Kalorama Information, SBI, Simba Information, and others.
- Search
- International business services, consumer goods, food and beverages, life sciences, demographics, heavy industry and technology/media

Mintel
- Research reports covering the US and European marketplace
- Data & analysis of the competitive landscape
- Market-share analysis and consumer profiles
- Complex demographic issues are broken into easy-to-understand sections

My Reports
Mintel Reports: USA
Subscription
- Beauty and Personal Care
- Finance
- Food and Foodservice
- Health and Wellness
- Household
- Lifestyles
- Retailing and Apparel
- Technology
- Travel

Reports
- Customized Health - US - January 2008

Gastrointestinal Remedies - US - September 2008
OTC's settle into a market formerly ruled by prescriptions

This report is part of the following subscriptions:
Mintel Reports: USA - Health and Wellbeing

Company News
Shareholders call for cash With Wrigley, GSK share price drops

News
- Mark joins generic drug
- New biological drugs have study says

Market Updates
Pharmaceutical sales in
- AstraZeneca heartburn

Industry and Market Research Resources, Fall 2010
Plunkett Research Online
- Provides industry sector analysis, research, trends and statistics for 29 different industries
- Includes alternative, renewable and conventional energy; automotive; biotechnology; health care; outsourcing & offshoring; real estate; telecommunications; supply chain and more
- Content is updated weekly

Market Share

Business & Company Resource Center
Why use this?
- Company profiles, brand information, rankings, investment reports, company histories, chronologies and periodicals
- Investext Plus analyst reports included

Market Share Reporter (Print):
- Call Number: HF 5410. M34 (Current year in Reference)
- Tables of market share data from multiple source

Demographic/Consumer Behavior

American Generations series (print)
- Call No. Ref. HN60 .R96 2004
- Looks at predefined demographic groups, Baby Boomers, Generation X, etc. Who they are, what they think, where and how they live

Lifestyle Market Analyst (print)
- Call No. Ref. HF5415.33U6 2006
- Updated yearly with lifestyle information on American consumers

Choices 3 Database (see separate handout)
- This database provides data on the demographic, psychographic and media use characteristics of users of products, brands and services
- Available on standalone computer in front of the Reference desk
DemographicsNow

Why use Demographics Now database?

- Demographic, income, and expenditure data by geography, including state, county, zip code, and census tract. Available reports include summaries, comparisons, rankings, and maps.
General Industry and Company Data and Articles

**ABI/Inform Global (ProQuest) Database**
*Why use ABI/Inform Global?*
- Articles on consumers, including scholarly journals, trade press
- Use Advanced Tab to search

**Business Source Complete**
*Why use Business Source Complete database?*
- Business and trade press, academic publications, market and industry research, company information
- Includes full text of the *Harvard Business Review*

**Factiva**
*Why use Factiva?*
- Articles from 6000 business publications
- Use near operator to search, for example: echo boom near20 housing

**Standard and Poor's Net Advantage**
*Why use this database?*
- One-stop shopping for company data, includes current industry news, competitors
- Use Tools, Create list for a downloadable report by industry, geography, company size and more

**Advertising and Media Sources**

**Adforum**
- 35,000 advertisements in all media, video and audio
- International in scope
- Advertising

**Ad$penders:**
- Advertising expenditure information for millions of product brands
- Television, radio, magazine, newspaper, internet and outdoor channels
- You can search for information based on category, company name, subsidiary and brand
- Spendders can be ranked by category, company name, brand and more
- Data is available back to 1986.
**Advertising Red Book (Print):**
- Call No. Ref. HF5805.S792
- Covers Advertisers and ad agencies
- Company ad campaigns, including amounts spent on each ad medium

**Ad$Summary (Print):**
- Call No. Ref. HF5805.S792
- Advertising statistics by brand name

**Market- Specific Resources**

**Bankscope**
- Current and historical financial and other data on 22,000 global financial institutions

**Corporate Environmental Profile Database**
- Environmental performance for over 1800 companies

**Medical and Healthcare Market Guide**
- Research reports covering the worldwide medical device, healthcare markets

**Sports Business Research Network**
- Annual and monthly statistics for 63 sports

**Venture Xpert**
- Executives and other personnel, deals and IPO data

**Information Technology Market Research**

**eMarketer**
- Market research on the Internet, e-business, online marketing, and emerging technologies, aggregated from over 1,700 sources. Includes analyst reports, daily research articles, market share and user data

**Faulkner Advisory for IT Studies**
- Library of IT-related market and technical information covering e-business, wireless, IT asset management and more

**Forrester Research**
- International market information and research specializing in the Internet economy; also includes research with an industry focus (i.e. IT use for automotive, retail market)

**Gartner**
- Market and technical information used by thousands of IT end users and vendors