

IBISWorld – General Overview – Video Transcript

This video will provide you with a quick introduction to the database, IBISWorld. IBISWorld produces in-depth industry reports and we are subscribed to content for Canada, the US, and some global coverage. It covers more established industries like the automobile industry or restaurant industry rather than emerging technology. If you're not creating a business for an established industry, perhaps you are creating something that will disrupt an established industry so you'll want to use IBISWorld to get a better understanding of how that industry currently operates. IBISWorld will give you a look at the industry landscape, market data, and information on major players.

I'm going to switch my screen so I can take you in to the IBISWorld database and show you how it works.

Here is the IBISWorld homepage. If you're not sure what you would like to search for in IBISWorld, you can click Industry Research in top-left corner. As you can see, you can navigate to Canada, the US, or global. Let's click on Canada Industry Reports and it takes us to a complete overview of all industry reports for Canada in the database. This could be helpful if you're not sure what you're looking for or just want to get an idea of the content in IBISWorld.

But, let's assume that you have a specific topic you're researching. If we go back to the homepage, let's type in the keyword pet. As you can see, results start generating based on what I'm typing. Let's click on Pet Stores in Canada.

We're taken to the landing page for the Pet Stores in Canada report. We can see at the top here who wrote the report and when it was published, which you'll need to know when you are creating a citation. You can also click here to download either a PDF, word document or excel file of the report.

This first page will tell you about the industry, and IBISWorld includes a brief COVID-19 Impact Update at the top of each report. You have the table of content on the left-hand side which allows you to dive deeper in to the report. You can also search within the report for a specific keyword, let's say we're specifically interested in pet food so let's search for food. It shows us the section of the report where the keyword is mentioned and you can click the heading to go directly there.

Please contact us at the library if you have any further questions about how to use IBISWorld. We're happy to help.