Introduction to IBISWorld

Business Library
Haskayne School of Business
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Introduction to IBISWorld

• IBISWorld is one of the most comprehensive collection of industry market research reports

• Provides industry profiles for large and small US and Canadian industry sectors

• Over 700 industry profiles
Access IBISWorld

Go to https://library.ucalgary.ca/business/

1. Select Databases
2. Select “I”
3. Select IBISWorld
Industry Reports

Either click on the NAICS link and select the appropriate industry sector from the list of industry reports available.

Or enter a keyword or company name in the search box and click the “Search” button to search.

Note that the default is set for Canadian reports. US reports are another popular option.
Select the relevant report from the list
Industry Reports

When the report is displayed, select a section from the tabs on the left navigation column, or download the whole report in pdf or excel format.
Industry Reports

The Supply Chain chart displays related industry reports.

**Supply Industries:** industries this industry buys from.

**Demand Industries:** industries this industry sells to.

**Levels of Risk for Linked Industries:**

- 🟥 - High Risk
- 🟢 - Medium Risk
- 🟢 - Low Risk

Supply Chain

**Supply Industries**

- Support Activities for Crop Production in Canada
- Fertilizer Manufacturing in Canada
- Farm, Lawn & Garden Equipment Wholesaling in Canada
- Long-Distance Freight Trucking in Canada
- Wheat Farming in Canada

**Demand Industries**

- 🟢 - Beef Cattle Production in Canada
- 🟢 - Hog & Pig Farming in Canada
- 🟢 - Chicken Egg Production in Canada
- 🟢 - Animal Feed Production in Canada
- 🟢 - Flour Milling in Canada
- 🟥 - Breweries in Canada

Major Players

There are no major players in this industry.