



Research Resources for Introduction to Marketing

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Business Librarian

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During this session, you will learn ...

- How to find and use **industry codes**
- Identify companies and **competitors** in an industry
- How to find **company info**
- How to track down **market share** data
- How to find **industry info**
- **Cite** all the stuff you find
- Get more **help!**



[Library Home Page](#) > [Research Guides](#) > Business


Pick relevant [course research guide](#) from list

Canadian company and industry resources.

- Home
- Company Directories
- Company Information & Financials
- Industry Classification Codes
- Industry Sources
- Market Share
- Political & Economic Environment
- Social & Demographic Environment
- Technological Environment
- Legal & Regulatory Environment
- Newspaper, Magazine & Journal Databases
- Citing
- Research Help

Introduction to Marketing

Industry Sources

- ★  **Business Source Premier**

Find Canadian industry reports by selecting **Industry Profiles** on the *Advanced Search* screen of the *Business Searching Interface*. Click the **Country** tab and select **Canada** to view the reports specific to Canada. Also, review SWOT analyses of companies in your industry and see whether the opportunities and threats discussed are useful for the environmental scan of your industry.

- Navigate to different sections of the guide using links on the left.
- You will be prompted for your MacID@mcmaster.ca (Office 365 login) when accessing the Library's subscription resources.

- ★  **Conference Board of Canada** Library

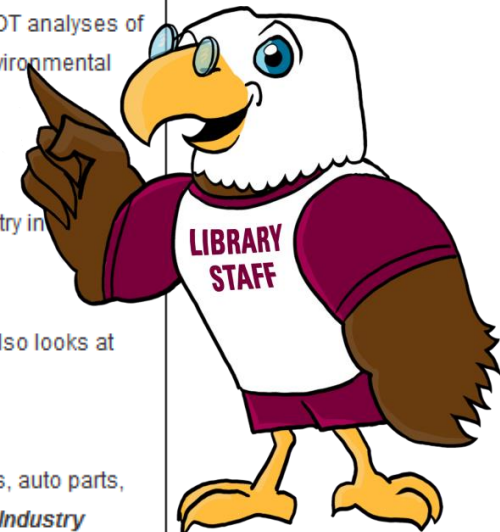
Contains several current Canadian industry reports. Industries covered include: retail trade, paper products, auto parts, IT & communications, wood products, tourism, food and more. Search by keywords or Browse by **Topic > Industry**

Sector Economic

- 🔗 **The Daily** (Sta

Search the archive numbers and pub for FREE. Publica

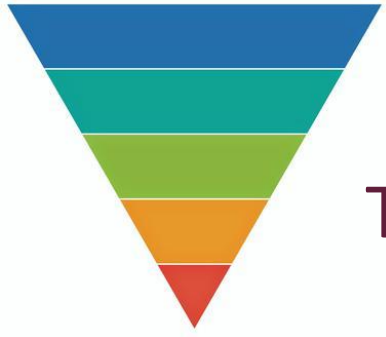
This and other business research guides available here:
https://libguides.mcmaster.ca/sb.php?subject_id=130212



A decorative vertical strip on the left side of the slide. It features a blue gradient background with various white and light blue numbers (0-9) and symbols (like a house icon) scattered throughout. The numbers are of different sizes and orientations, creating a dynamic, data-oriented aesthetic.

What is an Industry Classification Code?

- a **hierarchical numbering scheme** used to **classify** and **organize** industries
- **assigned to companies** engaged in the same activity (regardless of size or type of ownership)



Hierarchical Arrangement

The longer the code number, the more specific the industry

31-33 Manufacturing [sector]

311 Food Manufacturing [subsector]

3113 Sugar and Confectionary Product Manufacturing [industry group]

31134 Non-Chocolate Confectionary Manufacturing [industry]

311340 Non-Chocolate Confectionary Manufacturing [national industry]

315 Apparel Manufacturing [subsector]

322 Paper Manufacturing [subsector]



Codes Include Industry Description & Examples

311340 Non-Chocolate Confectionary Manufacturing

This Canadian industry comprises establishments primarily engaged in manufacturing non-chocolate confectionary.

Examples:

- *candy (except chocolate), manufacturing*
- *chewing gum, manufacturing*
- *marshmallows, manufacturing ...*

Exclusions:

- *roasting, salting, drying, cooking or canning nuts and seeds (see 31191 Snack food manufacturing)...*

Codes Apply to All Types of Companies



5942 Retail Books

This industry includes both major companies (e.g., Indigo) as well as local independent booksellers (e.g. King W. Books)- because both entities are engaged in the same activity

Who Creates the Codes?

- Created by government statistical agencies
- No central agency assigns the codes to companies





Who Uses Industry Classification Codes?

- Businesses
- Academics & Researchers
- Government
- Policy Analysts

Why are the Codes Created?



- To **overcome language barriers** (use numbers instead of words)
- To provide **precise** and **official industry names** and descriptions
- To **gather** and **collate information** on industries
- To identify **key competitors**

A close-up photograph of several interlocking metal gears, showing their teeth and circular centers. The gears are arranged in a grid-like pattern, with some in sharp focus and others blurred in the background.

TWO Most Common Industry Codes Used in Canada

- **SIC (Standard Industry Classification)**
 - Usually produced by and for a single country
 - Codes are only 4 digits long - not much detail
 - Poor coverage of new technology
 - No longer updated
- **NAICS (North American Industry Classification System)**
 - Jointly produced by Canada, U.S. and Mexico
 - Codes 6 digits long instead of 4 – more detail
 - Much better coverage of new technology
 - Updated every 5 years

Everyone must be using NAICS by now... Right?

Reality:

- Some of the biggest names in competitive intelligence continue to use the old SIC codes.
- Costs too much money to switch research databases over to newer code



Bottom Line for Students in this Course

- Must include the *Canadian* **NAICS** code in your reports
- Must find the relevant *Canadian* **6-digit NAICS** code for your industry



NAICS Canada Manual




- **Revised every 5 years:**
 - 2022 NAICS **IS** the most recent edition
 - use [NAICS 2022 Version 1.0](#) via Statistics Canada
- Use the **6-digit NAICS code & description** from this manual for your reports.

NAICS Canada Online

Example: Beer Brewing

Step 1: Key in your industry words in the search box

North American Industry Classification System (NAICS) Canada 2022 Version 1.0

Classification structure

BROWSE

Display definitions

Code	Sector
<u>11</u>	Agriculture, forestry, fishing and hunting
<u>21</u>	Mining, quarrying, and oil and gas extraction
<u>22</u>	Utilities
<u>23</u>	Construction
<u>31-33</u>	Manufacturing

NAICS Canada Online

Example: Beer Brewing

Step 2: In the search results list, click on the relevant link for the full industry name & description.

1. [NAICS 2022 Version 1.0 - 4453 - Beer, wine and liquor retailers - Industry_group](#)
2. [NAICS 2022 Version 1.0 - 44532 - Beer, wine and liquor retailers - Industry](#)
3. [NAICS 2022 Version 1.0 - 445320 - Beer, wine and liquor retailers - Canadian industry](#) ✘
4. [NAICS 2022 Version 1.0 - 445320 - Beer, wine and liquor retailers - All examples](#) ✘
5. [NAICS 2022 Version 1.0 - 459992 - Beer and wine-making supplies retailers - Canadian industry](#) ✘
6. [NAICS 2022 Version 1.0 - 459992 - Beer and wine-making supplies retailers - All examples](#) ✘
7. [NAICS 2022 Version 1.0 - 459999 - All other miscellaneous retailers \(except beer and wine-making supplies retailers\) - All examples](#) ✘
8. [NAICS 2022 Version 1.0 - 459999 - All other miscellaneous retailers \(except beer and wine-making supplies retailers\) - Canadian industry](#) ✘
9. [NAICS 2022 Version 1.0 - 445 - Food and beverage retailers - Subsector](#)
10. [NAICS 2022 Version 1.0 - 31212 - Breweries - Industry](#)
11. [NAICS 2022 Version 1.0 - 45999 - All other miscellaneous retailers - Industry](#)
12. [NAICS 2022 Version 1.0 - 312120 - Breweries - All examples](#)
13. [NAICS 2022 Version 1.0 - 312120 - Breweries - Canadian industry](#) ←

NAICS Canada Online

Example: Beer Brewing

Step 3: Review the definition & description of the industry (including exclusions)

- [31-33 - Manufacturing](#)
- [312 - Beverage and tobacco product manufacturing](#)
- [3121 - Beverage manufacturing](#)
- [31212 - Breweries](#)

312120 - Breweries

Breweries - formal industry name

This Canadian industry comprises establishments primarily engaged in brewing beer, ale, malt liquors and non-alcoholic beer.

Illustrative example(s)

- beer breweries

[All examples](#)



All examples - 312120 - Breweries

- beer breweries
- brewed beer, manufacturing
- grain, brewers', spent, manufacturing
- lager, porter, stout, ale, brewing
- malt liquor, brewing
- non-alcoholic beer (e.g., near beer), brewing

Exclusion(s)

- bottling purchased malt beverages (See 413220 Alcoholic beverage merchant wholesalers)
- manufacturing malt (See 31121 Flour milling and malt manufacturing)

312120
NAICS code
6 digit level

**Description of
Industry**

Industry Names with a Superscript

CAN, MEX, or US

- It's **okay** to use a NAICS code which has a superscript **CAN, MEX** or **US**. For example,

722511 - Full-service restaurants^{US} ←

This Canadian industry comprises establishments primarily engaged in providing food services to patrons who order and are served while seated and pay after eating.

- All the codes are Canadian, but some are more comparable with the US and/or Mexico.

Definition of superscripts

The superscript symbols at the end of NAICS class titles used to signify comparability are:

CAN (Canadian industry only)

MEX (Canadian and Mexican industries are comparable)

US (Canadian and United States industries are comparable)

[Blank] [No superscript symbol] (Canadian, Mexican and United States industries are comparable.)

WARNING: Read carefully!

- **EXAMPLE ONE:** Group wants to do shoe manufacturing, but select a code for shoe stores!
- **EXAMPLE TWO:** Group wants to do cellular phone manufacturing, but select a code for telephone manufacturing (which excludes cellular)

RESULT: Both groups submit incorrect codes AND incorrect lists of competitors!



Can Your Group do a “Piece” of a Code?

- **NO**, you must do the **ENTIRE code**
- **EXAMPLE:**
 - You can't do “basketballs”.
You must do “sporting and athletic goods” which includes basketballs, hockey sticks and fishing rods!



Choosing the Right Industry

- Industry selected should be **Business to Consumer (B2C)**
- Choose an industry that will allow you to complete a **PESTEL** analysis (i.e., at least **one opportunity & one threat** for each environment)



Can I Do a Manufacturing Industry?

- **YES**, as long as the end product that the industry generates is consumer oriented.
- The industry does not have to sell directly to the consumer, but it should be a consumer product.
- Ask yourself, have I bought this product lately?



Choosing the Right Industry

- The **product (good/service)** that is produced by this industry must be **marketed (i.e., sold) in Canada** - although not necessarily made in Canada
- There must be **at least three competitors** in this Canadian industry; therefore, no monopolies! Companies do not have to originate in Canada, but they do have to do business in Canada





Using Industry Codes to Find Companies/Competitors

- Your [course research guide](#) lists key directories and databases which group companies by industry classification code (SIC and/or NAICS)
- **Principle is the same:** Look up the code and find the list of companies active in it

Canadian Business Database

Most comprehensive directory of public & private companies in Canada covering all industries by SIC or NAICS.

The screenshot shows the search interface of the Canadian Business Database. On the left is a sidebar with search criteria, and on the right is the main search area. Red boxes and arrows highlight specific steps: 1. The 'Advanced Search' tab is selected. 2. The 'Business Type' section is expanded, and the 'Keyword/SIC/NAICS' option is checked. 3. In the main search area, the 'Search All NAICS' radio button is selected, and the code '312120' is entered in the first input box. 4. The 'VIEW RESULTS' button is highlighted.

1. Click the **Advanced Search** tab

2. Select **search criteria**

3. Select & key in relevant **industry classification code(s)**

4. Select **View Results** button

NOTE: This database is produced by an American publisher and uses U.S industry codes. Canadian and U.S. NAICS codes should be the same up to 5 digits. Can be variation at 6 or more digits. All companies included in this source are located in Canada.

Canadian Business Database

Sample Results (Competitors) List

> 800 companies listed

Click column headings to change sort order

<input type="checkbox"/>	Company Name	Executive Name	Street Address	City, Province	Postal Code	Phone	Record Type
<input type="checkbox"/>	948 Brewing Co LTD		104-541 Kingsview Way SE	Airdrie, AB	T4A0C9	(403) 948-2337	V
<input type="checkbox"/>	Alberta Hotel	Dave Mc Quaid	718 Main St	Pincher Creek, AB	T0K1W0	(403) 627-3830	V
<input type="checkbox"/>	Alley KAT Brewing Co	Neil Herbst	9929 60 Ave NW	Edmonton, AB	T6E0C7	(780) 436-8922	V
<input type="checkbox"/>	Amber's Brewing Co		449 Hunters Green NW	Edmonton, AB	T6R3C1	(780) 628-4516	U
<input type="checkbox"/>	Amber's Brewing Co		9926 78 Ave NW	Edmonton, AB	T6E1N5	(780) 628-4516	U
<input type="checkbox"/>	Annex Ale Project	Andrew Bullied	4323 1 St SE	Calgary, AB	T2G2L2	(403) 475-4412	V
<input type="checkbox"/>	Banded Peak Brewing	Colin Mclean	119-519 34 Ave SE	Calgary, AB	T2G1V1	(403) 283-5133	V
<input type="checkbox"/>	Becham's Pub		1137 17 Ave SW	Calgary, AB	T2T0B6	(403) 245-3046	U
<input type="checkbox"/>	Beer Factory	Patrick Spilsted	16 Rayborn Cres	St. Albert, AB	T8N4B1	(780) 470-2393	U
<input type="checkbox"/>	Big Rock Brewery		28 Terrace Pl NE	Medicine Hat, AB	T1C2A1	(403) 504-9271	V
<input type="checkbox"/>	Big Rock Brewery Inc	Wayne Arsenault	5555 76 Ave SE	Calgary, AB	T2C4L8	(403) 720-3239	V
<input type="checkbox"/>	Big Rock Brewery LTD			Red Deer, AB		(403) 346-3118	U
<input type="checkbox"/>	Blindman Brewing Inc	Matt Willerton	1-3413 53 Ave	Lacombe, AB	T4L0C6	(403) 786-2337	V
<input type="checkbox"/>	Brew Brothers Bre...	Tara Throp	607 11 Ave SW	Calgary, AB	T2R0E1	(403) 258-2739	U

Canadian Business Database

Sample entry: Big Rock Brewery

Quick Links

EXPAND ALL **MINIMIZE ALL**

- Location Information
- Industry Profile
- Photo, Map, & Directions
- Business Demographics
- Management Directory
- Business Expenditures
- Nearby Businesses
- Competitors Report

Location Information

Big Rock Brewery Inc

1-5555 76 Ave SE
Calgary, AB T2C4L8

Business Demographics

Location Employees	120	Location Sales Volume	<i>Not Available</i>
Corporate Employees	127	Corporate Sales Volume	\$46,057,000
Location Type	Headquarter	Credit Rating	Excellent
Stock Ticker Symbol	BR	IUSA Number	05-407-4968

Business Expenditures

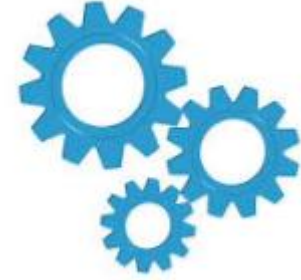
Collapse ▾

These expenditures are an estimated annual expense.

Accounting	\$1,000 to \$2,500	Advertising	\$50,000 to \$100,000
Contract Labor	\$10,000 to \$50,000	Insurance	<i>Not Available</i>
Legal	\$10,000 to \$25,000	Management/Administration	\$5,000 to \$10,000
Office Equipment & Supplies	<i>Not Available</i>	Package/Container	<i>Not Available</i>
Payroll & Benefits	\$2.5 Million to \$10 Million	Purchased Print	<i>Not Available</i>
Rent & Leasing	\$100,000 to \$250,000	Technology	\$2,500 to \$5,000
Telecommunications	\$5,000 to \$20,000	Utilities	Over \$100,000



Choosing An Industry Based on Your Company



1. Start with a **company name**
2. Look up the company in one or more company **directories/databases**
3. Review the company entry and look for the **industry code(s) assigned to that company**
4. Look up the code(s) in the Canadian **industry classification manuals** to confirm the industry code, name and description

Canadian Business Database

Sample entry - BlackBerry with SIC & NAICS codes noted

Location Information Collapse ▾

Blackberry Limited

2200 University Ave E
Waterloo, ON N2K0A7

Phone (519) 888-7465 **District** Waterloo Regional

Fax **CMA**

blackberry.com

Industry Codes

Industry Profile

SIC Code	Descriptions	Primary
3661-02	Telephone Equipment & Systems-Mfrs	✓
5065-04	Radio Communication Equip & Systems-Whls	
NAICS Code	Description	Primary
33421004	Telephone Apparatus Manufacturing	✓
42369026	Other Electronic Parts & Equipment Merchant Whlsrs	

NOTE: *Canadian Business Database* uses **U.S.** SIC and NAICS codes. You should verify the industry codes & descriptions in the [NAICS Canada](#) manual and use those in your reports. In this example, the 6-digit NAICS code and description used in this directory match the one in ...

- **NAICS Canada is [334210](#) [Telephone Apparatus Manufacturing](#)**

Help! I just found 2 different codes for my company!



- Most **companies are diversified**.
Need many codes to capture all their various activities.
- **No central agency for assignment of codes**.
Sources may interpret a company's activities differently.
- **Which code do you pick?**
The one that meets the criteria of the assignment and the one you like best.

Industry Codes Example: Home Depot

- Home Depot of Canada is a **home improvement retailer** that sells building materials, home repair & improvement products, lawn & garden supplies & various installation services.
- **What NAICS codes would you select** given the following options?



Home Depot - Possible NAICS Codes

- **444110:** Home Centres
- **444140:** Hardware Retailers
- **444180:** Other Building Material Dealers
- **444230:** Outdoor Power Equipment Retailers
- **444220:** Nursery Retailers and Garden Centres
- **532490:** Other Commercial & Industrial Machinery & Equipment Rental & Leasing

When searching with industry codes, *keep in mind that ...*

- Companies may have **inconsistent** industry codes
- Companies can have **multiple** industry codes



- Directories, databases and other business resources may **vary** in the use of classification systems (e.g., U.S. vs. Canadian industry codes).



Choosing the Right Company

Canadian-Based & Publicly Traded

- Must have a **head office in Canada**
 - this alone does not guarantee that it meets the company requirements
- SHOULD be an **active, listed (public)** company for at least the last four **consecutive** years
- CAN be a multinational company or a subsidiary of a multinational, but the **Canadian entity** should be **publicly traded** (e.g., HSBC Bank Canada)

Company Suggestions

- Try to focus on a company that is **well known** and has a **national** presence
- Focus on a company where you have a **confirmed contact**
- **Avoid** a private company, a holding company, an income fund company & public institutions (e.g., universities)
- **Confused?** Use [Mergent Online](#) (*Basic*), [Nexis Uni](#) (*Dossier*) and/or [Factiva](#) (*Companies/Markets*) to confirm company type and structure.



Mergent Online

Includes publicly traded companies worldwide.
Search by company name, industry codes, country & more

MERGENT
Online[®]

Log Out | Administration | Contact Us | Help
Version 2.28

Basic search | Advanced search | Executive search | Government filings | Bond search | Economic research | Industry analysis | Independent research | Investext | Report viewer

Select one of the following criteria to begin search by:
(Use * to search within Company Name)
^ require minimum 3-character word to search

USA Company Database (Active)
 USA Company Database (Inactive)
 International Company Database (Active)
 International Company Database (Inactive)
 D&B Private Company Database

Company Search - Enter symbol or Company Name ^
telus

Go

Primary SIC
 Primary NAICS
 ICB (Industry Classification Benchmark)
 (use code lookup...)


Index
Exchange
Country


Search

International Company Database (Active) includes current publicly traded companies in **Canada (& elsewhere).**

Mergent Online Company Profile

e.g., TELUS Corp – includes Company Details, Financials (in Excel), Reports (Annual, Broker) and more.


TELUS Corp (NYS: TU) [+](#) to Company Analysis List
 Address: 7th Floor - 510 West Georgia Street, Vancouver, V6B 0M3 Canada | Phone: 604 697-8044 | Fax: 604 899-1289 | Company
 Website: www.telus.com

Powered by Clearbit Recent Companies 

Incorporated: October 1998 , Canada
CUSIP: 87971M10
Auditor: Deloitte LLP
Transfer Agent: Computershare Trust Company of Canada, Calgary, Alberta, Canada
Country: [Canada](#)


Industry: Telecommunications Services (ICB 15102015)
Industry: Telephone communications, exc. radio (SIC 4813)
Industry: Wired Telecommunications Carriers (NAICS 517111)
Number of Employees: 90,800 (Approximate Full-Time as of 12/31/2021)
Number of Shareholders: 30,586 (Common), 26,610 (Non-voting) (as of 12/31/2012)

Market Cap: 26,885,867,540
Revenue: 17,336,000,000
Net Income: 1,842,000,000
Dividend: 1.3096 **Dividend Yield:** 4.5661
EPS Basic: 1.34 **EPS Diluted:** 1.34
PE Ratio: 22.6553

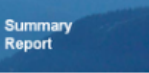
↓


[Company details](#) | [Executives](#) | [Ownership](#) | [Company financials](#) | [Equity pricing](#) | [Annual reports](#) | [Filings](#) | [News](#) | [Competitors](#) | [Report builder](#) | **[Company reports](#)**

[Company reports](#) | [Industry reports](#) | [Equity reports](#) | [Mergent reports](#) | [Portraits](#) | [Broker research reports](#)



MERGENT
by FTSE Russell

select [Download](#)


Summary Report - Company business description and sector/industry classification data along with key equity characteristics. Charting includes price performance analysis with moving averages and volume.


MERGENT
by FTSE Russell

select [Download](#)


Fundamental Report - Company business description and classification data along with equity financial characteristics and ratios. Key content includes price performance, technical indicators along with fundamental analysis factors such as growth, profitability and valuation metrics.

1184 Reports Found
Displaying 1-25

Contributor	Headline
GlobalData	Telus Corp (T) - Financial and Strategic SWOT Analysis Review
CapitalCube	CCA-CA Company reports financial results for the quarter ended May 31,2022.
CapitalCube	SJR.B-CA Company reports financial results for the quarter ended May 31,2022.
CapitalCube	SJR-US Company reports financial results for the quarter ended May 31,2022.
Zacks Equity Research	TELUS Corporation(TU) Zacks Company Report

Company Annual Reports



- CAN be an excellent source for company financials, plans, mission statements, etc.
- Find annual reports (& other company documents and financials) via the **company website**, [SEDAR](#) or [Mergent Online](#)



Use Company Annual Reports With Care!

- Don't expect the annual report to answer all of your marketing research questions (advertising strategies, target markets, etc.)
- Don't expect an annual report to be objective! They are promotional tools
 - good news stories!
 - will downplay poor financials and bad ideas

Investext via Mergent Online

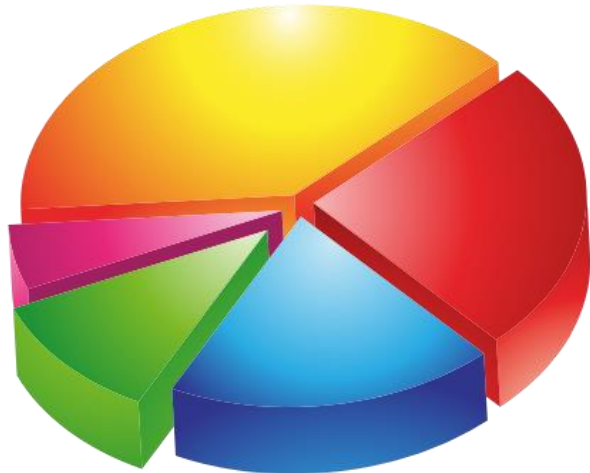
Includes analyst reports on companies worldwide

- Reports can include ...
 - company overview
 - key facts
 - history
 - **major products & services**
 - **financial analysis**
 - **SWOT analysis**
 - **top competitors**
 - company view
 - and more ...



Market Share

You need to find ...



- **current Canadian** market share
- **top 3 companies** in your industry (based on sales/revenues) & their corresponding **market share percentages & values**; your company of choice may or may not be in the list.
- companies can be **public, private, Canadian, or international**
- top 3 companies will not typically represent 100% of the industry

Market Share Table Example

Breweries in Canada 2022

Company Name	Market Share %	Value of Market Share*
Labatt Brewing Co. Ltd	45%	C\$3.5 billion
Molson Coors Canada	34%	C\$2.7 billion
Sleeman Breweries Ltd.	5%	C\$393 million

* Value of market share is based on **industry sales or revenue** not on the company's overall sales or revenue. Value of market share was calculated based on Canadian beer industry revenue of C\$7.86 billion.

NOTE: The numbers in this table are fictional and are being used for illustrative purposes.

Finding Market Share

- Market share for Canada can be difficult to locate
- No easy answers
- Like putting together a puzzle
 - Have to piece together information from a variety of sources
 - You may not be able to find all the pieces!



Sources of Market Share

- ★ [IBISWorld](#) (database) – see **Major Companies & Key Statistics** sections in Canadian industry reports
- ★ [Passport](#) (database) – see **Competitive Landscape or Market Data** sections in industry reports
- [Business Source Premier](#) (database) – check **Industry Profiles** for Canada
- [Mergent Online](#) (database) – select **Investext** tab and search for reports by company/keywords
- Newspaper & Magazines Articles
 - [Factiva](#) (database)
 - [CPI.Q \(Canadian Periodicals Index Quarterly\)](#) (database)

Remember to look for
Canadian content.



Top Marshmallow Brands 2002

Jet Puffed	41.2%
Campfire	9.0%
Jet Puffed Funmallows	3.6%
Fireside	2.2%
Other	39.0%

Source: *Snack Food Weekly*, June 2002, p. 23.

Found in *Market Share Reporter*, 2004

Things to Watch Out For ...



- If the word **“Canada”** doesn't appear in the source, the data is probably U.S.
- Is the source listing **brands or companies?** Are there really just a few companies fronting a large number of brands?



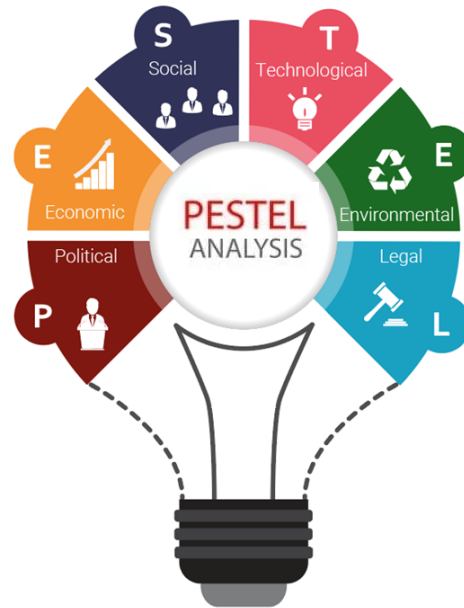
Calculating Market Share

Can't find your market share in a published source?

- Try a **company contact**. If your contact says the company doesn't know, ask someone else.
- **Estimate**: calculate a very rough estimate using all the information you've gathered from primary and secondary sources

Environmental Trends Analysis

- You need to **discuss trends in the industry** that are, generally speaking, impacting companies in the industry.
- Environments that should be discussed include:



- **P**olitical
- **E**conomic
- **S**ocial
- **T**echnological
- **E**nvironmental
- **L**egal/Regulatory

Sources useful for a **PESTEL analysis** are noted on the following slides ...

NOTE: a coloured letter indicates good coverage of that environment,

e.g., P**E**STEL = economic



IBISWorld

Includes Industry Reports for Canada

The screenshot shows the IBISWorld website interface. At the top left is the IBISWorld logo with the tagline 'WHERE KNOWLEDGE IS POWER'. To its right is a navigation bar with several dropdown menus: 'Industry Research' (highlighted with a blue box), 'Expert Tools', 'COVID-19', and a search bar containing the text 'wireless canada'. On the left side, there is a vertical navigation menu with 'Canada' (highlighted with a blue box), 'US', and 'Global'. Below the 'Canada' menu item, a sub-menu is open, listing 'INDUSTRY RESEARCH' options: 'Canada Industry Reports (NAICS)' (highlighted with a blue box), 'Canada Industry Provincial Reports', 'Canada Industry iExpert Summaries', and 'Canada Business Environment Provincial Profiles'. A yellow callout box on the right contains the text 'Browse or Search for industry reports' with arrows pointing to the 'Industry Research' and 'Canada Industry Reports (NAICS)' menu items.

Includes over 1,700 U.S., 430 Canadian, 100s of provincial & 74 global industries, many at the 5-digit NAICS level.

This screenshot shows a list of industry reports for Canada. The title is 'Information in Canada (18 Reports)'. The list includes several entries with their NAICS codes and industry names: 51223CA - Music Publishing, 51511CA - Radio Broadcasting, 51512CA - TV Broadcasting, 51521CA - Cable Networks, 51711bCA - Satellite TV Providers, 51711cCA - Wired Telecommunications Carriers, 51721CA - Wireless Telecommunications Carriers (highlighted with a blue box), and 51821CA - Data Processing & Hosting Services.

Browse or Search for industry reports

Includes COVID-19 impact and assessment tools plus insights.

IBISWorld Article: [How to Conduct a PESTEL Analysis](#)

Canada Industry (NAICS)

Search Within This Report

NAVIGATION

- About
- Industry at a Glance (includes a SWOT)
- Industry Performance
- Key External Drivers**
- Current Performance
- Historical Performance Data
- Industry Outlook
- Products & Markets
- Competitive Landscape
- Major Companies (includes market share)
- Operating Conditions
- Key Statistics (includes industry revenues over time)
- Industry Financial Ratios

Sample IBISWorld Industry Report

CANADA INDUSTRY (NAICS) REPORT 51721CA / INFORMATION IN CANADA

Wireless Telecommunications Carriers in Canada

Report by: Shawn McGrath | June 2022

Points are specifically related to industry

Industry reports are approx. 30-40 pages long with content structured into these chapters

Per capita disposable income

Per capita disposable income determines Canadians' ability to purchase goods or services. When per capita disposable income levels decrease, consumers are less likely to purchase a cell phone, subscribe to a mobile plan or upgrade their current level of service. Per capita disposable income is expected to increase in 2022.

Number of adults aged 20 to 64

Consumers aged 20 to 64 are most likely to use smartphones and subscribe to high-margin mobile data plans. Additionally, wireless substitution for wired devices is the most prominent among consumers aged 25 to 34, with over 50.0% of households in this age bracket using wireless services only. The number of adults aged 20 to 64 is expected to increase slightly in 2022.

CANADA BUSINESS ENVIRONMENT PROFILES REPORT CA803

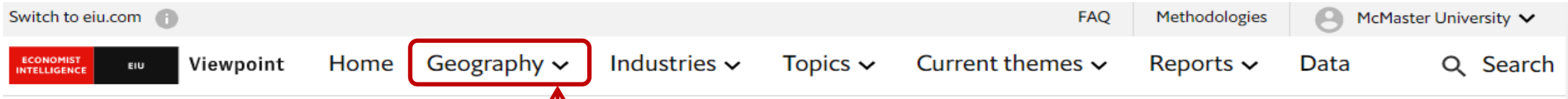
Number of adults aged 20 to 64

August 2022

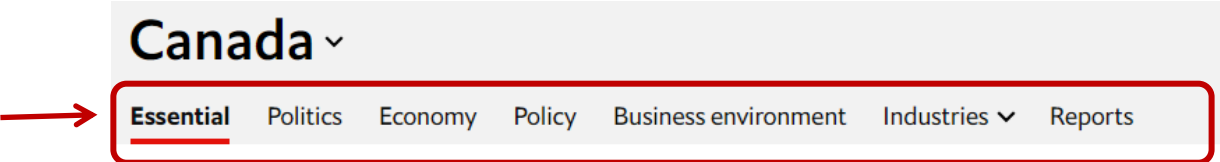


EIU Viewpoint

Includes worldwide **country analysis**



Pick Canada from the *Geography* menu



The EIU View

High prices for Canadian commodity exports such as energy and wheat mean that Canada's economy will suffer less from the negative effects of the war in Ukraine than others in the G7 (except that of the US). However, the combined impact of slowing global growth and of the aggressive monetary tightening by the Bank of Canada (the central bank) will weigh on Canada's economy in 2023. The Liberal Party, led by the prime minister, Justin Trudeau, entered a confidence and supply agreement with the left-leaning New Democratic Party (NDP), reducing the chances for political shifts before the next election, which is due in 2025. The agreement will allow the Liberals to enact major government priorities, such as emissions reductions, protecting indigenous rights and making housing more affordable.

Read more: Economic headwinds will slow deficit-reduction efforts

Read more: EIU Global Outlook—a summary of our latest global views

One-click Report →

One click: Canada
Summary of the country's political, economic and policy outlook
Read more

On This Page

Briefing sheet

Medium-term forecast

Outlook for 2023-

Political stability

Election watch

International rela

Policy trends

Fiscal policy

Monetary policy

Global forecast data

Economic growth

Inflation

Exchange rates

External sector

Business and policy environment

Country forecast overview: Business environment rankings

Business environment at a glance

NOTE:
Content is not always industry specific.

unities: Social indicators standards

arket assessment

arket watch

ook: The long-term outlook

Industry outlook

Automotive

Consumer goods

Energy

Financial services

Healthcare

Telecommunications

Includes reports and statistics on industries, countries, consumers and companies worldwide

Sample reports and statistics

Passport All

INDUSTRIES ECONOMIES CONSUMERS CHANNELS SUSTAINABILITY

Limited-Service Restaurants in Canada
COUNTRY REPORT | MAR 2022

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KEY DATA FINDINGS

2021 DEVELOPMENTS

Healthfulness is the major driver of sales

Delivery options for fast food restaurants are accelerating and will continue to grow

Connecting with customers through loyalty programmes

PROSPECTS AND OPPORTUNITIES

Strategies to reduce costs and the growing popularity of online ordering will see the greater emergence of ghost kitchens

The drive-through experience is modernised

PEST Analysis: Canada
Country Report | 16 May 2022

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Country Profile
Statistical Summary
Imports and Exports

Political

- Deal could see return to political stability
- Corruption is not a problem
- Mostly free' but scores deteriorating
- Protests affecting peace
- Stressed government finances

Economic

- Economy returning to normality
- Unemployment falling
- Large exposure to commodity exports
- Inflation on the rise
- Lower FDI intensity

Social

- Growing population
- Older demographic groups to support discretionary spending
- Immigration adding to income inequality
- Ageing populace
- Health issues worsening

Technological

- Internet use reaching universal levels
- Mobile subscribers to continue rising
- Digital tax could worsen relations with the US
- Lower innovation capacity than peers

Consumer Lifestyles in Canada
Country Report | 28 Jul 2022

Topics covered ...

Home Life
Eating Habits
Working Life
Leisure Habits
Health and Wellness
Sustainable Living
Shopping
Spending
Technology

Restaurant Brands International
Global Company Profile | 17 Aug 2021

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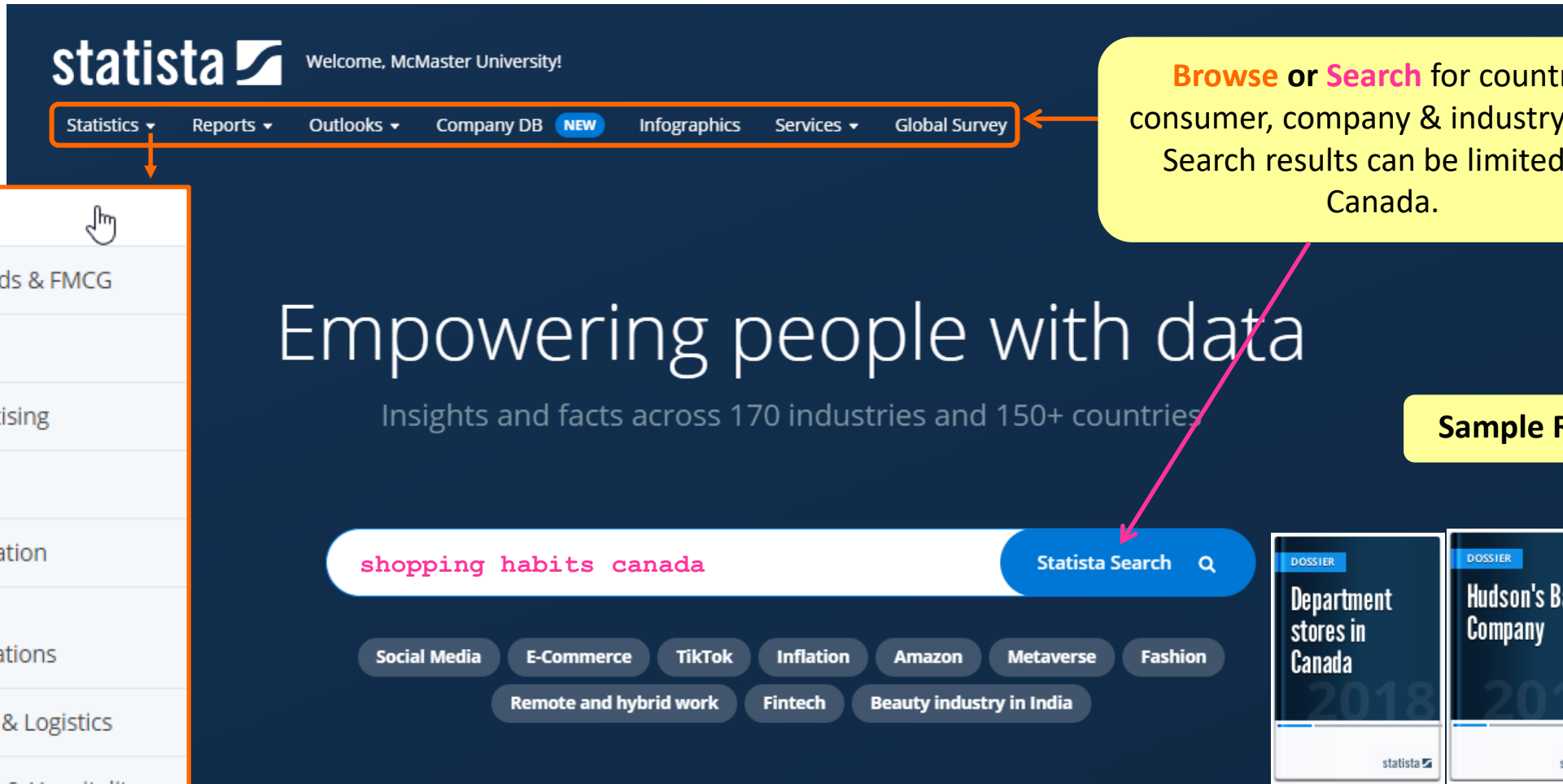
EExposure to Future Growth
Projected rankings
Competitive Positioning
R relative performance
Key categories and markets
Key brands
Limited-service Restaurants
Limited-service restaurant sales by region
Top Countries by category
Projected limited-service restaurant sales

CONVERT DATA + CHANGE DATA TYPES Σ GROUP SUM 2021 2025 APPLY > MODIFY SEARCH +

Stats Type	Geography	Category	Data Type	Unit	Current Constant	2021	2022	2023	2024	2025
■ ■ ■ ■ ■ ■ ■ ■ ■ ■	Canada	Limited-Service Restaurants	Foodservice Value RSP	CAD million	Current Prices	29,732.1	32,981.8	35,596.7	37,780.1	39,688.0

Statista

Includes millions of **statistics & reports** on thousands of topics from a variety of sources. Worldwide coverage.



- All Industries
- Consumer Goods & FMCG
- Internet
- Media & Advertising
- Retail & Trade
- Sports & Recreation
- Technology & Telecommunications
- Transportation & Logistics
- Travel, Tourism & Hospitality

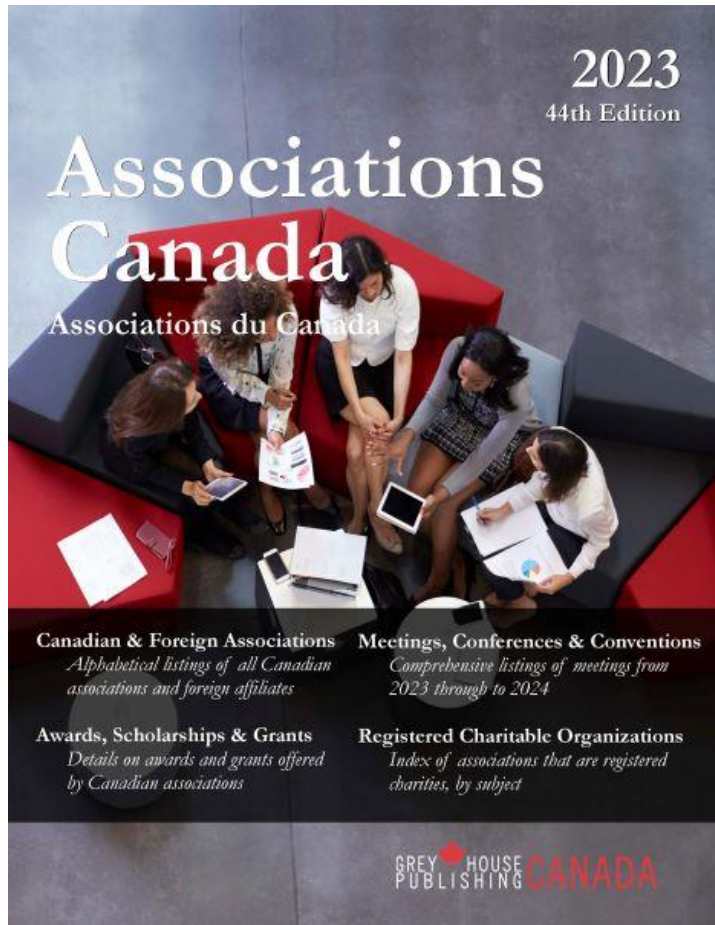
Browse or Search for country, consumer, company & industry info. Search results can be limited to Canada.

Sample Reports



Canadian Trade (or Industry) Associations

Often provide statistics & identify current issues and trends in a particular industry



- Use the **Associations Canada** (directory)
 - Available **ONLINE** via [Canada's Information Resource Centre](#) database
- Try **Google** (or another web search engine)
 - Type the words **Canada** and **association**, along with terms that describe your industry

Trade (or Industry) Associations

e.g., [Retail Council of Canada](#)



Visit or follow the association's **social media** channels for current info & trends in the industry.



Who We Are Advocacy News Resources Membership Events Retail Pulse Dashboard Community Hubs SIGN IN

Resources section usually includes latest **statistics** and **research** on the industry across Canada.

Mental Health in Retail Guidebook

A guidebook designed for retail businesses to support mental health in the workplace

DOWNLOAD FOR FREE

Advocacy & News sections typically address issues related to that industry, particularly legal and regulatory ones.

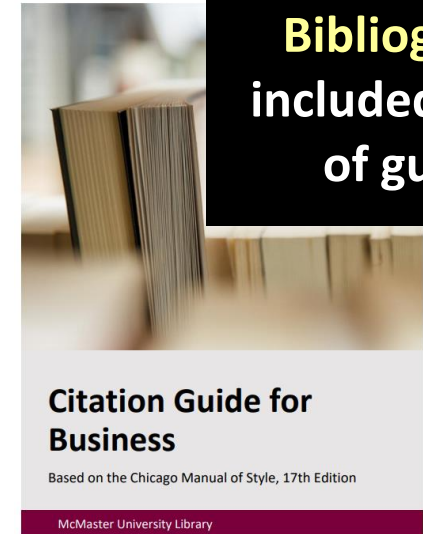
NOTE: Some association content may only be available for a **FEE** or for members only.



So How Do You Cite All this Stuff?

- Use the [Citation Guide For Business](#) **exactly**
 - Based on [Chicago Manual of Style](#), 17th ed. (available [online](#))
- Capture references as you research
- Do not copy URLs from the address bar of your browser when using library databases – the links may not be stable! Use **permalinks** (if available) **for library database** content.
- Don't leave it till the last minute!

Sample Notes & Bibliography included at end of guide!



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