Getting Started with IBISWorld

November 2013
IBISWorld includes thousands of industry reports that consist of 30-40 pages of key statistics & analysis on market characteristics, operating conditions, current and forecast performance, major industry participants and more. The Library subscribes to the following modules:

1. U.S. Industry Reports (NAICS)
2. U.S. Industry iExpert Summaries
3. U.S. Specialized Industry Reports
4. Canada Industry Reports (NAICS)
5. Global Industry Reports
Accessing IBISWorld

Go to the Library’s Web Site [http://library.mcmaster.ca](http://library.mcmaster.ca) & search for IBISWorld in the Catalogue or Articles/Databases tab

or


and log in with your MAC ID
Browsing Reports

• Select one of the 5 modules available to McMaster by clicking on the relevant link on the home page.
Selecting from the Report Listing

- Scroll through the resulting list(s) and select the desired report by clicking on the text (e.g., the manufacturing sector for Canada includes over 50 reports organized by the 5 digit NAICS code).
Searching for Reports

- Enter your search words into one of the text input boxes and click the red search button.
- Search by **keyword(s)**, **company**, and/or **NAICS** or **SIC code**.
Search Results

- A listing of reports containing your search words should be displayed. To see all the reports related to your search, select **More Results**.
- To view a report in the list, click on the **title** of the report.

*Search Results (Filter My Results)*

**Industry Reports (US)** (1 to 5) of 41 matches  
1. Chocolate Production in the US - 31135
2. Cocoa & Drinking Chocolate Production - OD4642
3. Chocolate Stores - OD5339
4. Confectionery Wholesaling in the US - 42445
5. Candy Production in the US - 31134

**Industry Reports (Canada)** (1 to 5) of 8 matches  
1. Chocolate Production in Canada - 31135CA
2. Syrup & Flavoring Production in Canada - 31193CA
3. Candy Production in Canada - 31134CA
4. Vending Machine Operators in Canada - 45421CA
5. Ice Cream Production in Canada - 31152CA
Viewing & Downloading a Report

- To view any IBISWorld content, choose the relevant chapter from the tabs running across the top of the report. To download, print or search within the report, click on the relevant icon above the tabs.
Typical Report Structure
(30-40 pages)

- **Definition**
  - As defined by the U.S. Bureau of Census

- **Industry at a Glance**
  - Key statistics, Industry structure, Executive summary

- **Industry Performance**
  - Key Drivers, Current performance

- **Industry Outlook**
  - Revenue outlook, Profit and wages, Employees per establishment
  - Industry Life Cycle stages

- **Products and Markets**
  - Key buying and selling industries, Products and services, Major markets, imports and exports, Business locations

- **Competitive Landscape**
  - Concentration, Key success factors, Cost Structure, Competition, Barriers to Entry, Globalization

- **Major Companies**
  - Major companies and their market share

- **Operating Conditions**
  - Investment requirements, Technology and systems, Revenue volatility, Regulation and policy and Assistance

- **Key Statistics**
  - Revenue, Gross product, Enterprises, Employment, Exports, Imports, Wages

- **Jargon and Glossary**
  - Definition of words and phrases used within the report