

# IBISWorld: Finding information about industry and market sector

## Transcript

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What is IBISWorld? If you are looking for an overview of an industry or market sector, IBISWorld will give you that information. While it does not have every single industry out there, IBISWorld covers most of the major industries. I always use it when I do not know much about an industry. Of course, you can probably google the industry or market sector on the web, but I find the industry analysis in IBISWorld very comprehensive. When you need a clearer picture of supply chain, a better understanding of market conditions and forecasts, IBISWorld's reports will come in handy.

How can I access IBISWorld? Go to our libraries web site, click on View all Databases. Then on the Indexes and Databases page, Scroll down. Under letter "I". You will see IBISWorld.

Let's say I am looking for overview of solar panel industry. I can type in "solar panel" or enter the NAICS code, 33441C for Solar Panel Mfg. NAICS stands for North American Industry Classification System. To find the NAICS code, you can go to naics.com. Using the NAICS code will give you very precise result, but I also like using keywords. You will notice that IBIS World gives me a list of reports that are related to solar panels. Depending on my topic, I may need to go through most of them. If I am mainly interested in solar panel manufacturing. Maybe I do not need to know the installation aspect for now. In that case, I click on the link for "solar panel manufacturing". In addition, IBISWorld also has a section on "Global" and one section that is devoted to "China". For my topic, it is probably a good idea to review the report of "solar panel manufacturing in China" as well because most of the top 10 solar panel manufacturers are based in China. For now, let's just take a look at the Solar Panel Manufacturing in the US.

This report was last updated/revised in December 2014. If you scroll down, you will see the snapshot of the report: anything from key economic factors to a list of related industries.

I prefer clicking on the tabs on the top. For example, the tab "Major Companies" explains the major players in this industry. The bar graph shows you the market share of each major company. The tab "Key Statistics" gives you data about employment, wages, domestic demand and for this particular topic - the solar electricity generation capacity. I always like looking at the "annual change" because it gives you an idea of the trend for this industry. The tab "competitive Landscape" explains the market share concentration. It tells you that "the domestic manufacturing industry is anticipated to continue to decline due to international competition. " Therefore the market share concentration is expected to fall.

In addition to the industry report by the NAICS code, IBISWorld also has some specialized industry reports. These reports are for those industry or market sectors that cannot be identified by one single NAICS code. For example, e-book publishing industry (OD4578) may fall under the category of internet

publishing and books publishing. In this case, searching by keywords instead of NAICS could be more beneficial.

Some of these reports can easily cost nearly a thousand dollars for a full report. As a Rutgers student, you can get it for free. So be sure to check out IBISWorld.

Thank you for watching.