Investigate your industry, customer, competitors:
SECONDARY MARKET RESEARCH
via library databases

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Why secondary?

• Deep background and history
• Others have done the work for you
• Data-rich
• Less expensive in time and $$$
• Wide range of perspectives
What are you looking for?

• Data, statistics
• Analysis
• Trends and projections
• More ideas

ABOUT

• Your customers
• Your industry
• Your competitors

Basically, whether this could be “a big problem with a big market”
Where can you find it?

Google can lead you to:

– Commercial market research reports
– Professional organizations, industry associations
– Survey research
– Governments
– NGO’s
– Public records, patents
– Conferences, presentations, trade shows
– Company websites, catalogs, literature, investor materials
– Academic research
Where can you find it 2?

But I’m going to lead you to:

LIBRARY DATABASES

Which have much of the above,

But easier to get to

And free to you

Frost & Sullivan

Gartner

PrivCo

Data-Planet

Passport

Carnegie Mellon University Libraries
How do you get to them?

Any library web page — [www.library.cmu.edu](http://www.library.cmu.edu)

- Research databases list
- Research guides
- Online catalog
- If you’re not at CMU -
Industry Analysis

Customer Discovery

Competitor Intelligence
Databases for Industry Analysis will tell you

• Market size
• Industry performance
• Trends and projections
• Supply chain
• Barriers to entry
• Also about your customers and competitors
Hot commodity: As building construction activity grows, demand for extinguishers will heat up

Industry Definition

This industry manufactures hand-portable fire extinguishers used to control small fires, often in emergency situations. The industry excludes professional fire equipment used by firefighters.
Also advanced materials, biotechnology, chemicals, energy, healthcare, sensors, plastics, and other emerging technologies
The global market for quantum dots (QDs) was estimated to generate $121.0 million in revenues in 2013. This market is expected to reach about $1.1 billion in 2016 and about $3.1 billion by 2018, at a compound annual growth rate (CAGR) of 90.8% for the five-year period, 2013 to 2018.

The electronics sector was valued at $50 million in 2013 and is expected to reach $500 million by 2018, a CAGR of 58.5% for the five-year period, 2013 to 2018.

The optoelectronics segment was valued at $10 million in 2013 and is expected to reach nearly $1.7 billion by 2018, a CAGR of 179.2% for the five-year period, 2013 to 2018.
**Upcoming Projects**

<table>
<thead>
<tr>
<th>Power Plant Name</th>
<th>Fuel Type</th>
<th>Country</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teuva I</td>
<td>Wind</td>
<td>Finland</td>
<td>Permitting</td>
</tr>
<tr>
<td>Vieliinen</td>
<td>Wind</td>
<td>Finland</td>
<td>Permitting</td>
</tr>
<tr>
<td>Valtineja II</td>
<td>Wind</td>
<td>Finland</td>
<td>Permitting</td>
</tr>
<tr>
<td>SSE Xiangzhou Agricultural Solar PV Park</td>
<td>Solar PV</td>
<td>China</td>
<td>Under Construction</td>
</tr>
<tr>
<td>Buchholz I</td>
<td>Wind</td>
<td>Germany</td>
<td>Partially Active</td>
</tr>
</tbody>
</table>

**Latest Deals**
- Envision Forms Joint Venture with Eoluz Part
- Envision Energy Acquires Majority Stake in Portfolio of Wind Power Projects in Mexico from Vive Energa
- Chongqing Wujiang Industry to Raise USD63 Million in Public Offering of Notes Due 2018
- Haryana State Industrial & Infrastructure Development to Form Joint Venture with Dakshin Haryana Jyoti Vitan
- Reservoir Capital to Raise USD6.8 Million in Private Placement of Units

**Latest News**
- Inox Wind Commissions 220 KV Sub-station and 116 MW Capacity in Gujarat
- AGL fully commissions Broken Hill solar plant in New South Wales
- Conergy Closes 231 MW of New Solar Projects in Asia
- Repsol Unveils Its 2016-2020 Strategic Plan: Value And Resilience
- LG CNS completes two floating solar power plants in South Korea
**Introduction**

**Scope**

- 2011 figures are provisional and based on part-year estimates.
- The forecast period under review subsumes the years 2011 through to 2016, inclusive.
- Unless stated otherwise, all values expressed in this report are in US dollar terms, using a fixed 2011 exchange rate for each year. As such, any impact from currency and/or exchange rate volatility is discounted.
- All forecast data are expressed in constant terms; inflationary effects are discounted. Likewise, all historical data – country-specific, regional and global – are expressed in constant value terms, with any inflationary effects completely discounted.

**Global Drinking Milk Products**

- 2011 Retail Value: US$162 billion
- 2016 Retail Value: US$188 billion
Databases for Customer Discovery will tell you

- Demographics
- Psychographics – opinions, attitudes, lifestyles
- Technographics
- How to identify, locate, and describe your potential customers
Consumer Snapshot fields include information that is considered "Sensitive Data." Making a selection from the Consumer Snapshot section will take you to a results page where you make selections to tally on these items. You will not see record details.

Contacts per Household

- All per Household
- One per Household

Lifestyles

Lifestyles are scored based on level of interest from 0 to 9 in our database. 0 meaning no interest; 9 meaning heavy interest. Selecting Lifestyles from the categories below will include individuals with a score of 6 and higher (6 to 9).

- Apparel / Fashion / Beauty
- Arts / History / Science
- Books / Magazines
- Charitable Donor
- Charitable Donor
- Wildlife & Environment Donor
- Cooking / Wine
- Collectibles
- Hobbies / Crafts / Sewing
- Health / Diet / Fitness
- Home Improvement / Decor
- Motor Vehicles / Motor sports
- Outdoor Recreation
- Personal Finance / Self-Help
- Pets / Animals
- Photography
- Politics / Religion / News
- Purchase Behavior
- Sports
- Technology / Entertainment
- Travel
The Market for Smart Wearable Technology

A Consumer Centric Approach

This report takes a look at the market for smart wearable technology worldwide. Within the market is broken down into its segments such as sports & fitness, hearables, personal medical and assisted living, fashion, augmented reality and smart watches. The report focuses on the market potential from a user standpoint and also takes a look at some obstacles such as data privacy, charging and battery life and cleanliness of devices.

Download report

Recommended studies and dossiers

(Smart) wearables - Statista Dossier
127 page/s

Wearable Tech: Leveraging Canadian Innovation to Improve Health
45 page/s

Health wearables: Early days 2014
12 page/s

Morgan Stanley Blue Paper: Wearable Devices
102 page/s

Crowdfunding in Europe - Statista Dossier
94 page/s
Motorcycles

Best customers:  Householders under age 45
Households in the West

Customer trends:  Average household spending on motorcycles may increase in the years ahead as Americans look for fuel-efficient transportation.

The biggest spenders on motorcycles are the youngest householders. Householders under age 25 spend almost four times the national average on motorcycles, and those aged 25 to 44 spend 27 to 32 percent more than average. Households in the West spend more than twice the average on motorcycles.

Average household spending on motorcycles grew 30 percent between 2000 and 2006, after adjusting for inflation. Spending then fell 13 percent between 2006 and 2010 before reversing course and climbing 2 percent between 2010 and 2012. Behind the decline was the Great Recession, which reduced spending on vehicles of all sorts. Average household spending on motorcycles may increase in the years ahead as Americans look for fuel-efficient transportation.

<table>
<thead>
<tr>
<th>Table 19.8 Motorcycles</th>
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</thead>
<tbody>
<tr>
<td>Total household spending</td>
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<tr>
<td>Average household spends</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>AGE OF HOUSEHOLDER</th>
<th>AVERAGE HOUSEHOLD SPENDING</th>
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<tbody>
<tr>
<td>Average household</td>
<td>$54.94</td>
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<tr>
<td>Under age 25</td>
<td>206.68</td>
</tr>
<tr>
<td>Aged 25 to 34</td>
<td>72.37</td>
</tr>
<tr>
<td>Aged 35 to 44</td>
<td>69.58</td>
</tr>
<tr>
<td>Aged 45 to 54</td>
<td>44.84</td>
</tr>
<tr>
<td>Aged 55 to 64</td>
<td>39.80</td>
</tr>
<tr>
<td>Aged 65 to 74</td>
<td>12.08</td>
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<tr>
<td>Aged 75 or older</td>
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</table>

<table>
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<tr>
<th>BEST CUSTOMERS (index)</th>
<th>BEST CUSTOMERS (market share)</th>
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<tbody>
<tr>
<td>100</td>
<td>100.0%</td>
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<tr>
<td>376</td>
<td>24.7</td>
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<tr>
<td>132</td>
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<td>127</td>
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<td>82</td>
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<td>72</td>
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<tr>
<td>22</td>
<td>2.6</td>
</tr>
<tr>
<td>0</td>
<td>0.0</td>
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</tbody>
</table>
Databases for Competitor Intelligence will tell you:

- Who are they?
- Where are they located?
- How are they doing?
- What do they offer your customers?
Vendors

Adobe

The Adobe Connect platform is a premium offering that is well-suited to buyers that want a high degree of flexibility for deployment — from on-premises to managed services in the cloud. It uses a strong ecosystem of channel partners that augment the service for everything from audioconferencing to global content delivery networks. In addition, Adobe uses other parts of its portfolio, including Adobe Analytics and Adobe Experience Manager, to make Adobe Connect more capable for tracking participant engagement. Adobe Connect has an extensive collection of “pods” or modules to enhance the platform, and this, combined with its rich set of APIs, makes it one of the strongest possible offerings for enterprises interested in a high degree of customization. Adobe Connect addresses most use cases well, but, as a stand-alone offering, can sometimes be seen as a less essential option for internal collaboration for those organizations that are already licensed for Web-conferencing products they feel are good enough.

Arkadin

Like some of its competitors in the conferencing space, Arkadin offers a full complement of products to support audio, video, and Web conferencing applications. Arkadin excels at these types of solutions and has a strong presence in the industry. Arkadin's platform is a flexible one that can be scaled from small divisions to large enterprises.
To start your search...

Click on the headings to the left to start your search. If you are uncertain what to search for, look for Search Tips within each section to help you along the way.

To further customize your search, select the Record Type you would like to search below to ensure you get the records you are looking for.

**Record Type**

- ✔ Verified Businesses (Phone verified and quality checked)
- ‌ Include Unverified Businesses (Not yet fully verified, may not be accurate)
- □ Include Closed / Out of Business Records (Suspected to be out of business)
WEARABLE M.D.

Authors: DUFFY, JILL


Document Type: Article

Subject Terms: *COMPUTER software
WEARABLE technology
PEDOMETERS
SMARTWATCHES
DIGITAL technology
DIGITAL electronics

NAICS/Industry: 443144 Computer and software stores
423430 Computer and computer Peripheral Equipment and Software Merchant Wholesalers
511211 Software publishers (except video game publishers)
417310 Computer, computer peripheral and pre-packaged software merchant wholesalers
334514 Totating Fluid Meter and Counting Device Manufacturing

Abstract: The article offers information regarding the development and application of state-of-the-art wearable health devices. It discusses the increasing use of wearable fitness trackers, such as the smart pedometers, that offer continuous heart rate monitoring as well as have the ability to detect whether individuals are walking, running, bicycling, or sleeping. Wearable trackers such as Fitbit Charge, Jawbone UP, Basis Peak are featured.
Books and e-Books

- "Online Panel Research: A Data Quality Perspective" by Mario Callegaro, Reg Baker, Jolke Bethlehem, Anja S. Göritz, Jon A. Krosnick, & Paul J. Lavrakas
- "Zero to One: Notes on Startups, or How to Build the Future" by Peter Thiel with Blake Masters
- "Business Model Generation" by Alexander Osterwalder & Yves Pigneur
- "Luxury, Lies and Marketing: Shattering the Illusion of the Luxury Brand" by Marie-Claude Sicard
- "Gen to Buy: How Young Consumers Are Shaping The Future of Retail" by Mit Ybarra

(Carnegie Mellon University Libraries)
Guide to Entrepreneurship Research at CMU

guides.library.cmu.edu/entrepreneurship