Investigate your Industry, Customers, Competitors: 
SECONDARY MARKET RESEARCH 
Via Library Databases

Melody

Secondary melody

Roye Werner
Business & Economics Librarian
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
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*

*Not accessible thru Google*

*And free to you*
How do you get to them?

Any library web page — start at: www.library.cmu.edu

- Research databases list
- Research guides
- Online catalog

- If you’re not at CMU – ask at the circulation desk at our libraries OR see what your public library offers
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

Some examples follow:
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.

The Supply Chain

Key Economic Drivers
- Value of private nonresidential construction
- Value of residential construction
- Industrial production index
- Demand from transportation and warehousing
- Trade-weighted index

Supply Industries
- Fire and Safety Equipment

Demand Industries
- Construction
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.

**SUMMARY FIGURE**

**TOTAL GLOBAL MARKET REVENUE FOR QD-BASED PRODUCTS, 2013-2018**

($ MILLIONS)
Au Lait! Global Market Performance and Prospects for Drinking Milk Products
Global Briefing | 10 Apr 2012

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.

Disclaimer

Much of the information in this briefing is of a statistical nature and, while every attempt has been made to ensure accuracy and reliability, Euromonitor International cannot be held responsible for omissions or errors.

Figures in tables and analyses are calculated from unrounded data and may not sum. Analysts found in the briefings may not totally reflect the companies’ opinions. Reader discretion is advised.

Despite its maturity, the global market for drinking milk products continued to grow in both retail volume and value in 2011. Consumption increased in emerging markets, supporting global volumes, as weather conditions switched from unprocessed to processed formats. Meanwhile, stronger real terms retail value growth stemmed from a mix of higher input costs and sustained consumer demand for added value. Looking ahead, a continued focus on innovation should bolster retail values and margins.
Databases for Customer Discovery will tell you

- Demographics
- Psychographics – opinions, attitudes, lifestyles
- Technographics
- How to identify, locate, and describe your potential customers

Some examples follow:
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
### Search results (259)

**Child Health and Nutrition - Statistics & Facts**
- **Topic**: Statistics and facts on child health and nutrition

**SNAP participation in the U.S. 2013, by state**
- **Statistic**: Number of persons participating in supplemental nutrition assistance program (SNAP) in the United States in 2013, by state

**Food & Health Survey 2015**
- **Study**

**Leading sources of nutritional information among consumers in Canada 2014**
- **Statistic**: Leading sources of nutritional information among consumers in Canada as of November 2014

**U.S. primary supermarkets: consumers' importance of nutritional information 2013-2014**
- **Statistic**: U.S. consumers' importance of nutrition and health information available when selecting their primary grocery store in 2013 and 2014*

**Americans' attention to nutritional information on food packages 2013**
- **Statistic**: Consumers' attention to nutritional information on food packages in the United States in 2013

**U.S. consumers’ views on the affect of food and nutrition on health 2011**
- **Statistic**: To what extent do you think food and nutrition play a role in maintaining or improving your health?

**U.S. consumers’ opinions on the healthiest foods/ food groups 2013**
- **Statistic**: What food/food components come to mind as having health benefits beyond basic nutrition?
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>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total household spending</strong></td>
</tr>
<tr>
<td><strong>Average household spends</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AGE OF HOUSEHOLDER</th>
<th>AVERAGE HOUSEHOLD SPENDING</th>
<th>BEST CUSTOMERS (index)</th>
<th>BIGGEST CUSTOMERS (market share)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average household</td>
<td>554.94</td>
<td>100</td>
<td>100.0%</td>
</tr>
<tr>
<td>Under age 25</td>
<td>206.68</td>
<td>376</td>
<td>24.7</td>
</tr>
<tr>
<td>Aged 25 to 34</td>
<td>72.37</td>
<td>132</td>
<td>21.3</td>
</tr>
<tr>
<td>Aged 35 to 44</td>
<td>69.58</td>
<td>127</td>
<td>22.0</td>
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<tr>
<td>Aged 45 to 54</td>
<td>44.84</td>
<td>82</td>
<td>16.2</td>
</tr>
<tr>
<td>Aged 55 to 64</td>
<td>39.80</td>
<td>72</td>
<td>13.3</td>
</tr>
<tr>
<td>Aged 65 to 74</td>
<td>12.08</td>
<td>22</td>
<td>2.6</td>
</tr>
<tr>
<td>Aged 75 or older</td>
<td>0.00</td>
<td>0</td>
<td>0.0</td>
</tr>
</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?

Some examples follow:
PrivCo
(for Startups)
Figure 4: Vendors’ Product Scores for Webinars Use Case

Product or Service Scores for Webinars

Adobe: 4.30
Cisco: 4.30
Microsoft: 3.95
IBM: 3.75
AT&T: 3.45
Google: 3.35
Blackboard: 3.25
Citrix: 3.20
Vidyo: 3.15
Fuze: 3.05
PGi: 2.70
Arkadın: 2.40
InterCall: 2.10

As of August 2014

Source: Gartner (January 2015)

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.

Arkadın

Like some of its competitors in the conferencing space, Arkadın offers a full complement of products to address specific needs in videoconferencing and webinars. Arkadın’s offerings are well-architected and offer a wide range of features to meet the requirements of different types of users.
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 Codes: 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 Totalizing 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
Find these and more on the guide to entrepreneurship research at CMU: guides.library.cmu.edu/entrepreneurship