



How to Find Market Share Information in the Springs Business Library

Resource: Market Share Reporter

This reference annual is available both electronically as part of the Business & Company Resource Center database and in print (Bus Ref HF 1040 .M37). Now it is also available electronically as part of the Gale Directory Library database. Use link from online catalog entry to access Gale Directory Library.

This is the first place to look for market share data on companies, products, and services.

It covers both consumer and industrial products.

Includes both company market share and brand level market share.

The focus is on US coverage, but selected international coverage is included starting in 2005 when World Market Share Reporter was merged with Market Share Reporter.

This data is based on published market share information as found in business magazines and trade journals; the specific companies, brands and products covered will vary each year. Consequently it may be necessary to search several years to find the desired data.

Hint: To search multiple years in one easy step try the Advanced Search Mode in the Business & Company Resource Center database. In the Content Area menu select Rankings and search by fields such as company name, NAICS code, or keyword.

Resource: Consumer USA

This reference annual is only available in print (Bus Ref HC 101 .C744) Last edition 2010.

No index but detailed table of contents

Includes brand share and manufacturer share for a wide range of consumer products.

Also includes detailed sales figures and forecasted sales for these same products.

Consumer China, also by Euromonitor, includes Chinese market share data.

Consumer USA and Consumer Latin America were combined in 2011 to form new title Consumer Americas (Bus Ref HC 94 A1 C65)
Market share data is no longer include in Consumer Americas.

Resource: IBISWorld

This electronic database contains very current and in-depth industry specific reports on hundreds of American industries at the five digit NAICS code level. Company market share data can be found in the “Key Competitors” section of each industry report.

Resource: Passport GMID (Global Market Information Database)

This database includes several reports that provide market share data. The Industry Reports which covers some twenty consumer based industries each provide company share data and brand share data within specific countries around the world. For example Apparel Industry in France.

Local company profiles include a Company Position table with rankings and percentage share for industry segments in which that company is active.

“Dashboards” provide graphic presentation of brand information. Under Dashboards select Company and Brand Overviews and next choose an industry. Next choose Brand. This provides brand level dollar value and ranking, the three largest markets around globe and growth statistics.

Resource: Mintel

This electronic database contains extremely detailed market research reports on a variety of consumer goods and services. Company share and brand share data is contained within the “Supply Structure” section of each report. Mintel reports often have the most recent available data and provide the greatest level of detail on the brand level.

Hint: Registration with the database is required using your USC email account.

Resource: MediaMark Internet Reporter

This electronic database contains consumer demographics, product usage data, and market share information. The data is based on a national survey of representative households. The market share information is found by clicking the “View Summary” link at the top of a Product Report page. This takes you to the Product Summary Table. Choose the desired product from this listing. Next screen will have the market share data for that product’s brands including Share of Users and Share of Volume.

Hint: Registration with the database is required using your USC email account.

Resource: Business Source Premier

Finding articles about market share is easy when using one of the electronic periodical databases such as Business Source Premier or try a Gamecock Power Search. Combine the search term “market share” with the name of a brand, company or product. Join the search terms together using the AND connector to insure that both terms are present in your search results.

Business Source Premier and also **Thomson One** both include Datamonitor Industry Profiles which provides market share information for the leading companies within that industry. These full text industry reports cover both the consumer and industrial sectors and cover many countries outside the US so they are an excellent source for foreign market share data. For example industry report “Potato Chips in Ireland” includes Ireland’s potato chips market share.

