



How to Find Market Share Information in the Springs Business Library

Resource: Market Share Reporter

This reference annual is available both in print (Bus Ref HF 1040 .M37) and electronically as part of the Business & Company Resource Center database.

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

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 such fields as company name, NAICS code, or keyword.

Hint: Print editions have detailed indexes, but note that numbers found in the indexes are entry numbers and not page numbers.

Resource: Consumer USA

Available print only (Bus Ref HC 101 .C744)

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.

New form of this title Consumer Americas (Bus Ref HC 94.A1 C65 2011) has sales and forecasts statistics for both US and South America but no longer contains market share data.

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

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: Global Market Share Planner

This six-volume reference set is only available in print (Bus Ref HD 2757.15 .G56) 2006 edition

Although this title covers a limited range of consumer product categories, only twelve sectors are included, it is the best source for broad international coverage since it includes market share data for fifty-one countries. This set is broken down as follows.

Market Share Tracker (Volume 1) This volume includes world and regional market share rankings by company for twelve product categories. In addition, the same information is available for each country for these same product categories.

World Leading Global Brand Owners (Volume 2) This volume lists the leading brands for each company along with the brand's rank and percent market share.

Major Market Share Companies (Volumes 3-6) Each volume covers a specific region of the world. For each country it lists the major companies operating there. For each company it lists its leading brands along with the brands corresponding market share data for that specific country.

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.

Investext and Business Source Premier also includes Datamonitor Industry Profiles which include market share information for the leading companies within that industry. These full text industry reports cover both the consumer and industrial sectors and include 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 potato chips market share data.