Why do I like IBISWorld?

IBISWorld is one of the largest industry-based databases in the country. Constantly updated, it is one of the best choices when researching a company, a product or a service. Once you start a search, it will automatically filter your results into several categories, such as Industry Reports, Expert Summaries, or Business Profiles. Each category is distinct and easy to read, making specific searches much easier.

How have I used IBISWorld?

I used IBISWorld in a previous LIB class to research laptops for a class project. By simply searching the word “laptop”, I found a link titled “The Retail Market for Laptop Computers”. Upon clicking the link, I was brought to a concise page detailing all of the features of the laptop market. It contained a detailed chart on the supply chain of laptops, listed the big laptop producers in the market, and even had a section that defined jargon related to laptops.

How can I use IBISWorld?

From the main screen, there is a tab in the upper right corner called Industry Risk Ratings. This tab will bring you to the US Business Environment Profiles. This section of IBISWorld basically details drivers that have a material effect on several various industries. These drivers range from E-Commerce sales to the price of eggs, and each driver has a dedicated page detailing current trends in that topic and any relevant forecasts. I would use this section of IBISWorld to review any current trends that may affect companies I have purchased stock from. If there was a steadily downward trend in the number of smokers today, I would think twice before buying stock from British American Tobacco Co.