

“You guys get it! You understand the need for a fine level of granularity”

Visa

IBISWorld provides industry intelligence that analyzes the business operating risks and opportunities in 700 U.S. industries.

Each industry report provides the most detailed performance data and analysis on the market; supply chain information; forecasts; risk scores; operating strengths and weaknesses; analysis of external drivers; major player market strategies; and industry profit and costs benchmarks.

Our reports are published at the 5-digit level of the North American Industry Classification System (NAICS)

IBISWorld is an online industry solution. Reports are updated three times per year on average and are available in three user-preferred lengths: 4-page iExpert Summaries, Industry Reports of 40-pages and 20-page Risk Rating Reports. Report data and analysis can be downloaded as value-added content for your presentations.

IBISWorld’s extensive report collection has the answers that cut hours from first-stage project research, help you identify and win new business and

deliver client-relevant messages that strengthen existing relationships.

IBISWorld Database

IBISWorld’s Industry Database provides a searchable, relational database covering all 700 industries. The Database facilitates comparative analysis across industries using pre-set or user-designed “what if” queries. Incorporate IBISWorld data into your own analytical models.

Saving You Time

IBISWorld saves you hours when getting up to speed on an unfamiliar industry or compiling the industry section of your reports. Save days on niche industries. Whatever industry you’re working with, we have the report you need!

Data & Analysis You Can Trust

IBISWorld is a trusted, independent source of data with clients from all industries and job functions. Without IBISWorld data and insight you’re left searching online and relying on biased, incomplete or out-of-date sources.

Selected Clients

Chevron

CSC

Pfizer

Visa

Xerox

Example SWOT Matrix Using Selected Chapters from IBISWorld Reports

IBISWorld believes the industry is in the late mature stage of development and characterized by player consolidation. However, you have not invested in new technology and fear that typically speedy technology change and heavy regulation related to R&D efforts may slow your push for market share.

High barriers to entry protect your business by slowing the growth of competition. Import competition is also minimal - providing a larger domestic market. Low revenue volatility makes short-term planning and long-term investment decisions easier: you are confident that there won't be a sudden change in input prices, or supply-side capacity constraints.

IBISWorld product segmentation identifies four separate product lines in your industry. A niche good is expanding by 20% per year thanks to a new buying demographic - an opportunity! A major player is struggling by producing a decline-stage good. With high forecast industry growth, accessing bank capital will be easier. Your business plan outlines the move to gain market share.

		Help	Harm
Internal	Strengths	High Barriers to Entry Low Level of Imports Low Revenue Volatility	Late Mature Life Cycle Costly Technology Change Heavy Regulation
External	Opportunities	New Buyer Segment Struggling Major Player Strong Forecast Growth	Rising Input Costs No Supply Chain Power Lots of Substitute Goods
			Threats

The industry factors outside your control include slowly rising input costs - partly due to growing demand from competing manufacturers in China, but also due to the oligopolistic conditions in supplying industries. You are being bullied by your suppliers and this shows no sign of letting up in the next five years. Substitute goods are gaining market share so you need a strategy to head off the threat - get to know their business plan and counter attack.