Business Resources: IBISWorld – US/Canadian Industry Reports

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Once inside *IBISWorld*, type the name of an industry, a keyword, or a company to obtain relevant industry information.

I am interested in banking as an industry. My search results show different facets of the banking industry with a number assigned to each area. This is because most U.S. and Canadian industries are classified based on NAICS codes or the North American Industry Classification System. Developed in 1997, NAICS codes range between 2-6 digits in length. For instance, the NAICS code for the Commercial Banking Industry is 52211.

You can also browse the industry reports by clicking on "Canada Industry Reports" or "US Industry Reports." Notice that each industry report includes that industry's primary NAICS code. I will access the "Coffee & Snack Shops in Canada" industry report.

The report includes a wealth of industry information including industry at a glance, industry performance, industry outlook, products and markets, competitive landscape, major companies, operating conditions, and key statistics. *IBISWorld* enables you to read, print, or download the entire report of any industry in the database.

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