What is IBIS World?

IBIS World is our comprehensive collection of UK industry research. The database includes performance data, operating strengths and weaknesses, external drivers, industry profiles, forecasts and Brexit Impact Reports for industries in all sectors including Financial, Manufacturing, Service Industries such as Hotels and Beauty Treatment, Wholesale and Retail. IBIS World analyses the environments of over 400 industries using research from government sources, industry associations and companies’ financial statements plus in-house data and modelling.

Why use IBIS World for Marketing?

IBIS World provides information to help marketing professionals better understand their own markets, and assess the potential for future market opportunities.

How do I log on to IBIS World?

To access IBIS World on campus, click on the link from your Moodle pages or use this address: http://www.ibisworld.co.uk/. For off campus access, go to the Library list of databases and click on the Off Campus link. You will need to enter your username and password at the prompt. You should always go via the library links to access IBIS World off-campus, as this takes you to the correct password page.

Basic Search

The search box on the main page allows you to run a simple search. This will bring back results where your terms appear anywhere in the document, so it may bring back a lot of results. The results screen displays the first five results but you can click More Results to view the full list.

Browse by Industry Sector

IBIS World is organised into 18 Industry Sectors. Click on the link to UK Industry Reports, and then find the title of your sector to view the individual reports or scroll down to see each report individually listed underneath the title of the industry sector. You can also view the 75 Global Industry Reports by clicking on the link.

Viewing your results

Clicking on the link to the report that you require will take you to the report landing page. This displays your report by chapter. You can navigate to the chapter you require by clicking on the relevant tab. Each report is organised in the same way so you can easily navigate different industry reports and compare results. You can also click on the PDF button in the toolbar along the top to view the report in full.
Useful chapters for Marketing – click on the tab for Products & Markets

Identify Target Markets (Products and Services section). Use this to quantify the size of a potential market. You can also see which products and services are most successful in the real world. The Supply Chain section will help you understand who your main buyers may be.

Market Segmentation (Major Markets section). Use this to segment your clients by industry, size and location. See who is buying products or services, how much they spend, their motivations, demographics and external factors such as economic changes.

New Product Development (Demand Determinants section). Use this to understand the customers’ needs and wants. Also see the Key Success factors section in the Competitive Landscape chapter to consider the nature of the market, and the key factors for the success of a new product.

Stay ahead of the competition (Competitive Landscape tab – Basis of Competition section). Find out what industry competition is based on and how you can compete. The Key Statistics chapter gives you information on pay, costs and revenue.

Printing and saving your results

The toolbar includes a number of function buttons including print, save and search within the report. To copy and paste a section of the report, click on the print icon which displays the report in an editable format. Remember to cite any text that you copy from IBIS World. To save, click on the PDF button to save the full report.

From the Key Statistics page, you can download data into Excel. Statistics include Industry Data (employment, revenue, imports and exports), Key Ratios (wages per employee, employees per establishment), and Annual Change.

Help

IBIS World provides videos to explain the information in each chapter, as well as tutorials to help you in using IBIS World. For more guidance, visit the library or email us on askalibrarian@bradfordcollege.ac.uk