



MARKET SHARE AND COMPANY RANKINGS

How DO I Find market share for companies or products?

Market Share Reporter Yearly (Ref HF5410 .M35 Table #1)
Organized by SIC code with indexes to products, companies, and brands.

Industry references might include market share.

Snapshot Series North America Databases

Either select "Publications" tab, then "By Industry" tab to see a listing of major industry groups. Open "View Documents" link. Typically includes market size, company rankings, and market segmentation. Or enter industry or product and market share, ie. shampoo and market share.

Standard and Poor's Industry Surveys (Ref HC106.6 .S74 Table #1)

The *Industry Surveys* present detailed statistical and analytical data for broad industries, often illustrated by graphs or charts giving market share.

Which sources will give companies ranked within an industry?

Reference books with rankings lists

Manufacturing and Distribution USA; Industry Analysis, Statistics, and Leading Companies (Ref HD9721 .M362 Table #2) in three volumes: Organized by NAICS code, typical coverage includes industry statistics, location by state and regional concentration, and ranking lists.

Wards Business Directory of U.S. private and public companies (Ref HG4057 .A575 Table #2)

Volume 5 "Ranked by Sales Within 4-Digit SIC".

Volume 8 "Ranked by Sales Within 6-Digit NAICS".

Rankings lists

Business Rankings Annual (Ref HG4050 .B88 Reference Desk)

The "top ten" for about 8,000 rankings; the data and the source are given.

D&B Business Rankings Yearly (Ref HG4057.A2215 D85 Table #2B)

The blue pages in the tabbed section "Business Ranked within Industry Category" rank by sales volume. Check the alphabetic listing in the front for the company.

[year] Directory of U.S. Corporations ("Fortune 500") (Ref HG4057 .A28 Table #2)

The 500 industrial and the 500 service corporations.

Forbes 500 Annual (Ref HG4057 .A275 Table #2)
Industries are broken out under the “Jobs and Productivity” listings.

See also: the "Company Rankings Lists" page on the Library *Websites by Subject* site, Library home page. Sites include these *Fortune*, *Forbes, Inc.*, rankings and other rankings.
<http://www.csupomona.edu/~library/websites/companylists.html>

California only:

“Book(s) of Lists” (Table #2) There are lists for Inland Empire, Los Angeles, Orange Country, San Diego, and San Francisco.

Compute market share from lists ranking companies.

Add the total sales figures for the companies in a list ranking companies within a business or industry. Compute the percentage share for the target company by dividing its sales by that of the industry as a whole:

$$\frac{\text{part}}{\text{whole}}$$

CAUTION: If you use a list arranged by SIC or NAICS code understand that **all** the company’s sales might be under the list’s single industry code (when the company could have sales in several codes) and that the SIC or NAICS code might classify more than just the product or service you want. For description of codes see:

Standard Industrial Classification Manual 1987 Ref HF1042 .A55 (Table #1)

North American Industry Classification System (NAICS) United States 2002 (Ref HF1042 .N677 2002 Table #1)

Articles in business publications might include market share.

ABI/Inform Global and *ABI/Inform Trade & Industry Databases*
Factiva Databases

To find articles about market share in these indexes enter **market share** and the name of the industry or company you want. For example:

Nintendo and market share
pizza and market share

These search statements will retrieve any articles that mention the company **Nintendo** or the product **pizza** and the terms **market share**.

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