



MARKET SHARE AND COMPANY RANKINGS

How DO I Find market share for companies or products?

Market Share Reporter Databases

Be sure to select an edition to search under "Limit the Results".

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 NetAdvantage Databases

See "Industries" tab at top. 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 Business Reference. 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 Databases

See ?Help; open Limit your Search, click on How to limit your Search; scroll down to Publication Dates, click on Advanced Search; then select Advanced Search Indexes by eDirectory; select *Wards Directory* for field to limit search by financial data, SIC, NAICS, codes, and more. Be sure to select an edition to search under "Limit the Results".

Rankings lists

Business Rankings Annual 1989-2008 HG4050 .B88 Business Reference

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

[year] Directory of U.S. Corporations ("Fortune 500") Ref HG4057 .A28 Business Reference

The 500 industrial and the 500 service corporations.

Forbes 500 Annual Ref HG4057 .A275 Business Reference
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” Business Reference 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 Business Reference
North American Industry Classification System (NAICS) United States 2002 Ref HF1042 .N677
2002 Business Reference

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**.

9/08 DH