

# Understand the Market Trends that Drive Buyers to Purchase

IBISWorld's 400+ Canadian industry profiles help marketers quickly understand both existing and potential new markets by providing thousands of data points and key trends.



**Segment Markets**



**Understand Your Buyers**



**Set Marketing Strategy**

## How IBISWorld Canada empowers marketers



### Size a Market

Quantify the size of potential markets, including opportunities in downstream and export channels



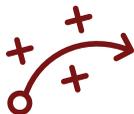
### Segment Your Markets

Understand buyer demographics and the motivations that drive purchase decisions



### Target Growing Industries

Focus campaigns on prospects' known pain points in industries that fit your target markets



### Bolster Marketing Plans

Quickly conduct SWOT analyses and examine the competitive forces of any business environment



### Align Marketing with Sales

Provide targeted market information and insights to sales executives to strengthen their sales pitches and presentations



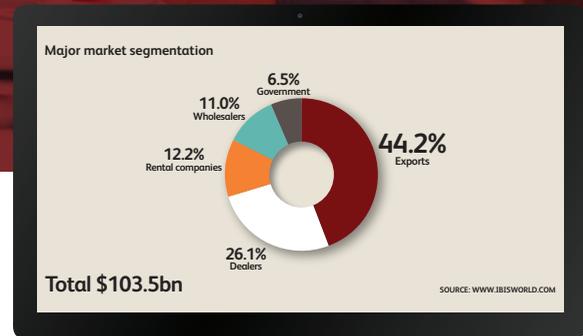
### Create Buyer-Focused Content

Study industry trends to generate customer-focused messages and insightful thought leadership

# IBISWorld Offers a Suite of Tools and Resources that Help Marketers Quickly Size Up an Industry

**KEY SELLING INDUSTRIES**

22131CA	<b>Water Supply &amp; Irrigation Systems in Canada</b> Water supply and irrigation systems are used by vegetable farmers.
32531CA	<b>Fertilizer Manufacturing in Canada</b> Fertilizers are used by farmers to supply nutrients to crop.
33311CA	<b>Tractors &amp; Agricultural Machinery Manufacturing in Canada</b> Agricultural equipment is used for harvesting vegetable and melon crops.
41711CA	<b>Farm, Lawn &amp; Garden Equipment Wholesaling in Canada</b> Harvesting machinery and other equipment used for producing food crops are purchased from wholesalers.

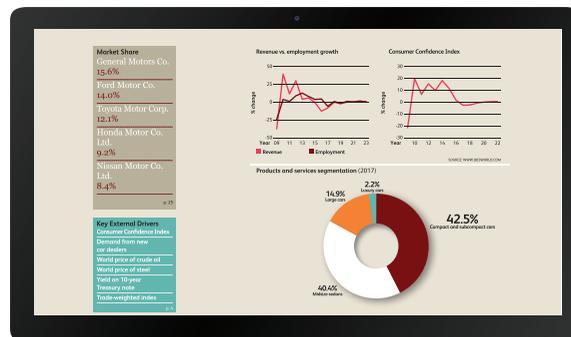


## Search Through 400+ Canadian Industries

Search IBISWorld's database with the Data Wizard to facilitate comparisons across more than 400 Canadian industries. Sort and target industries based on your strategic criteria to identify markets you should pursue.

## Market Segmentation Breakdown

IBISWorld offers insights into key demographics, buyer behaviour, consumer preferences and export opportunities to help you identify high-yield segments and markets.



## Collection of Global Industries

In addition to our vast selection of Canadian industry reports, we continuously expand our international collection with Global, US (national and state-based), UK, Australia and China reports and research on 300 economic, demographic and consumer variables that affect businesses.



Recognized as a trusted independent source of industry research, IBISWorld offers a comprehensive database of unique information and analysis on 400+ Canadian industries. With an extensive online portfolio valued for its depth and scope, the company equips clients with the insight necessary to make better business decisions while saving time and money. IBISWorld Industry Research serves a wide range of academic, business, professional service and government organizations from its US Headquarters in New York City.