Finding Industry Information with Mergent First Research

You will have to go through several screens to get to the database. Click continue or submit until you reach the search page.

From the main page (Industries), you can search or browse for industry profiles. You can search by NAICS, SIC, or keyword. To browse, click “Browse Industry Profiles.”

Browsing brings up a list of categories. Clicking on a category brings up lists of more specific segments.

The small globe icon to the left of a segment indicates that the report includes global insights.
Information in the industry report includes

- Industry overview:
  - Competitive Landscape
  - Products, Operations & Technology
  - Technology
  - Sales & Marketing
  - Finance & Regulation
  - Regulation
  - International Insights
  - Regional Highlights
  - Human Resources
- News and Social
- Quarterly Industry Update
- Industry Forecast
- Critical Issues
- Business Challenges
- Business Trends
- Industry Opportunities
- Executive Insight
- Financial Information
- Call Prep Questions
- Websites & Acronyms
- Related Industries
- Related Tweets
- Industry Indicators
- Industry Websites

Other Tools in First Research

- Access through the bar at the top of the page.

**North America:** Information by state and Canadian province on employment, real estate, news, web resources, and business trends

**Sales & Marketing:** Templates for composing emails and letters to customers

**Industry Prospector:** Select and rank industries based on industry drivers, financial benchmarks, economic and human resource metrics

**International:** Global information on industry (may be duplicated from the industry report) and country profiles, including risks and opportunities.