How do I find rankings and market share information?

Reference Books to Consult:

*Business Rankings Annual* (REF HF 5343 .B87)
Lists of companies, products, services, and activities are compiled from periodicals, newspapers, financial services, directories, and statistical annuals to produce top10 rankings for each of the 5001 entries.

*Market Share Reporter: An Annual Compilation of Reported Market Share Data on Companies, Products, and Services* (REF HD 2741 .M37) 2 volumes
MSR is a compilation of market share reports from periodical literature. The 3,600 entries are arranged under SIC and NAICS codes. Entries fall into 4 major categories: corporate market shares, institutional shares, brand market shares, and, lastly, product, commodity, service, and facility shares.

*Business Rankings: Public and Private Businesses Ranked within Industry Category and State.* (REF HG 4057 .A237); D&B ranks the top 25,000 U.S. public and private companies by sales volume, number of employees and also by individual state and SIC code.

Database for the Most Current Information


In the Search box, enter a company name and click search. In the example, we will use Google Inc. Select your company from the results list. Click the Rankings link after the company name with the description.

Rankings

1. Type the company name
2. Select the Rankings link
A list of reports with rankings displays:

Shown below is one of the reports:

For Market Share Information

Select the Market Share Reports link for market share information. It is one of the links after the company name and description.
The next screen displays a list of available reports from *Market Share Reporter*.

The next screen shot shows an excerpt from one of the market share reports.