How to Find Market Research Reports on EBSCO & ProQuest

Please note: If you are interested in the food, drink, leisure, e-commerce or technology markets, Mintel Oxygen is a better resource. However our subscription to Mintel is limited, so it’s advisable to try Business Source Complete, and Proquest Business Collection for other markets.

Accessing EBSCO Business Source Complete

Go to ifind.swan.ac.uk and search for Business Source Complete. Click on the title from your results and follow the link that appears. You will need to enter your Swansea University username & password.

Using EBSCO Business Source Complete to locate Market Research Reports

Enter the name of a market or industry into the search box e.g. automotive, fashion.

Accessing the Market Research reports

1. Scroll down to Source Types
2. Click on Show More
3. Select Market Research Reports

Tip: Use the Thesaurus to identify the correct term
Accessing ProQuest Business Collection

Go to ifind.swan.ac.uk and search for ProQuest Business Collection. Click on the title from your results page and follow the link that appears. You will need to enter your Swansea University username & password.

Using ProQuest Business Collection to locate Market Research Reports: Method 1

Search for a market or industry

From your results page, click More options... under Document type to select Market Research from the options.
Using ProQuest Business Collection to locate Market Research Reports: Method 2

From home page select **Browse**

Expand More Featured Content to click on **Market Research Reports**

Browse reports by Industry, Segment or Location

Updated April 2015 MD, September 2015 PP