

GALE BUSINESS INSIGHTS: FIND AND ANALYZE YOUR INDUSTRY

Gale Business: Insights contains detailed company, industry, and country information as well as industry publications and case studies. With a simple interface, researching competitors and gaining a competitive edge is simple.

Utilize this tip sheet to better understand workflows to find industries, and utilize the organizer on the back to start your own research.

FIND

USE YOUR INDUSTRY CODE

- If you know the **NAICS** code for your industry, utilize the **Basic Search** bar to search for the code, or use a keyword to find matches.

BROWSE INDUSTRIES

- Select **Browse all Industries** on the homepage.
- Utilizing the drop downs, narrow your results based on industry type.
- Select your industry of interest to access an **Industry Profile**.

GALE BUSINESS Insights

Industries

Industries come from the North American Industry Categorization System (NAICS). NAICS is used by the United States, Canada, and Mexico to classify businesses by industry. Any company doing business in North America self-assigns themselves one of the six-digit NAICS codes based on the majority of their business activities.

Filter by name or 6-digit NAICS code

- 31: Manufacturing
- 32: Manufacturing
- 33: Manufacturing
- 42: Wholesale Trade
- 44: Retail Trade
 - 4411: Automobile Dealers
 - 4412: Other Motor Vehicle Dealers
 - 441210: Recreational Vehicle Dealers
 - 441222: Boat Dealers
 - 441228: Motorcycle, ATV, and All Other Motor Vehicle Dealers
 - 4413: Automotive Parts, Accessories and Tire Stores
 - 4421: Furniture Stores
 - 4422: Home Furnishings Stores
 - 4431: Electronics and Appliance Stores
 - 4441: Building Material and Supplies Dealers
 - 4442: Lawn and Garden Equipment and Supplies Stores
 - 4451: Grocery Stores
 - 4452: Specialty Food Stores

ANALYZE

INDUSTRY PROFILE

- Once you have found your industry of interest, select it to be taken to the **Industry Profile**.
- Utilize the top of the **Industry Profile** to gain valuable insights into basic information like revenue, number of companies, and top companies.

GALE BUSINESS Insights

Software Publishers

NAICS Code 511210

Industry Profile

Annual Revenue (US\$ million) \$991,770 (est.) Employees 1,322,102 Companies 11,732 Largest Company (by Revenue) Luxoft

Industry Overview

This industry comprises establishments primarily engaged in computer software publishing or publishing and reproduction. Establishments in this industry carry out operations necessary for producing and distributing computer software, such as designing, providing documentation, assisting in installation, and providing support services to software purchasers. These establishments may design, develop, and publish, or publish only. These establishments may publish and distribute software remotely through subscriptions and downloads.

Industry Reports

Emerging Industry Report: Agile Software

Top Companies by Revenue

Company Name	Revenue (US\$ million)	Country/Territory
Microsoft Corporation (NASDAQ: MSFT)	\$198,270.0 M	USA
MailUp SpA (Borsa Italiana: M4L)	\$81,042.8 M	ITA
IBM Corp. - Kazakhstan (Kazakhstan Stock Exchange: BILYZ)	\$57,350.0 M	KAZ

INDUSTRY ARTICLES

- Scroll down on the page to find all related **Industry Articles**.
- Helpful document types to explore include:
 - o Trade Journals
 - o Company Profiles
 - o Market Research Reports
 - o Case Studies
 - o News

Industry Articles

All Content Types: Companies, Academic Journal Articles, Market Research Reports, Trade Journal Articles, Market Share / Rankings, Magazine Articles, News, Reference, Case Studies, Associations

COMPANIES (15,769)

ACADEMIC JOURNAL ARTICLES (3,448)

Apple Inc.
Public AAPL Revenue: \$204,328.0M California, United States
Manufacturer of mobile communication and media devices, personal computers, portable, and wearable devices. The company also offers related software, services, accessories, networking solutions, and third-party digital...

UnitedHealth Group Inc.
Public UNH Revenue: \$221,248.0M Minnesota, United States
Diversified health care company that offers health care services and products through two distinct platforms. The company provides health care coverage, benefit services, and information and technology-enabled health...

Software multihoming to distal markets: Evidence of cannibalization and complementarity in the video game console industry.
Authors: Nico Wiegand, Yuri Peers, and Alexander Bleier
From: Journal of the Academy of Marketing Science (Vol. 51, Issue 2) Peer-Reviewed
Mar-2023 19,254 words Article 3490L
Citation Only

Green Cloud? An Empirical Analysis of Cloud Computing and Energy Efficiency.
Authors: Jyong Park, Kunsoo Han, and Byungjae Lee
From: Management Science (Vol. 69, Issue 3) Peer-Reviewed
Mar-2023 19,453 words Report 1700L
Citation Only

TURN THE PAGE to use our organizer to research your industry. >>>

INDUSTRY ANALYSIS ORGANIZER

Industry Name:

NAICS Code:

Industry Description:

Key Players:

Industry Reports:

Review available reports including Plunkett or U.S. Industry.

How does your company fit into your industry?

Market Research Report:

Find a report in the Market Research Reports section found under Industry Articles that most closely aligns to your business.

What advantages or disadvantages do you see with your company's place in the market?

News:

Take time to explore the News section found under the Industry Articles. Consider utilizing the available filters to research specific topics or news outlets.

What trends do you see in news related to your industry?

How do you think this will impact your company?

How can you use this information to make effective change within your company?

Reflection:

Once you complete your research, consider the potential impacts and opportunities you may face in the future. To propel your knowledge forward, a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis can further organize your thoughts and action plan.