



How Market Research Drives Business Growth

Market Research w/ Bandana Research LLC
FEBRUARY, 2025





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Business Librarian

[Schedule appointment](#)

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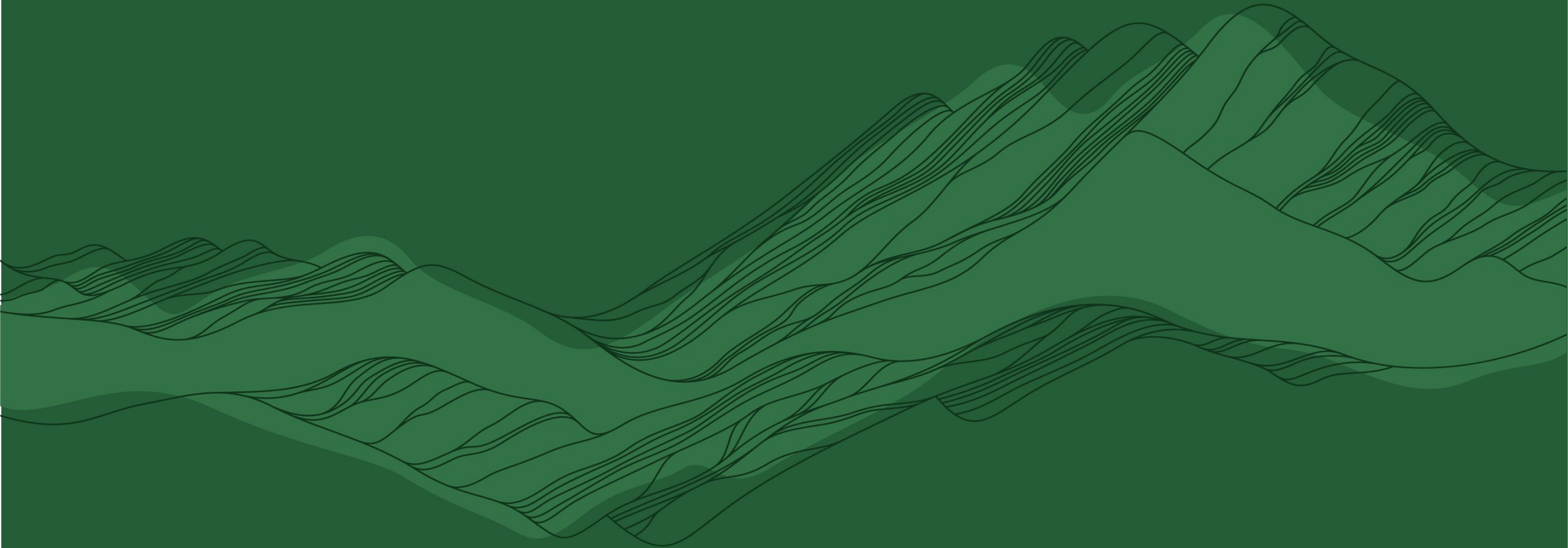
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Webinar Agenda

1. Why do Market Research?
2. Finding Trustworthy Data
3. Resource Demonstrations

1. Why should we do market research?



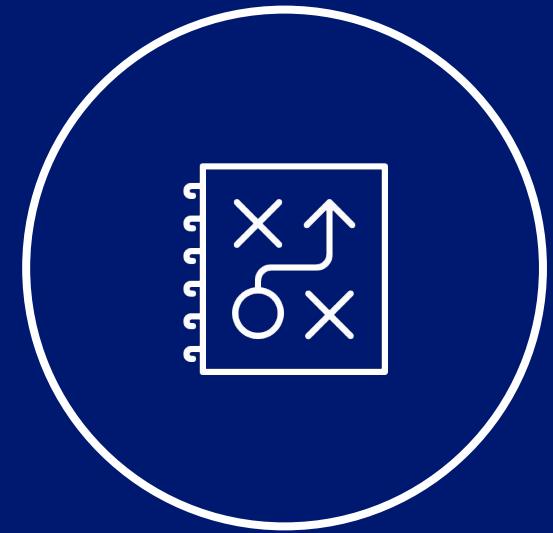
Why should we do market research?



**Understand Your
Target Market**



**Validate Your
Business Idea**



**Make Informed
Decisions**

Why should we do market research?



**Stay Ahead Of
Competitors**



**Adapt To Market
Changes**



**Improve Market
Effectiveness**

Why should we do market research?



**Enhance Customer
Satisfaction**



**Reduce
Financial Risk**



**Identify Growth
Opportunities**

2. Where To Find Trustworthy Data?



**Government
Sources**



Libraries



**Trade
Associations**

2. Where To Find Trustworthy Data?



**Government
Sources**

- [U.S. Census Bureau](#)
- [Bureau of Labor Statistics](#)
- [Small Business Administration](#)
- [Federal Reserve Economic Data](#)
- [U.S. Int. Trade Administration](#)
- [U.S. Energy Information Administration](#)

3. Where To Find Trustworthy Data?



Government
Sources

A screenshot of a Google search results page. The search query is "coffee shop industry statistics site.gov". The results are filtered to show only ".gov" domains. The first result is from the Bureau of Labor Statistics (.gov) titled "Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop". The second result is from the USDA Foreign Agricultural Service (.gov) titled "Coffee: World Markets and Trade". The third result is also from the USDA Foreign Agricultural Service (.gov) titled "Report Name: Coffee Imports Show Strong Growth Potential". The fourth result is from the U.S. Agency for International Development (.gov) titled "USAID and the coffee sector 2023".

Google coffee shop industry statistics site.gov

All Images News Videos Forums Shopping Web More Tools

Bureau of Labor Statistics (.gov)
https://www.bls.gov › oes › may › oes359031

Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop
Industry profile for Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop; Restaurants and Other Eating Places, 371,630, 3.42; Traveler Accommodation ...

USDA Foreign Agricultural Service (.gov)
https://apps.fas.usda.gov › psdonline › circulars PDF

Coffee: World Markets and Trade
Dec 2, 2024 — World coffee production for 2024/25 is forecast 6.9 million bags higher than the previous year to 174.9 million ... Global Market Analysis.
9 pages

USDA Foreign Agricultural Service (.gov)
https://apps.fas.usda.gov › api › Report › Downl... PDF

Report Name: Coffee Imports Show Strong Growth Potential
Apr 20, 2022 — Industry reports indicate that coffee consumers in China could reach over 350 million in 2021, and female consumers are expected to account for ...
8 pages

U.S. Agency for International Development (.gov)
https://www.usaid.gov › sites › default › files › US... PDF

USAID and the coffee sector 2023
The U.S. coffee industry is responsible for nearly 1.7 million American jobs and \$225 billion of national Gross Domestic Product, but is almost entirely ...
10 pages





2. Where To Find Trustworthy Data?



Libraries

Catalog Search Search

What's New

 <p>2025 Juanita Gray Community Service Awards - Feb. 1</p>	 <p>Submit Nominations for the Eleanor Gehres Award by Feb. 14</p>	 <p>An Improved Museum Pass Experience</p>	 <p>Winter of Reading: Take part in the adult reading challenge!</p>
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Recommendations

 <p>Staff Picks: January 2025 (All Ages!)</p>	 <p>Winter of Reading 2025: Colorado Authors</p>	 <p>Winter of Reading 2025: Audiobook Recommendations</p>	 <p>Invierno de Lectura 2025</p>	 <p>شباب القراءة ٢٠٢٥: كتب صربية مميزة (Winter of Reading 2025: Great Books in Arabic)</p>	 <p>Winter of Reading 2025: Streaming Films on Kanopy</p>
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More Reading Resources

denverlibrary.org

All Colorado residents can get a Denver Public Library Card

Get a Card

- Register for an eCard

- Ask Us

Research

- Business Resources

Resources for planning and exploring

- [Business Plans Handbook](#)
- [First Research Industry Profiles](#)
- [Statista](#)
- [ESRI](#) (not a library tool)
- [IBISWorld Reports...](#)

The screenshot shows the Denver Public Library website with the URL denverlibrary.org/topics/business-finance/business?topic_id=8745&combine=. The page features a navigation bar with links for [Ask Us](#), [Get a Card](#), [My Account](#), [Mobile App](#), and [Locations & Hours](#). The Denver Public Library logo is prominently displayed, along with a language dropdown menu set to English. Below the navigation, there are links for [Catalog](#), [Downloads](#), [Recommendations](#), [Services](#), [Events](#), [Research](#), [Teens](#), and [Kids](#). A search bar is located at the top right, with a dropdown menu set to 'Catalog' and a 'Search' button. The main content area is titled 'Business' and is divided into several sections:

- Menu**: A list of links including [Business & Finance](#), [Research Resources](#), [Databases A-Z](#), and [Research Appointments](#).
- Related Resources**: A list of links including [BizBoost: Free Small Business Help](#), [Group and Business Library Card](#), [Affordable Care Act for Small Business Owners](#), [Colorado Small Business Resources](#), [Company Research](#), [Industry Research](#), [Investing and Personal Finance](#), and [Foundations & Nonprofits](#).
- Learn the steps to starting a business, get help creating a business plan, and find data on your customers, competitors, and industry.**
- ABI/INFORM Trade & Industry (ProQuest)**: In-depth coverage of companies, industries, products, executives, trades, trends and other business topics. Includes [First Research Industry Profiles](#). Available with library card.
- Best Customers: Demographics of Consumer Demand**: Based on data collected from the Department of Labor's BLS 2014 Consumer Expenditure Survey, this report analyzes the demographics of household spending on hundreds of products and services. Identifies which households spend the most on those products and services and which have the largest share of spending. Available with library card.
- Brands and Their Companies (Gale)**: Lists manufacturers and distributors from small businesses to large corporations, from both the public and private sectors. Provides complete coverage of U.S. consumer brands; manufacturers, importers and distributors; and companies that are out of business, as well as brands that are no longer in production or are now considered generic. Available with library card.
- Business Plans Handbook (Gale)**

Business

Menu

[Business & Finance](#)[Research Resources](#)[Databases A-Z](#)[Research Appointments](#)

Learn the steps to starting a business, get help creating a business plan, and find data on your customers, competitors, and industry.

[ABI/INFORM Trade & Industry \(ProQuest\)](#)

In-depth coverage of companies, industries, products, executives, trades, trends and other business topics. Includes [First Research Industry Profiles](#)

Available with library card

Related Resources

[BizBoost: Free Small Business Help](#)[Group and Business Library Card](#)[Affordable Care Act for Small Business Owners](#)[Colorado Small Business Resources](#)[Company Research](#)[Industry Research](#)[Investing and Personal Finance](#)[Foundations & Nonprofits](#)

[Best Customers: Demographics of Consumer Demand](#)

Based on data collected from the Department of Labor's BLS 2014 Consumer Expenditure Survey, this report analyzes the demographics of household spending on hundreds of products and services. Identifies which households spend the most on those products and services and which have the largest share of spending.

Available with library card

[Brands and Their Companies \(Gale\)](#)

Lists manufacturers and distributors from small businesses to large corporations, from both the public and private sectors. Provides complete coverage of U.S. consumer brands; manufacturers, importers and distributors; and companies that are out of business, as well as brands that are no longer in production or are now considered generic.

Available with library card

[Business Plans Handbook \(Gale\)](#)

Resources for growing

- [Data Axle](#)
- [First Research Industry Profiles](#)
- [Statista](#)
- [ESRI](#) (not a library tool)
- [IBISWorld Reports...](#)

2. Where To Find Trustworthy Data?



IBISWorld is not available at Denver Public Library unfortunately, but...

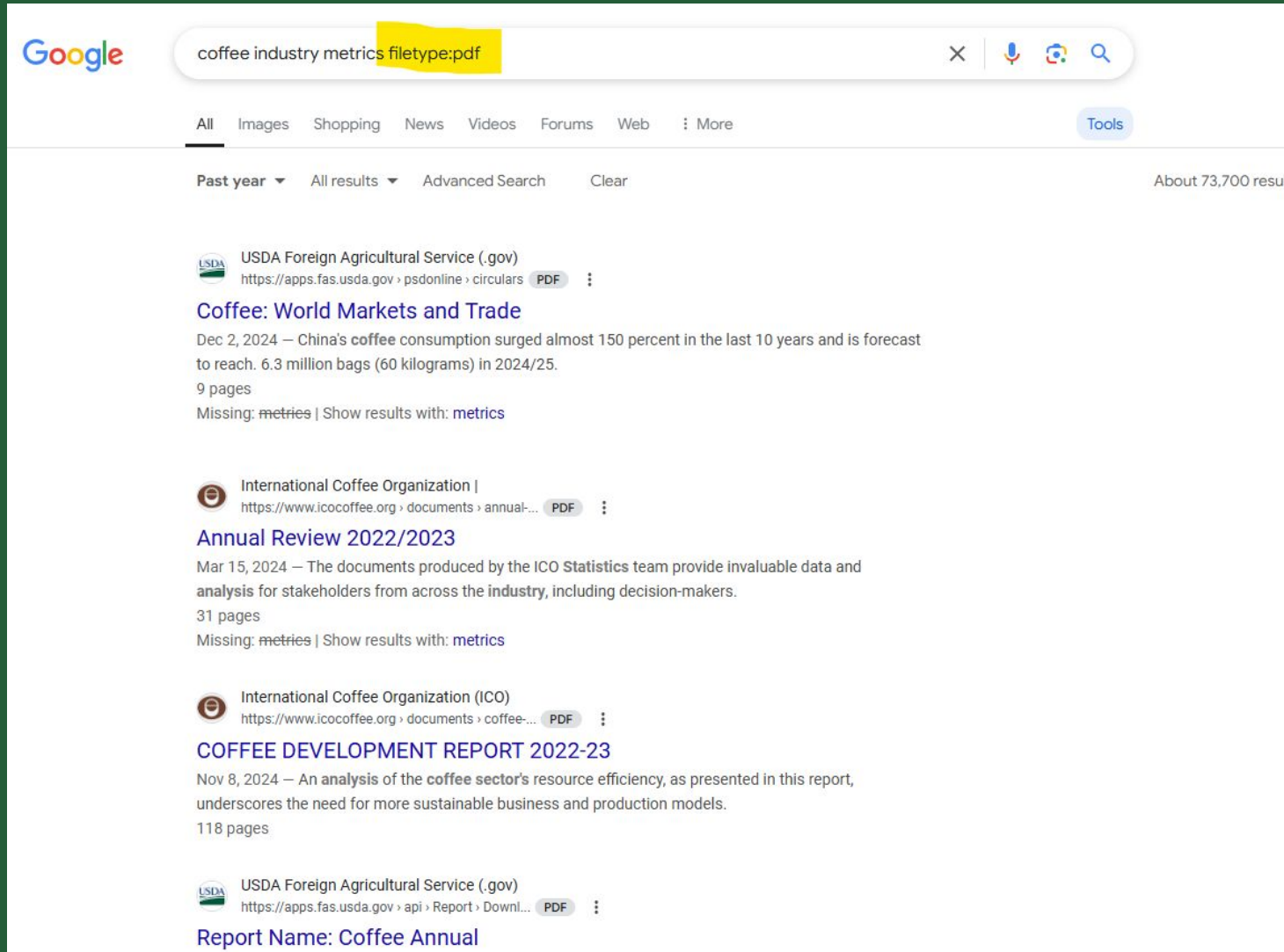


Libraries

Local academic libraries with access to IBISWorld

- [Auraria Library](#)
- [CU Boulder](#)
- [Univ. N. Colorado](#)
- [CSU](#)

2. Where To Find Trustworthy Industry Data?



The screenshot shows a Google search interface with the query "coffee industry metrics filetype:pdf" in the search bar. The search results are filtered to PDF files. The top result is from the USDA Foreign Agricultural Service (.gov), titled "Coffee: World Markets and Trade", dated Dec 2, 2024. The second result is from the International Coffee Organization (ICO), titled "Annual Review 2022/2023", dated Mar 15, 2024. The third result is also from the ICO, titled "COFFEE DEVELOPMENT REPORT 2022-23", dated Nov 8, 2024. The fourth result is from the USDA Foreign Agricultural Service (.gov), titled "Report Name: Coffee Annual".

Google

coffee industry metrics filetype:pdf

All Images Shopping News Videos Forums Web More

Past year All results Advanced Search Clear About 73,700 results

USDA Foreign Agricultural Service (.gov)
https://apps.fas.usda.gov/psdonline/circulars PDF

Coffee: World Markets and Trade
Dec 2, 2024 – China's coffee consumption surged almost 150 percent in the last 10 years and is forecast to reach 6.3 million bags (60 kilograms) in 2024/25.
9 pages
Missing: metries | Show results with: metrics

International Coffee Organization |
https://www.icocoffee.org/documents/annual-... PDF

Annual Review 2022/2023
Mar 15, 2024 – The documents produced by the ICO Statistics team provide invaluable data and analysis for stakeholders from across the industry, including decision-makers.
31 pages
Missing: metries | Show results with: metrics

International Coffee Organization (ICO)
https://www.icocoffee.org/documents/coffee-... PDF

COFFEE DEVELOPMENT REPORT 2022-23
Nov 8, 2024 – An analysis of the coffee sector's resource efficiency, as presented in this report, underscores the need for more sustainable business and production models.
118 pages

USDA Foreign Agricultural Service (.gov)
https://apps.fas.usda.gov/api/Report/Downl... PDF

Report Name: Coffee Annual



Trade Associations &
Professional Orgs.

3. Database Demonstrations

- Business Plans Handbook
- First Research Industry Profiles
- Statista
- Data Axle
- Encyclopedia of Business Information Sources

3. Other Demonstrations

- IBISWorld Reports (not available at DPL)
- ESRI (available online)
- Government sources (Google Power Searching)
- Association sources (Google Power Searching)



Click the link below to set up an appointment to get no-cost market research guidance from Jay through the Northwest SBDC Center



Meet With A Business Advisor

Meet with a Business Advisor

After attending a startup class and taking action on a couple of the steps above, you'll be ready to sit down for an initial SBDC advising appointment. At your first appointment, the advisor will review your business idea and the progress made to date. Bring a list of questions or paperwork you'd like to review. Our advisors can help you:



- ✓ Conduct a market analysis and test the feasibility of your concept
- ✓ Develop a business plan
- ✓ Determine legal structure, choose a business name, register your business and obtain licensing
- ✓ Develop a financial plan, including profit and loss projections, cash flow analysis and capital requirements
- ✓ Determine potential funding sources
- ✓ Set up an accounting system

REQUEST INITIAL APPOINTMENT

REQUEST FOLLOW-UP APPOINTMENT



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