IBISWorld Segment Benchmarking

Identify a more like-for-like comparison across businesses of different sizes

Employee and revenue segment breakdowns help you understand the nuances of your client’s operating environment

The benchmarks you want, the granularity you need.
Benchmark Against Similarly Sized Operators

More accurately compare your clients’ performance and positioning in their operating environments, driving unique insights that accelerate time to outcomes.

- Benchmark a company by employee size and average revenue per business
- View key statistics and trends by employee segments including 0-4, 5–9, 10–19, 20–99, 100–499 and 500+ with revenue breakdowns for each segment
- Compare your clients against their segment, all other industry segments and the industry more broadly
Granular Data & Insights You Need

- Revenue, employees, establishments, wages and other key statistics trends
- Multiple years’ worth of historical data plus a 5-year forecast
- A breakdown of how much revenue each operator-size segment makes up of the total industry size
- Strengths, weaknesses, opportunities, threats (SWOT) faced by each industry operator-size segment
Performance & Productivity Benchmarking

Performance benchmarking across the different operator-size segments that breaks down a segment’s performance in revenue, employees, establishments, wages, enterprises and entry & exit rates.

Productivity benchmarking across the different industry operator-size segments that breaks down a segment’s revenue per employee, wages as a share of revenue, employees per establishments, revenue per dollar of wages, average wages, expansion and contraction rates.
Segment Benchmarking empowers you with the granular data and insights you need to create a more holistic picture of your client’s positioning.

Contact your IBISWorld representative to learn more!