

Case Study:

Market Scan of custom printing in Germany

M00 is an online printing and design company founded in 2006 with the goal of mixing up the trillion-dollar global printing industry to make great design accessible to everyone and to combine professional design with the accessibility and reach of the Internet.



Challenge

Moo aims to grow its German business by further penetrating the market and by exploiting its full potential.

In order to achieve this, M00 would like to base any further decisions for the German business on a solid market potential estimated through a professional quantitative market research, focused on digital business and leading to sustainable and strong growth of M00's business in Germany.



Methods

Conduct quantitative and qualitative market analyses:

- Review data sources and recent market studies in Germany
- Conduct a top-down approach based on a reliable and up-to-date figure of larger market, e.g. the entire print business in Germany and derive the market segment (digital and personalized) that is relevant for M00, thus getting to a first estimate on the total addressable market
- Complement this approach with an estimate of M00's market potential in Germany with a bottom-up approach, e.g. identifying online customers who purchase personalized print products, then calculating potential Sales via an average price
- Define German buyer behavior in premium market cities, region and segments



Results

- Achieved the most accurate market potential for Moo by combining top-down and bottom-up analyses
- USP of premium quality product helped define market approach and target markets
- Defined German consumer behavior and market share potential within new business and start-up segments