



# Market Analysis for Deeper Understanding

Establish market attractiveness and understand the dynamics for successful market penetration.

The quantitative and qualitative assessment and evaluation of a particular market establishes the market attractiveness and the dynamics of the market. It helps you identify how to better position your business to be competitive and serve your customers.

In the market analysis, you get answers to specific questions about market development. You get to know which factors are causing or preventing your success. The result of the market analysis is both quantitative and qualitative data. The components of an individual market analysis depend on the specific question and the objectives. For this purpose, primary data such as a survey of target groups, as well as secondary data such as market studies, research reports, etc., are leveraged.

A strong market analysis results in:

- Target market definition
- Determination of market size and development
- Customer use cases of target clients, customers, users, buying patterns, etc.
- Competitor and trend analysis can also be leveraged to support your analysis

**Examining the past and current market situation and drawing conclusions about how the market will look in the future, gives you the possibility to analyze your specific potential in the market. Determining factors are market entry barriers, regulations, success factors and competitors as well as current trends in the market.**



**Dr. Carolin Matouschek** | Enabler & Director of Market Research

Carolin is a market research expert and enabler with experience in developing growth strategies for a wide range of clients. With her structured approach to dealing with complexity and her deep understanding of technology trends she quickly gets to the heart of key insights and delivers pragmatic and concrete solutions. → [in](#)

Ready for the next step? Contact us for an informal exchange at **+49 89 44 99 07 20** or book us [here](#).