

Comprehensive Market Analysis and Strategic Insights

From Market Sizing and Trends to Consumer Behavior and Competitive Positioning

Market Research Overview



Research Title

[Insert study name] — Industry Focus: [Insert industry/category]



Prepared by

Market Intelligence Team



Date

[Insert date]

Market Sizing & Opportunity (TAM / SAM / SOM)

01

TAM: Total Addressable Market

Total addressable market for the full category demand

02

SAM: Serviceable Available Market

Serviceable available market for the defined target segment

03

SOM: Serviceable Obtainable Market

Serviceable obtainable market based on realistic share capture



Industry Macro Trends (PESTLE Drivers)



Political & regulatory shifts

Political & regulatory shifts impacting access, compliance, and go-to-market



Economic forces

Economic forces shaping demand volatility, affordability, and channel mix



Social & cultural changes

Social & cultural behavior changes influencing preferences and usage patterns



Technological innovation

Technological innovation affecting product design, discovery, and switching costs



Environmental & sustainability expectations

Environmental & sustainability expectations driving claims, materials, and packaging

Consumer Demographics & Behavioral Insights



Persona card: Primary target user profile

needs, motivations, decision drivers



Demographic snapshot

Age bands, household composition,
income/affordability lens



Behavioral signals

Purchase triggers, usage frequency, channel
preferences, loyalty

Competitive Landscape (2x2 Positioning Map)

Customer Value Strength

- Position the key players based on how strong their customer value is in the market.

Price/Value Perception

- Evaluate the price versus value perception to understand positioning and identify white space for differentiation and messaging opportunities.

Key Unmet Needs & Pain Points (Survey Outcome)

Top unmet needs ranked by impact

Top unmet needs ranked by impact on switching and repeat intent

Frequent pain points across stages

Most frequent pain points reported across awareness, consideration, and usage stages

Gap-to-solution alignment

Gap-to-solution alignment: Where product features and marketing claims can close the loop

Pricing & Packaging Trends (Benchmark Analysis)



Price architecture

Entry vs. mid vs. premium tiers and typical price ladders



Pack-size strategy

Unit economics, bundle logic, and value perception drivers



Packaging signals

Claims, format, sustainability cues, and shelf/online visibility

Strategic Recommendations (Product + Marketing Takeaways)

Recommendation 1: Target the highest-impact need with a clear value proposition and proof points

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Recommendation 2: Win on pricing/pack architecture that improves affordability and perceived value

Win on pricing/pack architecture that improves affordability and perceived value

Recommendation 3: Activate differentiated messaging and channel strategy aligned to persona decision journeys

Activate differentiated messaging and channel strategy aligned to persona decision journeys