

Market Analysis Template



Company ABC

Date
[Add Date]

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1. Industry Overview

Industry Name: [e.g., Health Tech, Home Services, SaaS]

Current Size: [\$ value or number of users]

Growth Trends: [e.g., CAGR, emerging shifts]

Key Drivers: [e.g., regulations, technology, consumer behavior]

2. Target Market Segmentation

Primary Customer Segments: [e.g., SMEs, Gen Z, parents]

Demographics: [age, gender, income, education]

Psychographics: [values, interests, behaviors]

Geographic Scope: [local, regional, international]

3. Customer Needs and Behavior

What does the target customer need/want?

Typical buying process: [e.g., impulse, comparison-driven]

Sales cycle length: [short, long, consultative]

4. Competitive Landscape

Top 3 Competitors: [name + product summary]

Competitive Advantage: [speed, price, brand, IP]

SWOT Analysis: [your business relative to others]

Porter's 5 Forces Summary: [optional, if used]

5. Market Gaps and Opportunities

Unmet Needs: [products/services missing from market]

Differentiation Strategy: [how you will fill the gap]

Market Entry Timing: [why now?]

6. Research Sources

Primary: [interviews, surveys, focus groups]

Secondary: [industry reports, government data, Google Trends]

Tools Used: [e.g., Statista, IBISWorld, SurveyMonkey]

7. Visual Elements (Optional)

Charts: [market size growth, segmentation pie, etc.]

Tables: [competitor comparison, pricing strategies]

8. Strategic Implications

What decisions will be made based on this analysis?

How does it influence pricing, sales, and funding?