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## New Market Sectors - how do we understand them?

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### Basic facts:

- **Definition:**

- How is the sector defined?
- By the competitors within it?
- By consumers, retailers, etc?

- **Size:**

- How large is the sector?
- What's its value, volume/quantity, penetration etc?

- **Trends:**

- What's the trend in the market (value, volume, penetration)?

- **Key players:**

- What are the main manufacturers/suppliers and brands involved?
- What are the major shares of the market?
- What significant share trends are there?

- **Status & development:**

- What is the technical status of the market in terms of product development and technical advance?
- Is there constant major innovation, or is it a mature sector with tinkering and variant introduction the main activity?
- Are there major scientific advances known to be likely to affect the market in the near future?
- Could there be something we don't know about?

### Sales in the market:

- **How:**

- How and where are the brands in the market sold?
- Which are the main distribution channels?
- What are the significant changes taking place within this?

- How far (if at all) does the market rely on personal selling and at what level?

- **Pricing:**

- What is the price structure of the market?
- Is the market subject to aggressive price competition and promotion?
- What's the evidence?

- **Marketing:**

- What is the advertising history of the market?
- Total spend and brand spend over recent years?
- The creative platforms?
- The main media used?
- What other significant promotional activity can be identified (major promotions, significant PR, web sites etc)?
- What (if anything) appears to be working/not working?

## **Consumer target groups:**

- **Usage:**

- Who buys/uses the category?
- Who are the heavier users?

- **Defining:**

- How can they be defined demographically, and ideally more precisely?

- **Changes:**

- What recent changes in consumption/usage can be identified?
- What works?
- Is there evidence of players in the market successfully/unsuccessfully targeting any specific segment?

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