

Market Structure

How much competitive intelligence do you have?

Knowledge of your market and key competitors are crucial to your business decisions. To ensure you remain fully informed, Reed Business Insight offers specialist, objective and cost-effective **Market Structure** research.

We can help you better understand:

- Your market's structure in terms of value and volume share
- Your competitors' marketing, pricing and distribution strategy

With a strong understanding of your market's structure you can:

- Determine market trends and potential requirements
- Identify the potential of different distribution channels
- Identify opportunities for market entry and growth

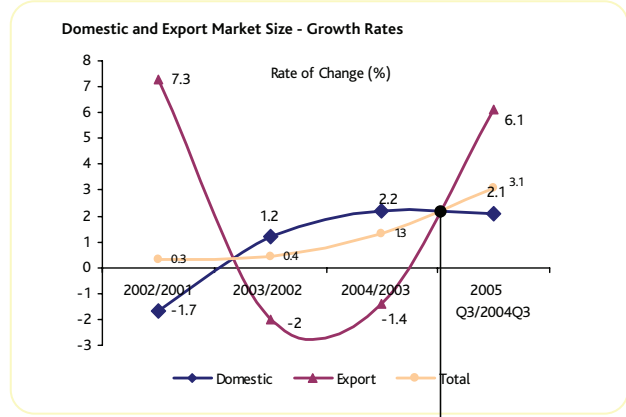
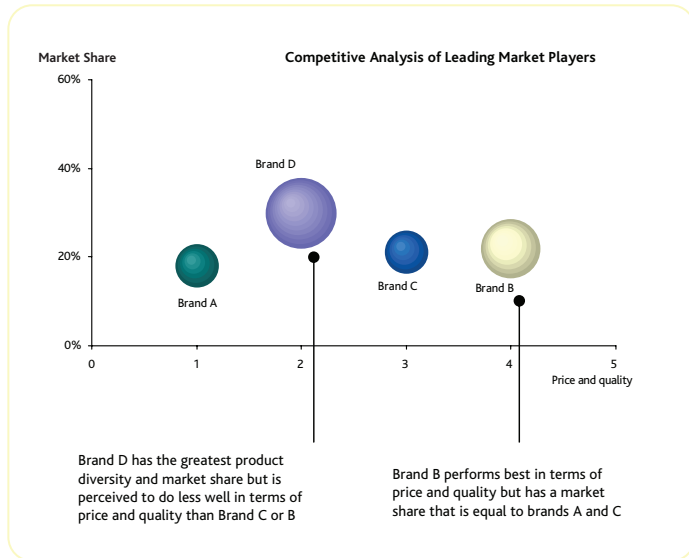


Example question areas:

How does the market break down by VOLUME/VALUE?
What are the key TRENDS and ISSUES affecting growth?
Who are the KEY PLAYERS in the market?
What are my competitors' STRENGTHS/WEAKNESSES?
What are my competitors' current MARKETING strategies?
What are my COMPETITORS' distribution systems?
Who are the DIFFERENT END USERS in this market place?

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What Market Structure results look like:



The domestic market is stagnating with the growth rates declining slightly. However, the total market is growing due to the rise in exports

