ACUMEN
Market Size Estimator

If you are entering a new market, knowing the size of the market or potential market is critical for your decisions. It can have a profound impact on your entry strategy, such as deciding to enter or not, evaluating the investment you need to make, setting up a manufacturing plant or not, the number of products that could be introduced, or the number of channel partners you need. You probably also need to know the size of different segments; by geography, price, product, channel, and so on. All these estimates help you make the right entry decisions, avoiding heartburn later.

What can we do?

Our Insight Partners can help you make data-driven decisions by estimating market size using proven techniques.

What is the methodology?

It depends! In some cases, our Insight Partners may have access to authentic secondary sources to estimate market size with acceptable accuracy. If such secondary sources are available, it could be done in a matter of days. But it is likely that the methodology that we need to use is a combination of primary and secondary research. The approach could be supply led, wherein we conduct a primary research among the current players in the market to assess demand. It could also be demand led, wherein we estimate the market through a primary research among customers. The specific approach varies on factors such as objectives of the research, industry, availability of credible information, time, and budget.

How can you use the output?

The output can lead to decisions on entering or not entering a market as well as the entry strategy. Often, it can lead to additional research to progress further on entering a market such as our SIFT Partner Identification Module or TAG Customer Database Module.

For more details and a time and cost estimate, get a free no-obligation 30-minute consultation with InsightGig! Click here to get started, or send an email to contact@insightgig.com.

"The art of drawing conclusions from experiments and observations consists in evaluating probabilities and in estimating whether they are sufficiently great or numerous enough to constitute proofs. This kind of calculation is more complicated and more difficult than it is commonly thought to be."
Antoine Lavoisier, renowned French chemist