



MARKET LANDSCAPE ASSESSMENT

Identify whitespace market opportunities

Spot opportunities to grow your business with a deep assessment of your market and potential new customers, and help you land on an execution strategy

Things are changing so quickly the old way of analyzing data monthly is not enough. Being able to keep your finger on the pulse of the market as events unfold is critical to enabling confident decision making.

Shameek Raj
Head of Data, Analytics & Insight - Brand & Media

BEIERSDORF

Turn ideas into strategic design decisions

- + Identify category gaps, unmet needs and changing consumer preferences
- + Inform future product, customer and brand strategies to stay relevant and ahead of competition
- + Get answers on which segments to target, what channels to focus, how best to reach etc.

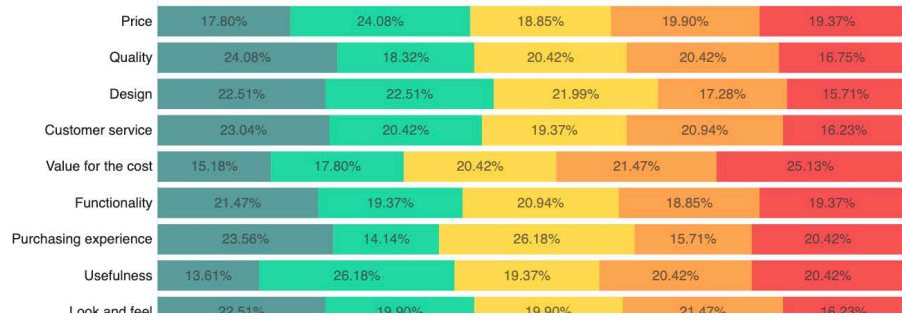
Market Landscape Assessment - Experience Gap

Attitude & Usage study in an instant

- + Market sizing and growth projections
- + Industry and segment attractiveness
- + Competitive Landscape
- + Brand penetration/perception
- + Barriers to entry

Brand Satisfaction on Category Features

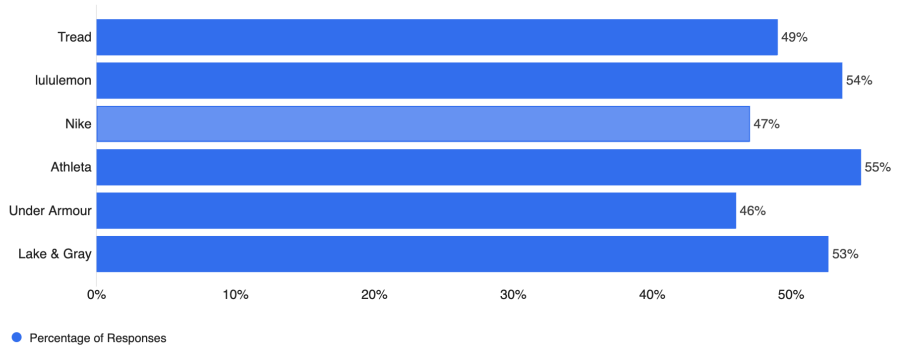
191 Responses



Market Landscape Assessment - Competitive Landscape

Consideration

300 Responses



Avail Qualtrics Market Landscape Assessment via



SELF-SERVE XM SOLUTION

- Leverage an expert-built survey template, preloaded with the right questions, to help you save time
- Quickly view and interpret results with pre-built workflows and channel results into pre-configured dashboards



QUALTRICS RESEARCH SERVICES

- Lean on our seasoned research team to help unlock the power of the DesignXM research platform
- Customize the solution and expand the scope to your specific needs and deploy across vetted panels

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