

Market size estimation template

Description

A template to help estimate the size and future growth potential of any market in which your company would consider competing with the help of a strategic partner.

Time needed

± 60 minutes

Type of tool

- DISCUSSION TOOL
- CHECKLIST
- THINKING FRAMEWORK

Benefits

This exercise can help you calculate the size of a specific market opportunity.

Team needed

Management / financial team

Innovation Phase

- EXPLORE OPPORTUNITY
- DEVELOP CONCEPT
- VALIDATE CONCEPT
- INTRODUCE PRODUCT/SERVICE
- SCALE UP
- EXPAND & DIVERSIFY
- MANAGE OI

Expected outcome

This objective data collection effort will help you evaluate all markets against the same criteria – thereby removing the risk of basing the case for a strategic partnership on untested assumptions.

Complexity

3. Can be used by SME



Market size estimation template

MARKET	AVG. PRICE PER UNIT	TOTAL UNITS SOLD	MARKET REVENU TOTAL	TOTAL NUMBER OF CUSTOMERS	TOTAL REVENU PER CUSTOMER	ESTIMATED PRICE GROWTH RATE	ESTIMATED UNITS SOLD GROWTH RATE	ESTIMATED CUSTOMER GROWTH RATE
A								
B								
C								
D								
MARKET	PROJECTED AVG. PRICE PER UNIT	PROJECT TOTAL UNITS SOLD	PROJECTED MARKET REVENU TOTAL	PROJECTED TOTAL NUMBER OF CUSTOMERS	PROJECTED TOTAL REVENU PER CUSTOMER			
A								
B								
C								
D								



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MARKET	AVG. PRICE PER UNIT	TOTAL UNITS SOLD	MARKET REVENUE TOTAL	TOTAL NUMBER OF CUSTOMERS	TOTAL REVENUE PER CUSTOMER	ESTIMATED PRICE GROWTH RATE	ESTIMATED UNITS SOLD GROWTH RATE	ESTIMATED CUSTOMER GROWTH RATE
A	4,35	102500000	445.875,00,00	60000000	7,43	1,00%	5%	7%
B	6,75	90345000	609,828,750,00	61200000	9,96	1,50%	7%	5%
C	2,45	234500000	574,525,000,00	62424000	9,20	-0,50%	4%	2%
D	8,95	65094000	582,591,300,00	63672480	9,15	1,50%	10%	6%
MARKET	PROJECTED AVG. PRICE PER UNIT	PROJECT TOTAL UNITS SOLD	PROJECTED MARKET REVENUE TOTAL	PROJECTED TOTAL NUMBER OF CUSTOMERS	PROJECTED TOTAL REVENUE PER CUSTOMER			
A	4,31	107,625,000,00	463,487,062,50	64200000	7,22			
B	6,83	96,669,150,00	660,675,222,03	64260000	10,28			
C	2,44	243880,000,00	549,518,470,00	63672480	9,34			
D	9,08	71,603,400,00	650,463,186,45	67492829	9,64			

Calculate Total Revenue per Customer by dividing total revenue by number of customers

Calculate Market Revenue Total by multiplying average Price per unit by total units sold

Average price per unit Reflects all competitors' prices

Reminder! Be sure to include markets in which you currently compete in this analysis. It will help you build a more informed comparison for any new markets you are considering entering.



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Use Guidelines

Step 1

Gather the data to complete the table.

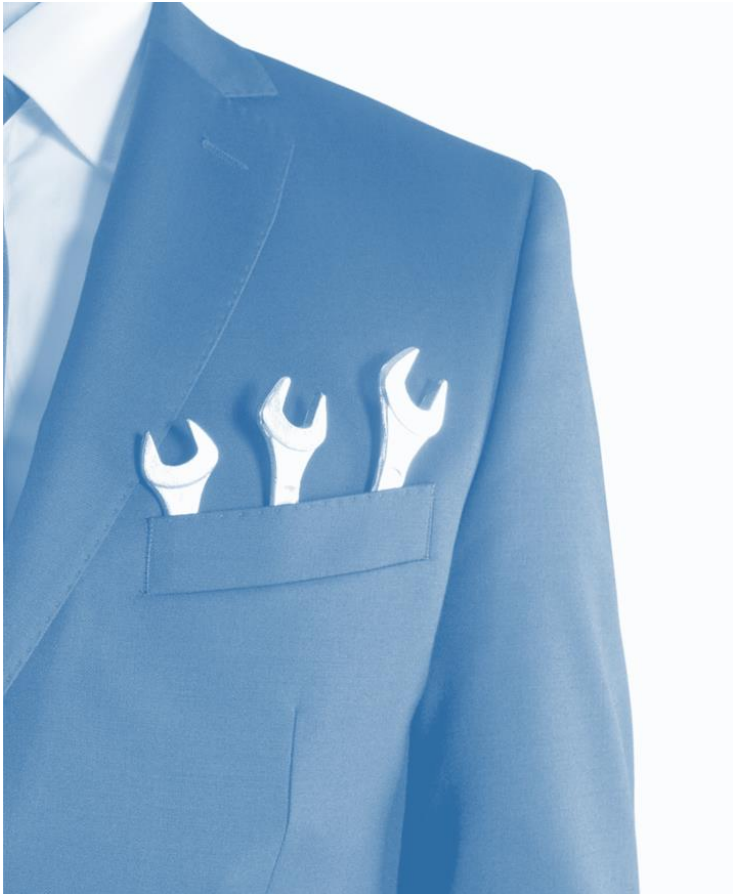
This exercise can help you calculate the size of a specific market opportunity. This objective data collection effort will help you evaluate all markets against the same criteria – thereby removing the risk of basing the case for a strategic partnership on untested assumptions.

Step 2

Reminder! Be sure to include markets in which you currently compete in this analysis. It will help you build a more informed comparison for any new markets you are considering entering (and it can also help you realistically consider your company's growth potential with, and without, partner-aided market entry).



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Description

What

A template to help estimate the size and future growth potential of any market in which your country would consider competing with the help of a strategic partner.

Use in conjunction with the “Market Trends Evaluation Checklist”, “Drivers/Restraints Worksheet” and/or “Technology Analysis Guidelines”.

Why

The goal is to identify high-growth market opportunities that your organization cannot currently pursue – but would be able to exploit if it had access to capabilities offered by a strong-fit strategic partner.

Link / download

<https://docplayer.net/55616923-Growth-process-toolkit.html>

