

Market Sizing

Understanding competitor and retailer volume within a category is a critical step in developing an effective marketing strategy. When a client's internal data and available syndicated research fail to provide adequate information, Sales Factory can conduct a market size analysis for your product categories.

Sales Factory's Insights & Analytics team is prepared to estimate major brand and retailer volumes within most product categories or sub-categories. The process involves triangulating POS data from the client, the available syndicated data and Sales Factory's extensive analysis of the retail environment. This analysis breaks down store assortments, website traffic and Amazon sales history in stores across the country, providing you with a deep understanding of how to position your products and services for greater profitability.

What's Included

- Product category analysis
- Breakdown of store assortments
- Research
- In-store and online audits
- Detailed analysis and development of insights
- Presentation to client

Client Responsibility

The client provides all available POS data, timely responses to questions and access to any staff who have valuable tribal knowledge.

Deliverables

Presentation of insights and relevant strategy recommendations to the agreed-upon level of detail.

The Process



Review of client provided research and POS



Conduct store walks and audit e-commerce environment



Identification and purchasing of valuable secondary data



Primary research conducted to assess purchase frequencies, velocities, and channel share



Modeling of market estimates defined in scope

Pricing

There are three tiers of market sizing research available.

	TIER 1	TIER 2	TIER 3
POS Data Analysis	x	x	x
In-store Audit	x	x	x
E-commerce Audit	x	x	x
Secondary Research	x	x	x
Digital Analysis		x	x
Syndicated Research		x	x
Consumer Survey Questions		x	x
Primary Research with End-Users			x
TIMING	3 weeks	6 weeks	10 weeks
TIER SELECTION			
COST	\$19,999 per product category	\$29,999 per product category*	\$79,999 per product category**

*Syndicated research will be billed at cost based on prior approval.

**Syndicated research will be billed at cost based on prior approval; Panel costs are not included.

Interested in learning more

about market sizing or other Sales Factory services?

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