analysing spending behaviour and identifying opportunities for growth.

unveiling market insights: market rearch analysis is the use of the data analysis technique to gather, process and interpret market dat

understanding what features are most important to customers, a business can prioritize product development designs and features.

expression:consumer behaviour, market trends, demants, crucial tools, informed decisions about product development

market research behaviour and preference that can be used to compaig



unveiling market insights

Insight Driven Marketing Sense market trends Inspraye retention. Increase share of wadet Identify opportunities Choose target segments - Irecrease cross-sell Craft value propositions Invorease up-sell. Validate adapt value propositions Personalize relationships Define offerings Create outernalitie Design offerings Expand ecosystem - Develop offerings Maximize value share Adapt offwrings Augment WELLE Reallocate functions Synchronics channels Adapt charered reix. Expand touch points Manage brand equity Price to maximize yield Optimize communications mix Bundeturbunde offerings integrate communications Design new revenue models Monitor customer ingretience Adapt pricing strategy

market trend
analysis: market
research analysis allows
business to analyse
market trends and
customer behaviour to
identify opportunities for
growth and innovation

250,000 150,000 100,000 50,000 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024 IIC packaging and testing IIC manufactory IIC design market trend
analysis: market
research analysis allows
business to analyse
market trends and
customer behaviour to
identify opportunities for
growth and innovation

this information can be used to create targeted marketing campaign and to desiign products and services that better meet the needs of specifc customer segmen

it is based on demographic, psychographic, and behaviour characteristics.