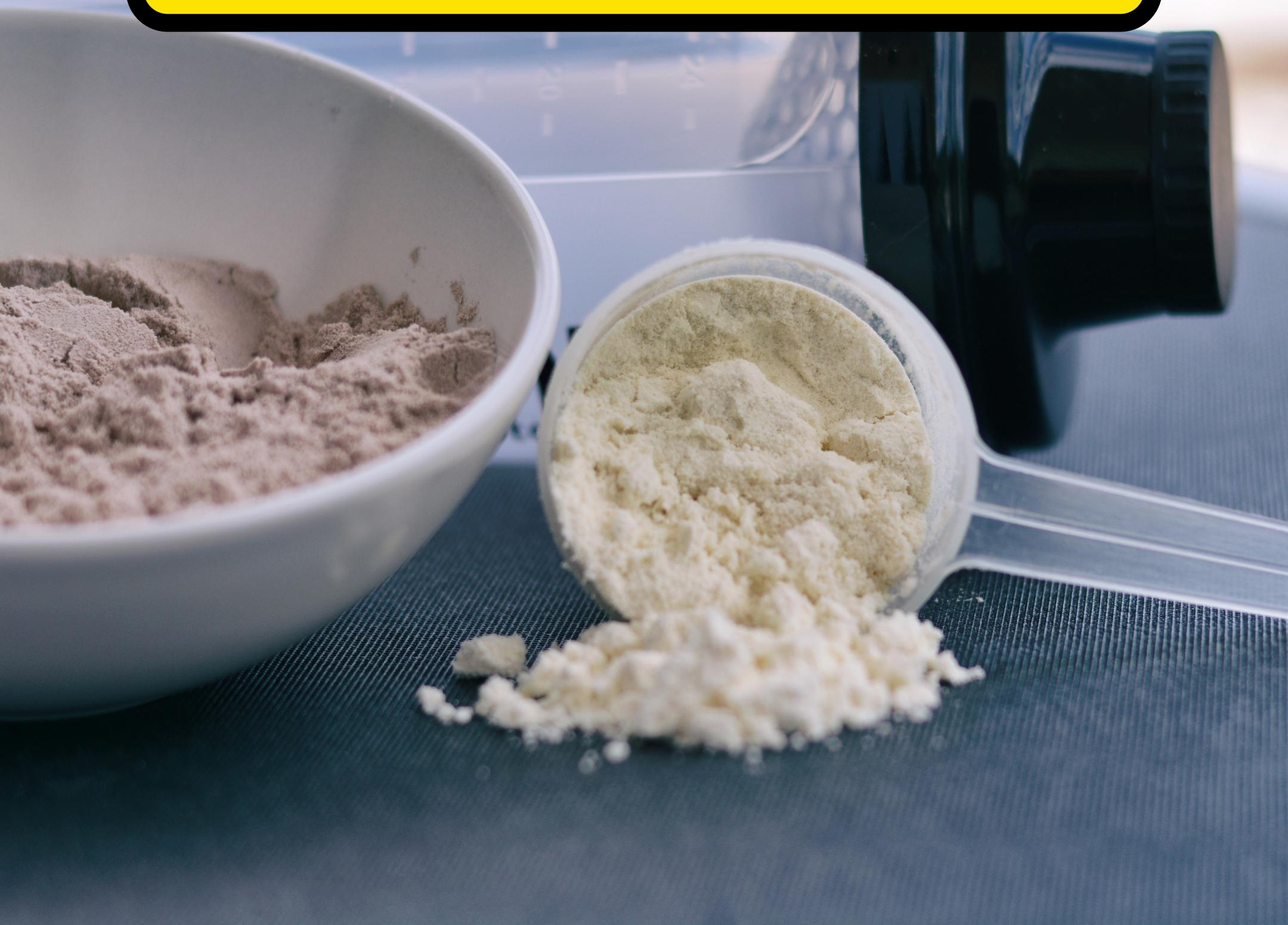


# LET'S SOLVE A GUESSTIMATE



# **PROBLEM STATEMENT**

**Estimate The  
Market Size of  
Whey Protein in  
Delhi.**

# PRELIMINARY QUESTIONS

**Interviewee:** Which Market Sizing unit should I consider?

**Interviewer:** Estimate in Terms of Units

**Interviewee:** Should I consider different packaging sizes & brands?

**Interviewer:** Consider the same package size, each of 1 kg.

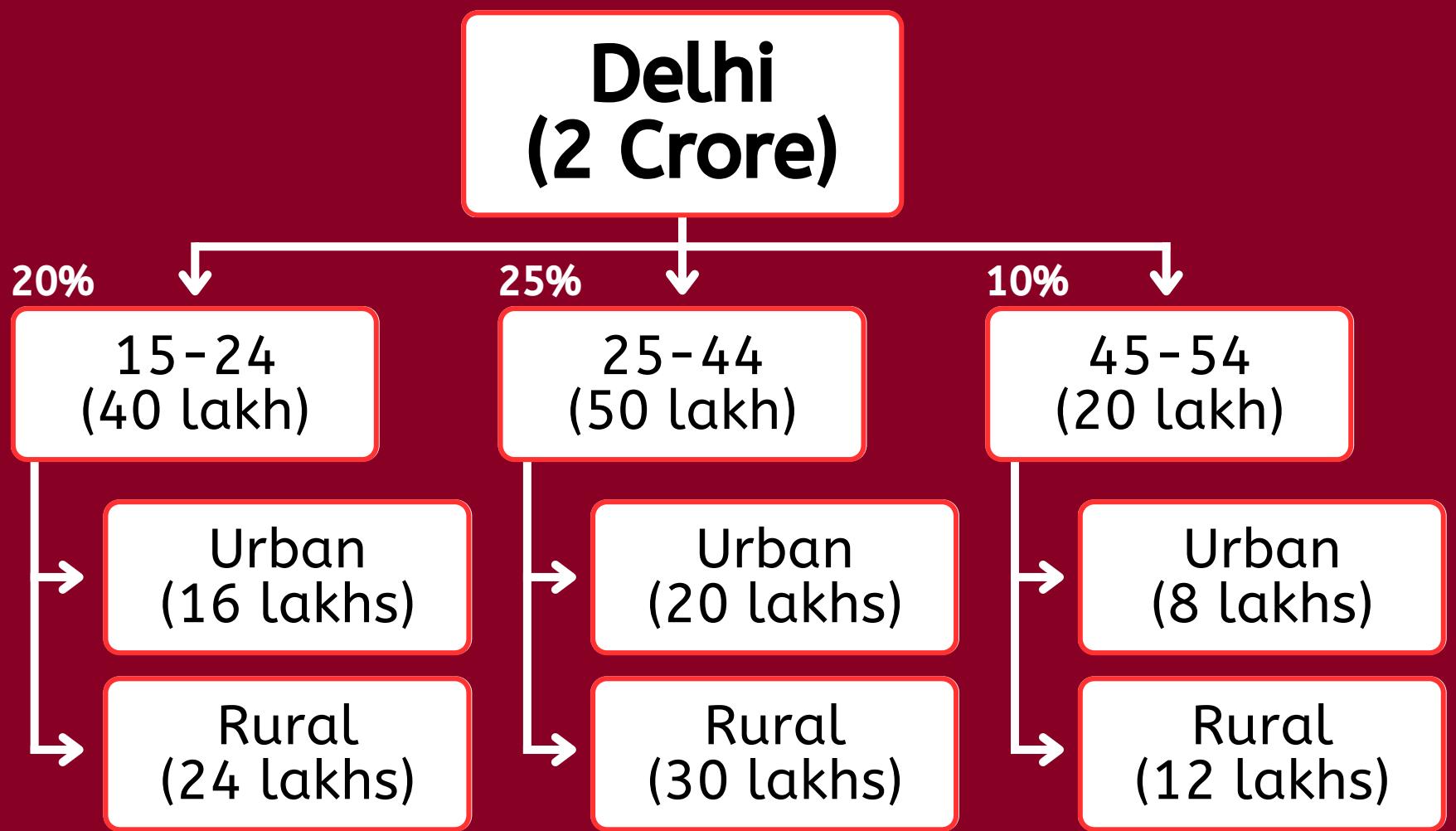
# ASSUMPTIONS

- Infants, Toddlers and Senior Citizens are considered Non-Consumers
- The population of Delhi is 2 Crore
- 1 Kg is assumed to be 1 Unit
- Rural:Urban Population = 6:4
- Gymers:Non-Gymers = 3:7
- 75% gymers consume whey protein

# OVERALL STARTEGY

Starting with the population of Delhi, we segment it into various age groups. The various groups are further segregated based on Urban and Rural households. Considering the high price of the commodity, the urban population is bifurcated into gymers (heavy users) and non gymers (moderate users) to calculate the total number of units used.

# FRAMEWORK

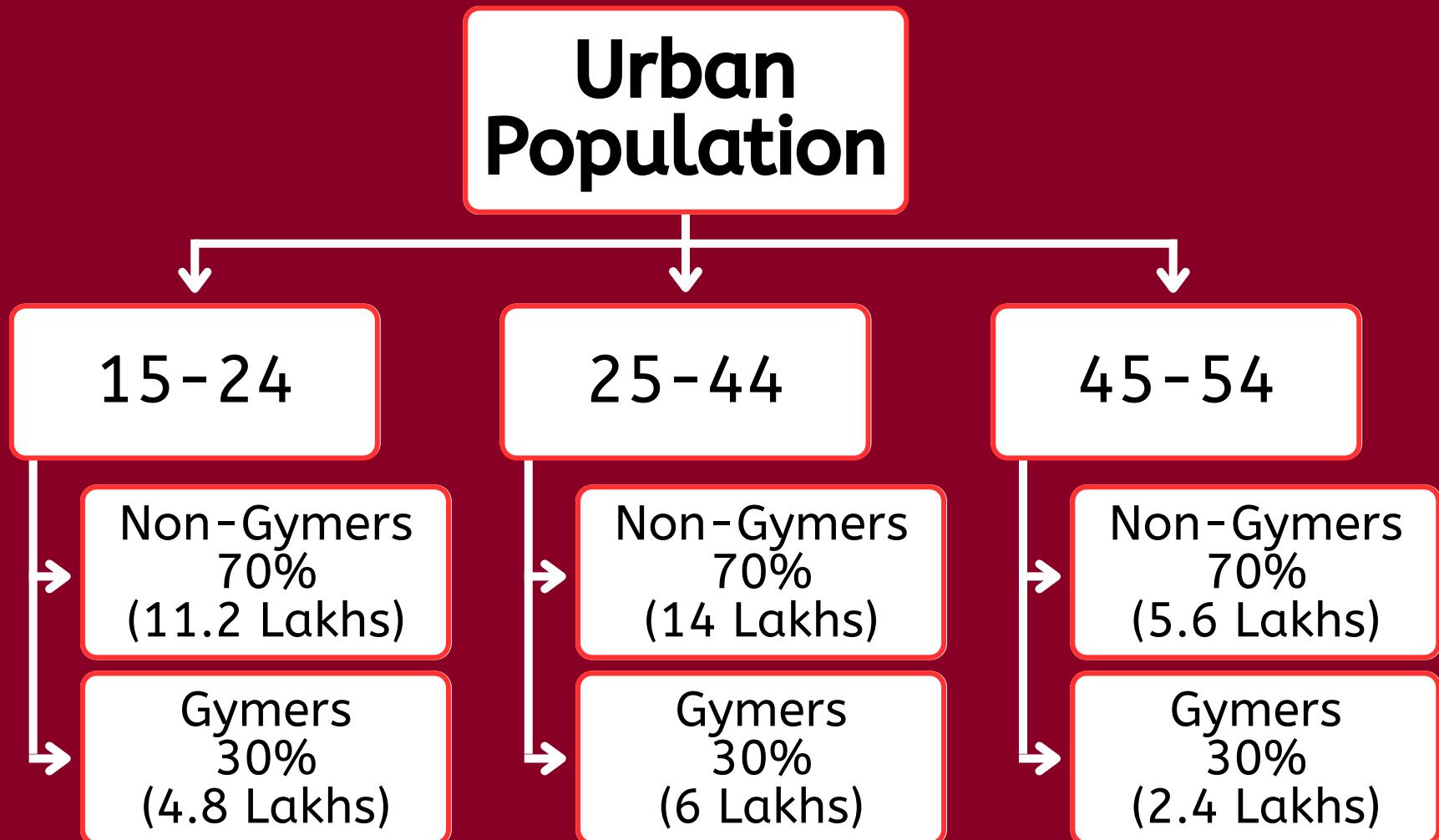


On average, we assume that each Heavy Gymer consumes 2 Units of Whey Protein in a Month, and each Non-Gymer consumes 0.25 Units of Whey Protein Monthly for Home Workout.

# FRAMEWORK

Total #Units Consumer by Gymers Annually  
 $= (4.8 + 6 + 2.4) \times 0.75 \times 2 \times 12 \text{ Months}$   
= ~ 2.4 Crore

Total #Units Consumer by Non-Gymers Annually  
 $= (11.2 + 14 + 5.6) \times 0.25 \times 12 \text{ Months}$   
= ~ 0.9 Crore



# FRAMEWORK

Considering the affordability factor, we will assume that only Urban households have access to the commodity.

Total # Units Consumed Annually

$$= 2.4 \text{ Crore} + 0.9 \text{ Crore}$$

$$= \mathbf{3.3 \text{ Crore Units}}$$

# **FINAL ANSWER**

*The annual market size of  
whey protein in Delhi is  
approximately 3.3 crore units*

# CONSULTING FELLOWSHIP

McKinsey  
& Company

Mentors from

Deloitte. BCG



Dalberg

accenture

- 1 **2.5 or 6 months, 10 mentors, and 30+ hours of live mentorship on Consulting careers, CV making (including 1:1 edits), Guesstimates & Case Interviews.**
- 2 **Rigorous interview practise through real-time guesstimates solving & buddy teams for mock cases.**
- 3 **Placement Assistance through employee referrals by our MBB & Dalberg mentors. Regular job updates from consulting firms. Industry Breakdown for cases.**
- 4 **Live case project (& certificate) with a real life client & business problem. CV templates & interview preparation resources along with 1:1 Mentorship.**

**SIGN UP**

(Registration Link is in  
the comments)