

Market Landscape Analysis Task

Purpose

Conduct comprehensive industry landscape analysis to understand market structure, dynamics, key players, and trends.

Inputs

- Industry or sector to analyze
- Geographic scope
- Time period for analysis
- Specific focus areas (if any)

Process

1. Industry Structure Analysis

- Identify industry segments and subsectors
- Map industry value chain
- Analyze industry concentration and fragmentation
- Identify key industry players by segment
- Document industry size and growth rates

2. Competitive Dynamics

- Apply Porter's Five Forces framework
- Assess competitive intensity
- Identify barriers to entry and exit
- Analyze supplier and buyer power
- Evaluate threat of substitutes

3. Market Trends

- Identify major industry trends
- Analyze technology disruption
- Track regulatory changes
- Monitor M&A activity
- Assess industry lifecycle stage

4. Key Player Analysis

- Profile top industry players
- Analyze market share distribution
- Identify strategic groups
- Document competitive positioning
- Track recent strategic moves

5. Industry Dynamics

- Analyze profit pools and margins
- Identify growth drivers and constraints
- Assess industry attractiveness
- Evaluate future outlook
- Identify strategic opportunities

Outputs

- Comprehensive industry landscape report
- Industry structure diagrams
- Competitive dynamics analysis
- Key player profiles
- Trend analysis and implications

Success Criteria

- Industry structure is clearly mapped
- Competitive dynamics are thoroughly analyzed
- Key trends are identified and explained
- Strategic implications are articulated
- Analysis is supported by credible data

Related

- @template:market-intelligence-report-tmpl
- @agent:market-intelligence-lead
- @task:market-sizing-research
- @task:trend-forecasting-analysis