



## Expressions to Define the Market Trends

English for Startup Incubator  
**cakap.com**





# Learning Objectives

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After this lesson, students will be able to:

- Recognize words and phrases that commonly used in defining the market trends
- Use some expressions when defining the market trends
- Define the trends using provided materials

# Introduction

Study the explanation about market trends, then discuss the question on the right

A **market trend** is a tendency of a financial market to move in a particular direction over time. These trends are classified as secular for long time frames, primary for medium time frames, and secondary for short time frames. Traders identify market trends using technical analysis, a framework which characterizes market trends as predictable price tendencies within the market when price reaches support and resistance levels, varying over time. The terms bull market and bear market describe upward and downward market trends, respectively, and can be used to describe either the market as a whole or specific sectors and securities.

Do you think international trade will continue to increase in future? How will it change?



# Useful Expressions

Study some more expressions for defining the market trends

## Positive Trends

- Grow/growth

Meaning: to make a business bigger by increasing sales, employing more people, etc.

Example: If the government doesn't grow the economy fast enough, our living standards will suffer.

- Increase

Meaning: a rise in the amount or size of something.

Example: The paper company has increased its sales by 15%.

- To improve/improvement

Meaning: to become larger in amount or size.

Example: The boss came up with an idea in order to improve our profits.

# Useful Expressions

Study some more expressions for defining the market trends

## Positive Trends

- To become more widespread

Meaning: existing or happening in many places and/or among many people.

Example: The use of protective masks became more widespread during the COVID-19 pandemic.

- To rise/rise

Meaning: to increase in number, amount, or value

Example: Taxes have been constantly rising since November.

- To get richer

Meaning: to increase your amount of money or valuable possessions.

Example: Due to the concentration of wealth, the rich have been getting richer.

# Useful Expressions

Study some more expressions for defining the market trends

## Negative Trends

- Shrink

Meaning: to become smaller.

Example: The market for film cameras has been shrinking steadily over the past 15 years.

- Decrease

Meaning: to become less, or to make something become less.

Example: The price of oil went up due to the decrease in OPEC output.

- To get worse

Meaning: : more unpleasant, difficult, or severe than before.

Example: Many governments have seen their balance sheets getting worse in recent years.



# Useful Expressions

Study some more expressions for defining the market trends

## Negative Trends

- To become less common

Meaning: not in general use any more, having been replaced by something newer and better or more fashionable.

Example: DVDs have become less common due to the proliferation of streaming services.

- Fall

Meaning: to become lower in value, amount, or level

Example: On Black Friday, items tend to fall in price.

- To get poorer

Meaning: to decrease your amount of money or valuable possessions.

Example: Many middle class families got poorer as a result of the recession.



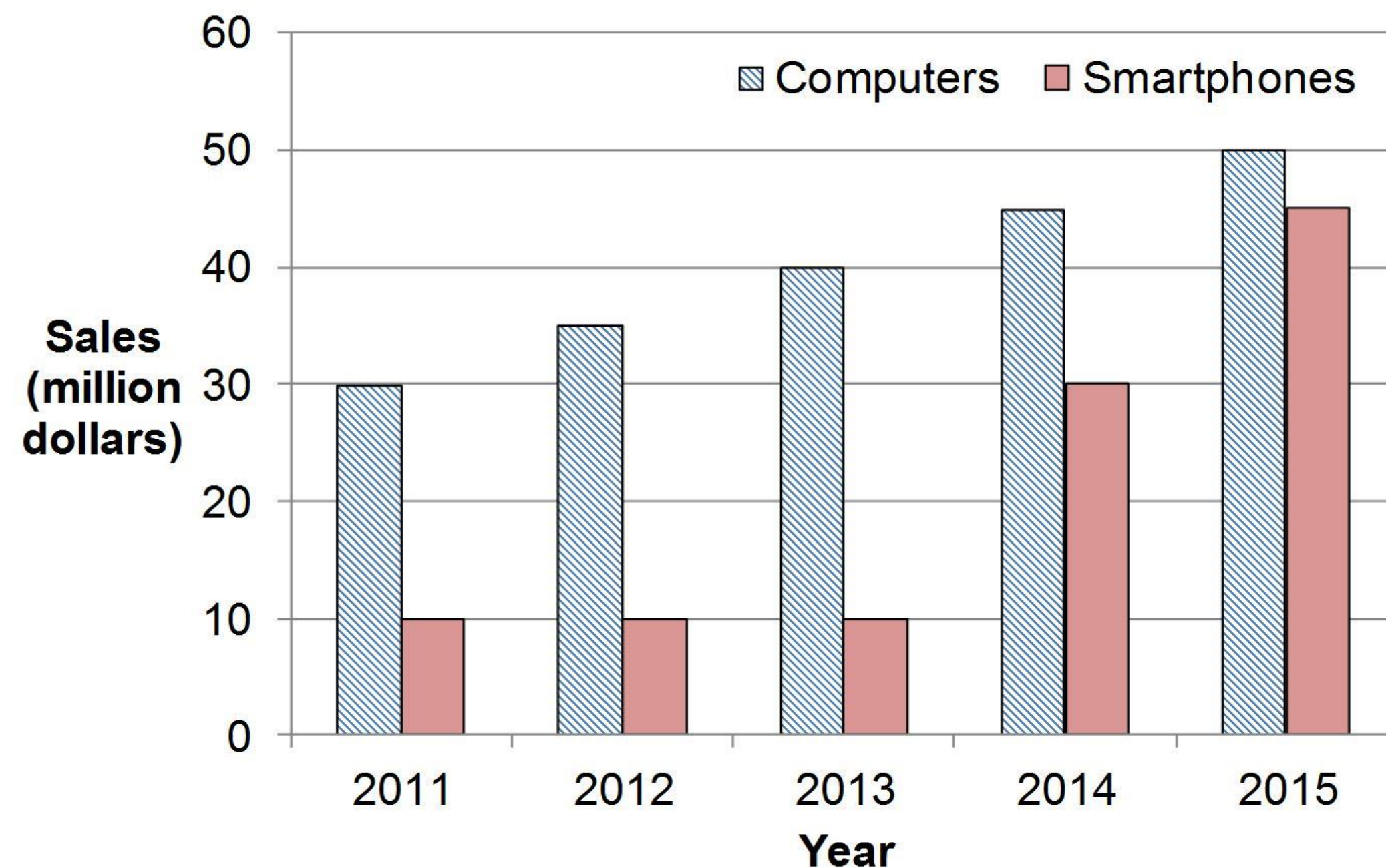
# Exercise

Study the following description of market trends, then highlight the expressions of positive trends

## Exam question

The bar chart shows the amount of money spent on two types of electronic items in country X.

Summarise the information in the chart by selecting and reporting the main features. Make comparisons where relevant.



The chart gives information about how much money was spent on computers and smartphones in country X between the years 2011 and 2015.

According to the chart, there were upward trends in spending on both items. Computer sales increased steadily by \$5 million each year. Smartphone sales remained level at \$10 million until 2013 and then increased dramatically, reaching \$45 million dollars in 2015. Although they are still less than the value of computer sales, they are only \$5 million behind.

People's total expenditure on these electronic devices rose dramatically in this period. The total was \$40 million in 2011 and it rose to \$95 million in 2015.

Overall, the sales of both of these items grew, but smartphone sales grew more quickly. If these trends continue, we can expect smartphone sales to overtake computer sales in 2016 or soon after.

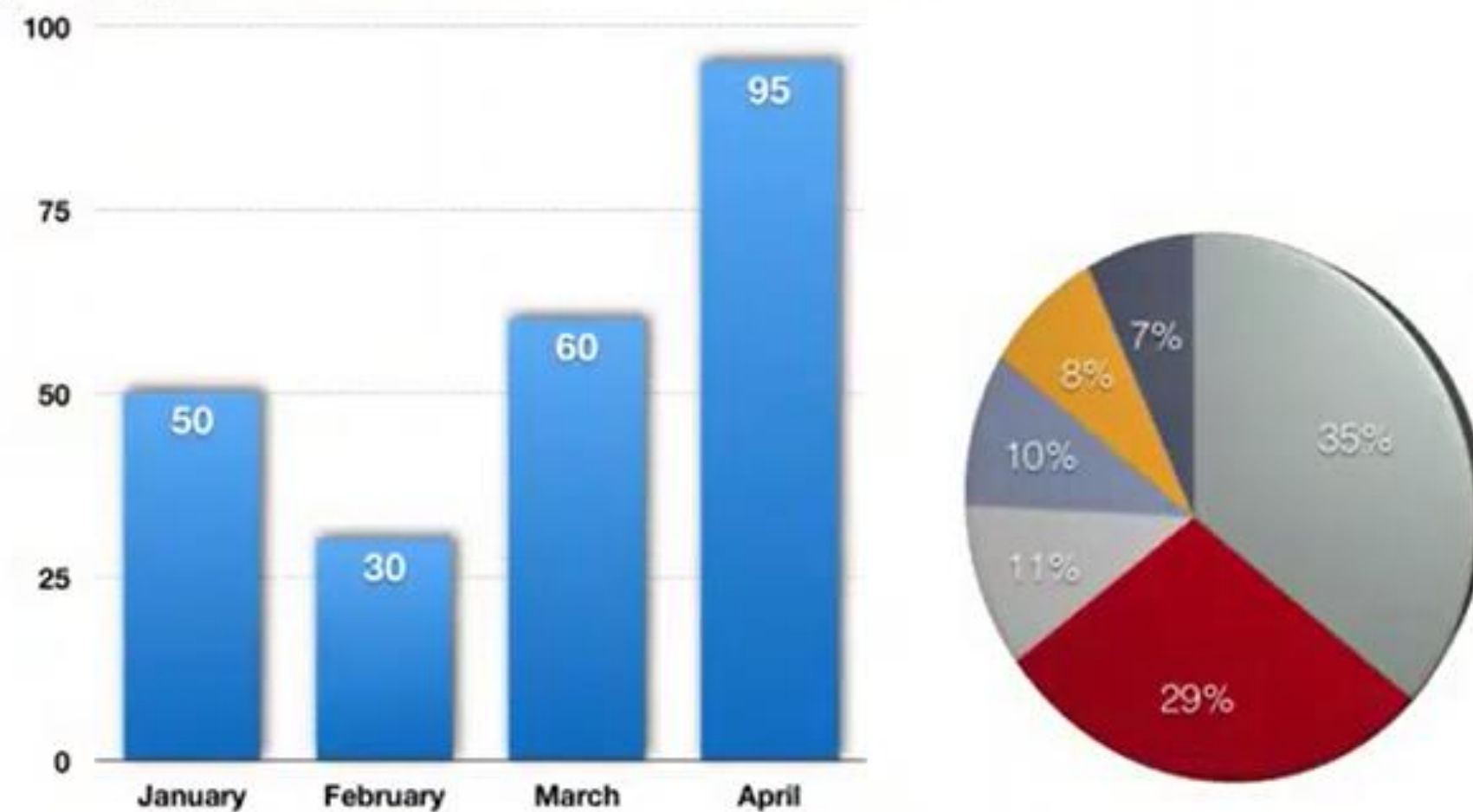


# Example

Study the following description of market trends

Click the picture below to play the video

## Describing trends graphs & charts



**Watch the video about how to  
define market trends**





# Exercise

Complete the following sentences.

1. Sales \_\_\_\_\_ from 16 million to 18 million.

- a. Increased
- b. Decreased
- c. Dropped
- d. Declined

2. Sales \_\_\_\_\_ from 120,000 in April to 95,000 in July.

- a. Fell
- b. Improved
- c. Grew
- d. Rose

3. Clothing sales accounted for **approximately** four-fifths of our revenue last year.

Which word has the same meaning as the highlighted word?

- a. Less than
- b. Exactly
- c. About
- d. Just over

4. After years of being the market leader, failure to adapt to new technology led to sales figures \_\_\_\_\_ and the loss of 95% of customers.

Which verb is correct?

- a. Collapsing
- b. Improving
- c. Fluctuating
- d. Increasing

5. Number of customer complaints

2016: 423

2017: 440

2019: 428

There was a \_\_\_\_\_ in customer complaints between 2016 and 2019.

- a. Fluctuation
- b. Fluctuated
- c. fluctuating



# Exercise – Answer Key

Check your answers below

1. Sales \_\_\_\_\_ from 16 million to 18 million.

- a. **Increased**
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- c. Dropped
- d. Declined

2. Sales \_\_\_\_\_ from 120,000 in April to 95,000 in July.

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3. Clothing sales accounted for **approximately** four-fifths of our revenue last year. 2018: 398

Which word has the same meaning as the highlighted word?

- a. Less than
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- c. **About**
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- a. **Fluctuation**
- b. Fluctuated
- c. fluctuating



# Speaking Exercise

Discuss the following questions

- What is the unemployment rate in your country right now? Is it increasing or decreasing?
- Do you prefer buying products produced in your own country or from abroad?





# Grammar Bits

Study the explanation below about Present Continuous Tense

The present continuous is a verb tense in which the action is on-going/still going on and hence continuous.

The present continuous tense is used to talk about actions that are happening at this current moment

**Structure:**

**Subject + be + Verb-ing + adv**

**Example:**

- ☐ At the moment, we are seeing an increase in sales
- ☐ At the moment, petrol prices are falling

# Grammar Exercise

Complete the following sentences into Simple Present Continuous Forms

1. At this moment, many employees \_\_\_\_\_ (think) about quitting.
2. In the present market, wages \_\_\_\_\_(soar) even though economy growth isn't so high
3. Our market share \_\_\_\_\_ (shrink) at this time
4. The cost of system maintenance \_\_\_\_\_ (rocket) in the present situation
5. Jane \_\_\_\_\_ (print out) the contract.
6. That's because he \_\_\_\_\_ (meet) the big boss in the afternoon.
7. Bob \_\_\_\_\_ (talk / not) on the phone.

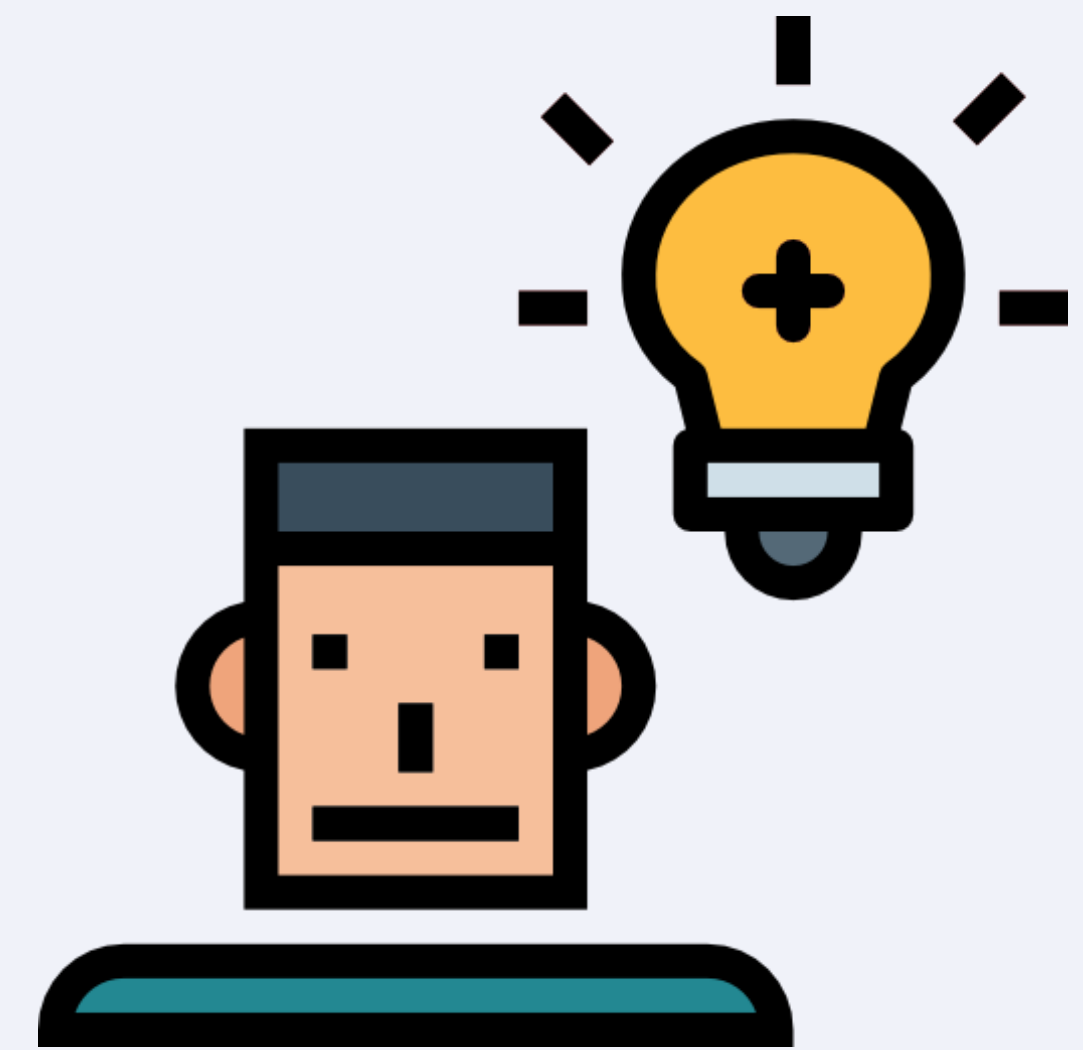




# Grammar Exercise – Answer Key

Check your answers below

1. At this moment, many employees **are thinking** about quitting.
2. In the present market, wages **are soaring** even though economy growth isn't so high
3. Our market share **is shrinking** at this time
4. The cost of system maintenance **is rocketing** in the present situation
5. Jane **is printing out** the contract.
6. That's because he **is meeting** the big boss in the afternoon.
7. Bob **is not talking** on the phone.



# Speaking Exercise

Discuss the following questions

- What impact has migrant labor had on your country in recent years? Would you like to see more or less in future?

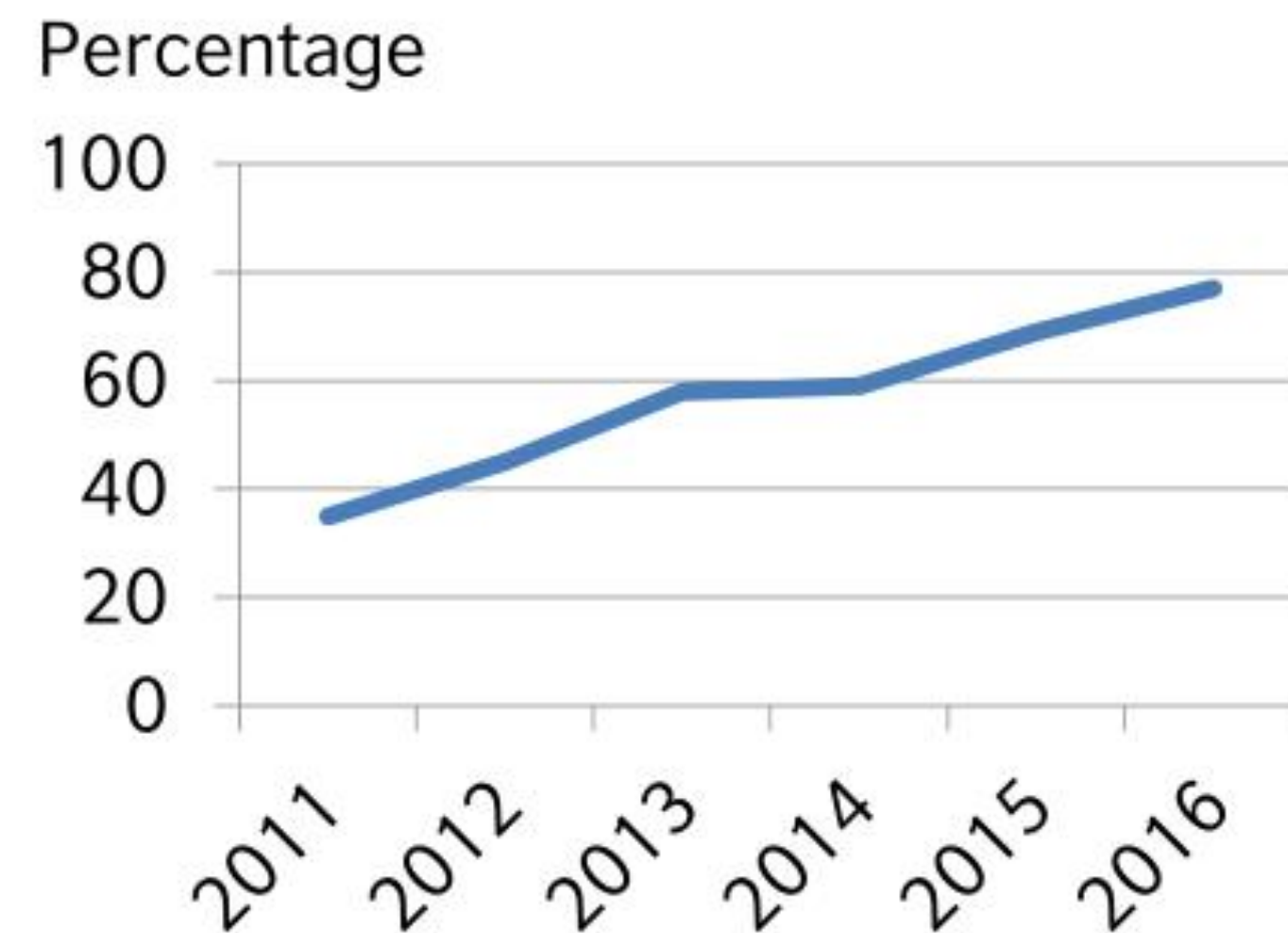




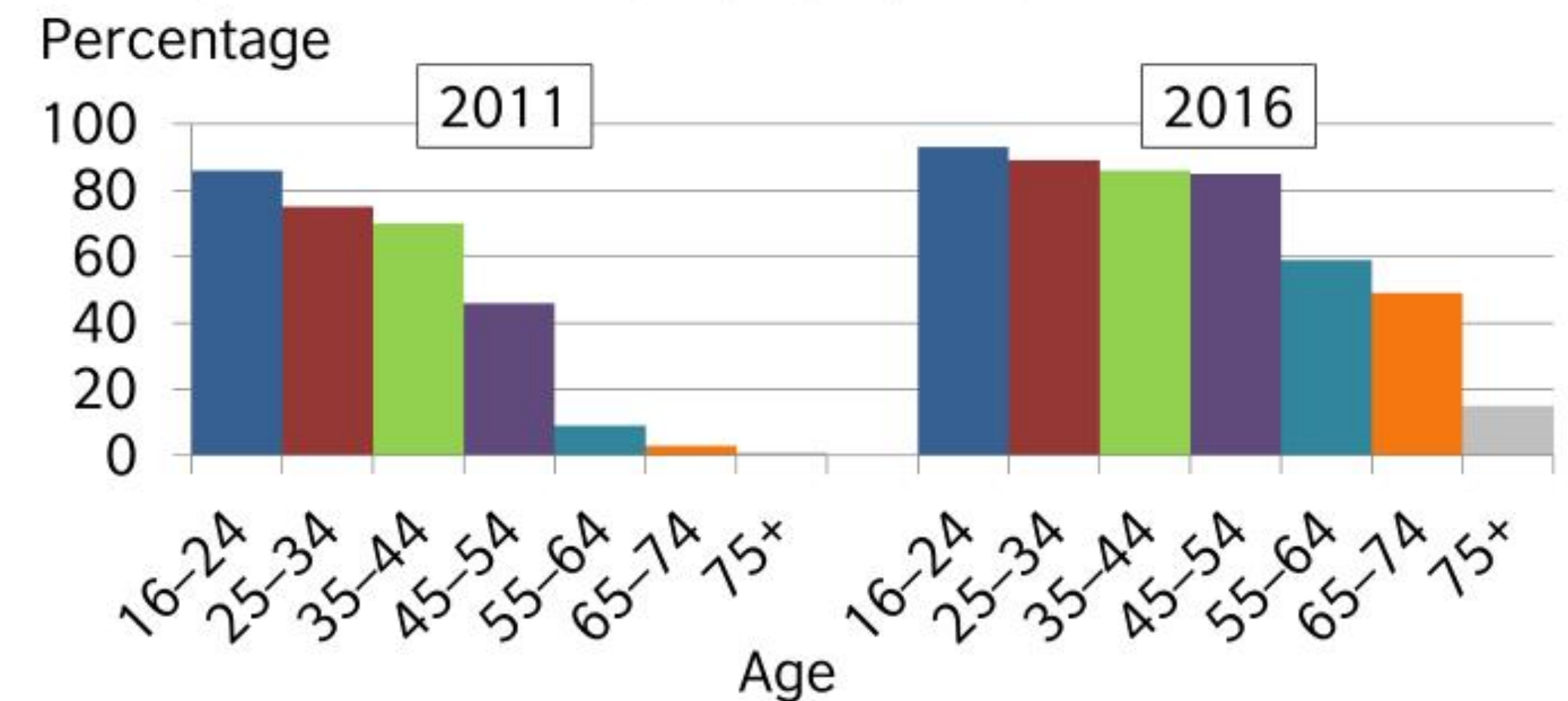
# Exercise

Define the following trends

**Smartphone ownership  
(percentage of population)**

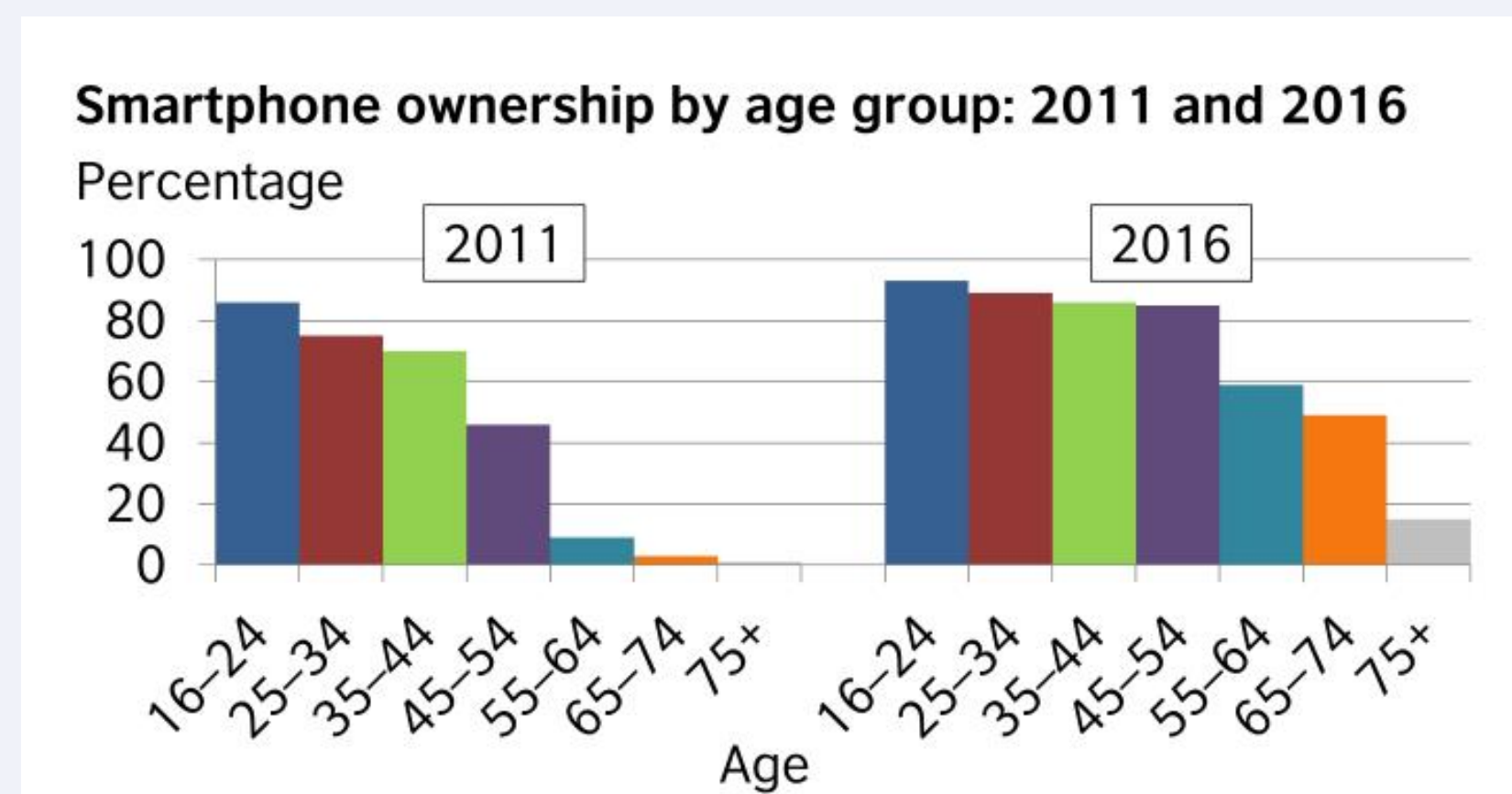
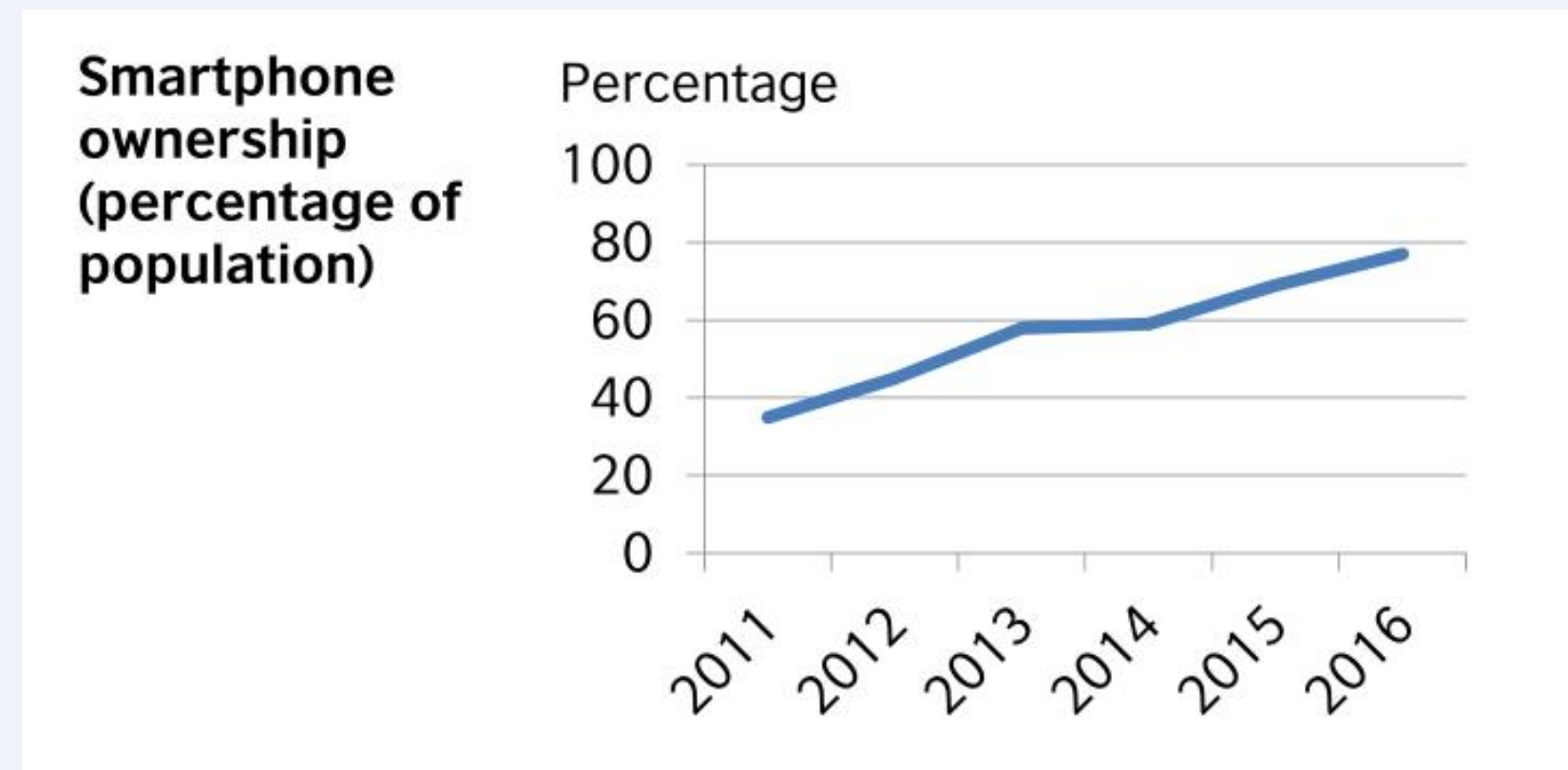


**Smartphone ownership by age group: 2011 and 2016**



# Exercise – Suggested Answer

Define the following trends from both charts



**This is a suggested answer only. You should refer to the information in this learning object to see if your answer has the same meaning**

The first chart illustrates the percentage of the population who owned a smartphone from 2011 to 2016, and the second breaks the percentages down by age for 2011 and 2016.

Overall, smartphone ownership increased during the six-year period. In general, the younger people were, the more likely they were to own a smartphone. However, the most significant increases in smartphone ownership between 2011 and 2016 came from people aged 45 to 54, from 46% to 84%; from those in the 55 to 64 category, from 9% to 59%; and from those aged 65 to 74, from 5% to 50%.

The percentage of people who owned a smartphone rose steadily, starting at around 35% in 2011 and reaching about 77% by 2016. People aged 16 to 24 represented the greatest percentage of smartphone ownership in both 2011 and 2016. 75% of people aged 25 to 34 and 72% of those aged 35 to 44 owned a smartphone in 2011, rising to 88% and 86% respectively by 2016.

Although almost nobody in the 75+ age category owned a smartphone in 2011, 15% of this group owned smartphones in 2016.



# Pronunciation Drill

Pronounce the following words with your teacher. Pay attention to the word stresses.

Words/Phrases	Pronunciation
Population	<span>ˌpɒpjəˈleɪʃən</span>
Percentage	<span>pərˈsentɪdʒ</span>
Shrinking	<span>ˈʃrɪŋkɪŋ</span>
Soaring	<span>ˈsɔɪɪŋ</span>
Decrease	<span>ˈdiˌkris</span>
Collapse	<span>kəˈlæps</span>
Fluctuation	<span>ˌflʌktʃuˈeɪʃən</span>



# Learning Reflection

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Think of today's lesson and answer the questions.



- What did we learn today? what topic is it?
- Which part that you liked? Why?
- Tell us the new vocabularies you learned today.
- What do you think we're going to learn in the next meeting?



# Thank you.



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