

**Unveiling Market Insights:**  
**Analysing Spending Behaviour and**  
**Identifying opportunities for growth**

Market  
Driving

“Influencing  
the structure  
of the market  
and/or  
behavior of

Market  
players in a  
direction that  
enhances the  
competitive

“Articulation  
of demand  
and more  
‘hard’ market  
development

Market  
Formation

In terms of  
demonstration  
projects, ‘nursing  
markets’ or niche

Markets,  
bridging  
markets and,  
eventually,  
mass markets

Markets  
emerge from  
the  
performances  
of a

Market  
Practice

Variety of actors  
at a particular  
moment in time,  
they are  
constantly in

The making and  
never finished.  
Studies in this  
cluster are  
rooted in two

Main theoretical  
traditions: actor-  
network theory  
and service-  
dominant

Market  
system  
dynamics

“The conscious  
activities  
conducted by a  
market actor in  
order

To alter the  
current  
market  
configuration  
in its favor