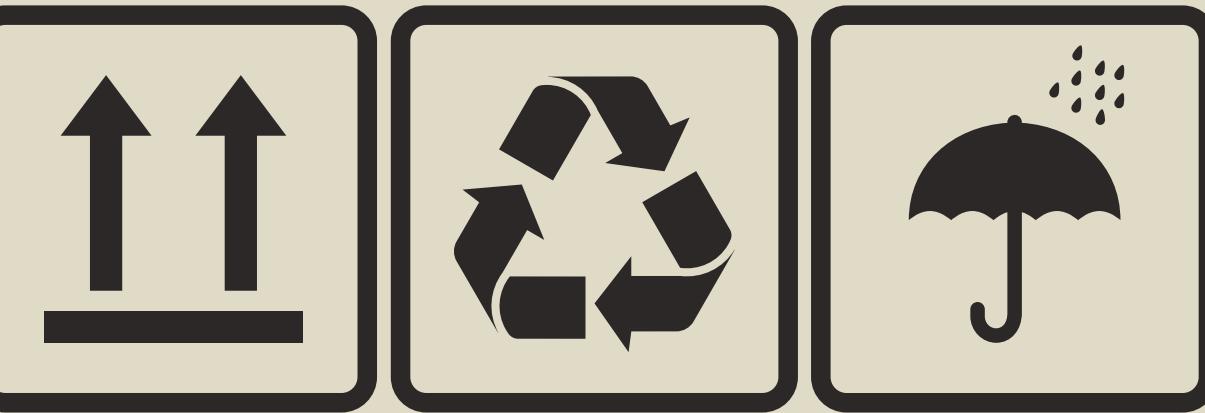


# MARKET DEMAND



Lesson 2



# DEFINITION

***Market demand describes the demand for a given product and who wants to purchase it. This is determined by how willing consumers are to spend a certain price on a particular good or service.***

## survey

Social media networks are excellent places to post surveys about products, industries and services. Find out what friends and family have to say about a particular need or idea.

## Experiments

Designing experiments is time consuming and expensive, but can be beneficial to an ecommerce store.

## observations

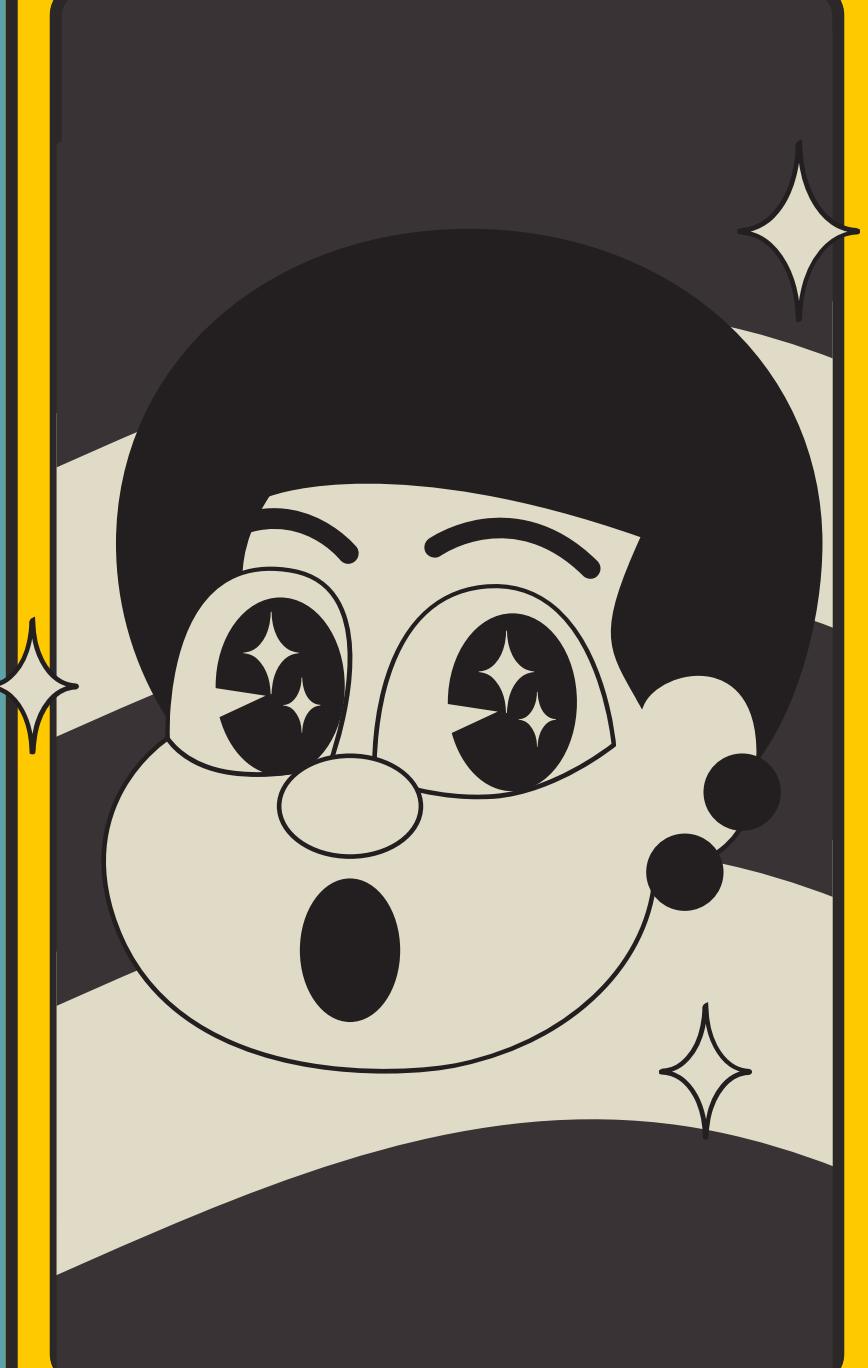
Simply looking around – both in the physical and the digital worlds – can give huge clues about market demand.

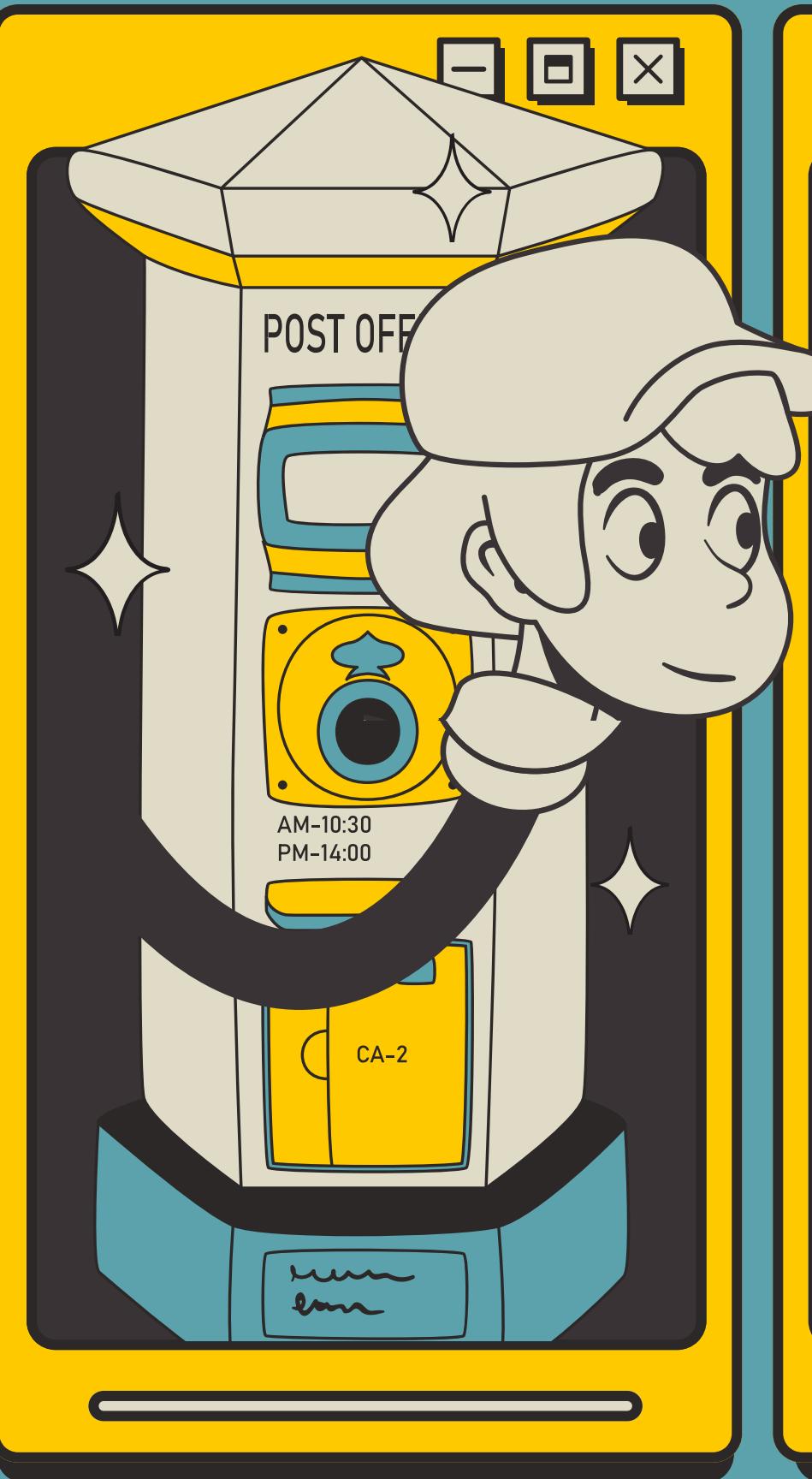
# MARKET SUPPLY

**Market supply is the total amount of an item producers are willing and able to sell at different prices, over a given period of time**

# MARKET EQUILIBRIUM

*Equilibrium is the state in which market supply and demand balance each other, and as a result prices become stable. Generally, an over-supply of goods or services causes prices to go down, which results in higher demand—while an under-supply or shortage causes prices to go up resulting in less demand.*





# MARKET PRICE

*The market price is **the current price at which an asset or service can be bought or sold**. The market price of an asset or service is determined by the forces of supply and demand. The price at which quantity supplied equals quantity demanded is the market price.*

THANK YOU  
FOR LISTENING!

